IPD at 32nd BEAUTY FORUM 2017

MUNICH, GERMANY | 28 – 29 OCTOBER 2017

MEET RELIABLE TUNISIAN SUPPLIERS OF HIGH-QUALITY COSMETIC PRODUCTS

VISIT US AT BOOTH C3 | B29/B31
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### BEAUTY FORUM MUNICH 2017

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THE IMPORT PROMOTION DESK PRESENTS SELECTED EXPORTERS FROM TUNISIA AT BEAUTY FORUM MUNICH 2017.

For the first time, Tunisia takes part with its own country pavilion at Beauty Forum Munich 2017. In cooperation with the Tunisian export promotion organization “Centre de Promotion des Exportations” (CEPEX), the IPD organized the participation of the Tunisian exporters.

At booth C3 | B29/B31, selected companies from Tunisia introduce their rich assortment of high-quality cosmetic products to the German and European market. The special feature of the Tunisian products is that they contain many local plant based specialities.

The IPD supports the Tunisian companies break into the European market.

On the following pages you will find detailed information about these companies and our partner CEPEX.

The IPD establishes direct contact to these new suppliers and organises b2b meetings at the trade fair.

Get in touch with us.
THE IPD IS YOUR PARTNER FOR IMPORT PROMOTION IN GERMANY.

We connect European importers with exporters from selected developing countries and emerging nations.

The IPD is an initiative of the Federation of German Wholesale, Foreign Trade and Services (BGA) and sequa, the development organisation and partner of German business. The IPD is funded by the Federal Ministry for Economic Cooperation and Development (BMZ).

Our goal is the sustainable and well-structured import promotion of special products from selected partner countries – under compliance with high quality, social and environmental standards. We have the contacts, information and communication channels to reliable suppliers in our partner countries. Additionally, we work with a network of international organisations in Europe and our partner countries.

By connecting you to the right exporters, we help you to profit from time-, cost- and risk-optimized sourcing.

You can find detailed information about the IPD and our individual services at www.importpromotiondesk.de
Strong experience of 40 years in promoting Tunisian exports, the Export Promotion Center (CEPEX) has developed a real expertise in supporting and guiding exporting companies to international markets. The Center provides a rich array of services and can count on a large international network. CEPEX aims at positioning the brand “Tunisia Export” among worldwide leaders.

The missions of CEPEX are based on four axes:

– Inform, advise and guide Tunisian exporters about business opportunities.
– Assist the Tunisian exporters in the export process through financial and technical support.
– Support and guide exporting companies to international markets through the organization of promotional events, partnership meetings and market prospecting.
– Promote the Tunisian products and services to the international market.

CEPEX has an international network of Commercial representations in Africa, Libya, Algeria, Morocco, Ivory Coast, Italy, Netherlands, Russia, United Arab Emirates and Jordan.

For more information please visit the website www.tunisiaexport.tn
B.C.I. is based in the mountainous region of Zaghouan, near the capital of Tunis. The company is manufacturing high quality cosmetic products in their ISO 22715/208 GMP certified laboratory and is one of the first companies in Africa that was able to obtain such certification. Different innovative formulas are developed using raw materials from all over the world.

B.C.I. markets its products in Tunisia and wants to expand its services into Europe. The company is not only looking for distribution of its own brands, but also open to full service sub-contracting of cosmetic production. B.C.I.’s mission is to continuously deliver high quality production and develop a trustful relationship with its clients.

**PRODUCTS**
- Cream against heavy legs
- Cream against dry skin
- Moisturising matifying cream & gel
- Exfoliating cream
- Intensive depigmenting cream

**SOURCE OF RAW MATERIAL**
- Tunisia, France

**CERTIFICATIONS**
- ISO 9001
- ISO 22716
Bio Thala was created in 2016 by a young chemist to develop products derived from the prickly pear cactus, a plant perfectly suited to grow in the Thala region in the west of Tunisia.

The company mainly produces prickly pear seed oil as well as powder for the cosmetics industry. Furthermore, an own brand of Bio Thala prickly pear cosmetics is marketed already in Tunisia. Bio Thala’s natural products are organic certified and 100% sourced from local agricultural development groups.

The company’s mission is to bring good quality products to the market and at the same time support rural development in the dry regions of Tunisia.

PRODUCTS & QUANTITIES PER YEAR
- Prickly pear seed oil/+250 liter
- Prickly pear powder/+7000 kg
- Prickly pear vinegar/+5000 liter

CERTIFICATIONS
- ORGANIC EU

SOURCE OF RAW MATERIAL
- Organic certified cooperative
NAKAWA BIO

Hall C3 | Booth B29/B31

Nakawa’s products are produced in the middle of an eight hectares eco farm in the coastal region of Monastir. The company utilizes various natural products of Tunisia for their cosmetics production. Raw materials include many aromatic plants as well as products of the prickly pear cactus and the olive tree. Even some exotic plants such as moringa are cultivated.

Nakawa Bio follows a philosophy of minimal environmental impact on its surroundings, carefully monitoring the farming and production cycle of its products. This also ensures a high quality control and absolute traceability. All products are organic certified.

The company’s vision is to research and develop more and more local ingredients for the cosmetic industry under high standards in order to bring them to local and international markets.

PRODUCTS & QUANTITIES PER YEAR

- Organic prickly pear seeds oil/150 l
- Organic prickly pear vinegar/1000 l
- Organic soap/20 kg
- Facial mask/+100 l
- Organic Herbal Tea (Moringa & flowers of prickly pear)/20 kg
- Cactus seed powder/100 kg

CERTIFICATIONS

- ORGANIC EU

SOURCE OF RAW MATERIAL

- Own cultivation
Zayta

Zayta was founded to bring Tunisians scents to the world, after its founder had experienced the desire for the smells and textures of skin care products from her home country when living abroad. Tunisia’s large offer of essential oils – such as jasmin, orange or rosemary – brings alive the special character of the Mediterranean country in Zayta’s variety of cosmetics. Most formulas are based on another traditional Tunisian product: Olive oil. The oil also gave the company its name, as “Zayta” means olive tree in the Armenian language.

Zayta focusses on all natural ingredients, carefully purchased from different producer groups around the country. The company aims for innovation, never stops doing research and trainings, as well as developing new cosmetic product lines both for the European as well as the African consumer.

PRODUCTS & QUANTITIES PER MONTH

- Massage Oil/50 l
- Body lotion/40 l
- Body wrap with clay/30 l
- Soap with olive oil/30 l
- Hand & foot care cream/10 l
- Aftershave cream/10 l
- Baby cream & oil/20 l
- Hair care cream/10 l
- Facial mask with clay/20 l

SOURCE OF RAW MATERIAL

- Small scale producer groups from Tunisia
BEAUTY FORUM MUNICH 2017
Hall plan

EINGANG NORD | EINGANG NORD-WEST

1. OG: KONGRESSE · WORKSHOPS · MEISTERSCHAFTEN

C3

BEAUTY POINT
Styling Area

COSMETIC DIRECT
Apparative Kosmetik
Pflegende Kosmetik
Dekorative Kosmetik

Wellness
Naturkosmetik

COSMETIC EXKLUSIV
Pflegende Kosmetik
Dekorative Kosmetik

C2

FUSS POINT

COSMETIC DIRECT
Permanent Make-up
Lashes

COSMETIC EXKLUSIV
Apparative Kosmetik
Medical Beauty

C1

FUSS

SALON ACCESSOIRES
Nail/Bodypainting Area

NAIL
BEAUTY FORUM MUNICH 2017
Opening hours

OPENING TIMES
Sa, 28. Oktober 2017: 9.00 – 18.00 Uhr
So, 29. Oktober 2017: 9.00 – 17.00 Uhr
ARRIVING BY CAR
The Messe München and the ICM are located directly on the A94. Reach both event centers by taking either freeway exit Feldkirchen-West (Exit Nr. 6) or München-Riem (Exit Nr. 5). On the event center grounds, a dynamic traffic control system regulates the flow of traffic. It directs you the free parking spaces closest to the event center.

ARRIVING BY TRAIN
Public transportation: Travelling to and from the Messe München and the ICM – International Congress Center München

Stops Messestadt West and Messestadt Ost.
The U2 subway (U-Bahn) line direction Messestadt Ost runs from 4:00 in the morning to 1:00 at night, and takes you directly to the New Munich Trade Fair and the ICM.

During peak travel times on weekdays, the U2 runs every 5 minutes:
07:30 - 10:10 from the Central Station (Hauptbahnhof)
15:10 - 18:55 from Messestadt West