



FCECOSMETIQUE
FINE CHEMICAL ENGINEERING

JUNE 4th to 6th
2024

11:00 AM às 19:00 PM

LOCATION:
SÃO PAULO EXPO

POST SHOW REPORT 2024



28th
EDITION



fcecsmetique.com.br

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Visitation

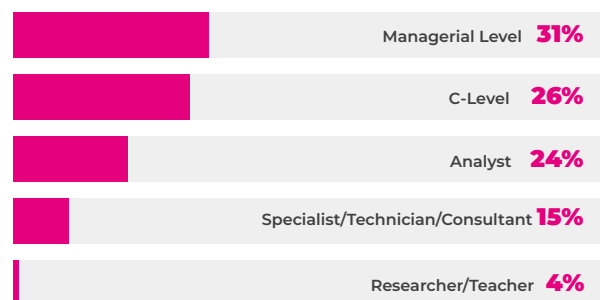


21,575 visitors *(record attendance)*

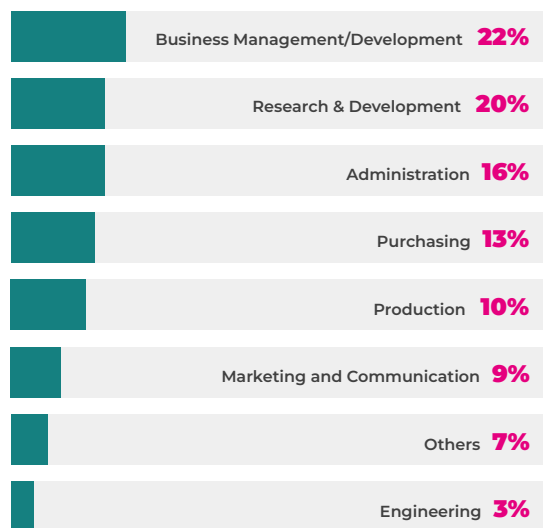
Qualified audience that remains and renews itself

Visitor profile

Positions



Areas of expertise



Presence from 28 countries

South America **57.14%**
Asia **17.26%**
North America **14.80%**
Europe **9.52%**
Africa **0.60%**
Oceania **0.60%**

Presence from 27 Brazilian states, with emphasis on the Southeast and South regions of the country.

Exhibitors

Business area:

40,000m²

100% sold spaces

+80% of the exhibitors are satisfied

+600 Exhibiting brands

Content journey



Followers on 14/06/24: **18,854**

Growth of 51.1%

Profile views: **50,425**

Total reach: **258,901**

Total impressions: **285,235**

Posts in the period: **207**



Page likes: **14,879**

Page reach: **468,204**

Total impressions: **600,714**

Page engagement: **36,667**

Posts in the period: **227**



Followers on 14/06/24: **2,071**

Growth of 18.56%

Reach: **42,065**

Impressions: **94,960**

Posts in the period: **226**

Talk Science

More than **8 hours** of content **over 3 days** of experience;

Positions:

Managerial Level – **16.13%**

C-level – **16.53%**

Technical Level – **5.24%**

Analyst – **28.23%**

Consultant and Owner – **22.18%**

Students and Trainees – **5.65%**

Others – **6.05%**

Media Coverage

47

Insertions and over 246 mentions

Media return of

R\$ 479,978.40

Talk Science



ARENA

The Arena Talk Science has established itself as a success at FCE, fostering **discussions on key topics** in the cosmetic and pharmaceutical industries.

The event attracted **hundreds of attendees** and **featured presentations** on sustainability, artificial intelligence, and greenwashing by experts like Luiz Marinello and Komatsu.

Participating companies included **Corning International, Fortgroup, Daxia, Athletica Nutrition, and Dasa**, offering valuable insights into ESG practices and industry innovation.



294
Attendees



+20
Speakers



STUDIO

The Studio Talk Science also stood out with the segment **"Market Talk," led by Nadja Bento, Portfolio Director**. This space featured **24 recordings** in this edition and became crucial for understanding industry dynamics and trends, **presenting interviews with industry leaders and influencers**.

Topics covered included ESG, innovation, artificial intelligence, and improvements in industrial processes.



24
Recordings



8h
Generated content



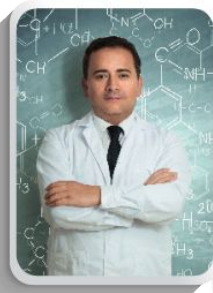
INNOVATION Challenge

In its 5th edition, the Innovation Challenge awards brands that present innovative solutions in raw materials for the cosmetics sector.

Os projetos são enviados para análise de um júri altamente qualificado, formado por:



Alberto Keidi Kurebayashi
Coordinator of the Innovation Challenge
Biochemical Pharmacist and Director at
Protocolo Consultoria



John Jiménez
Senior Researcher
at Belcorp



Prof. Dra. Vânia Leite
President of the ABC Council



Dr. Sérgio Schalka
Coordinator of the Brazilian
Photoprotection Consensus



Andrezza Di Pietro Micali Canavez
Product Safety Manager for
Alternative Products at Grupo
Boticário



Silas Arandas Monteiro
R&D Innovation Specialist at
Natura&Co

There were 14 participating assets, and the winners of this edition are:



2nd place
Givaudan
Human by nature
Silk-iCare™



1st place
dsm-firmenich
ETERWELL™ YOUTH



3rd place
Lipoid Kosmetik
Bakulipid



Popular vote: Barentz. CapSol™

AEROSOL PAVILION



The FCE once again featured the Aerosol Pavilion, organized by ABAS to showcase innovative brands and solutions in the aerosol sector. The pavilion brought together 11 companies, reflecting the market's annual growth rates of 5% to 10%.

*"The aerosol pavilion was a **major highlight of FCE**. This year, we brought together **11 companies** representing the entire aerosol industry, from component manufacturers to brand owners. We expect to **continue growing** in the coming years. The aerosol market in Brazil is the fourth largest in the world, and that's the relevance we aim to demonstrate here at the event," **said ABAS President Alyne Freitas**.*

FCE INGREDIENTS



FCE Ingredients, a 100% dedicated space within FCE Cosmetique for companies in the segment, brought together over 40 exhibitors. With the aim of celebrating essential cosmetics raw materials, it highlights major industry players. Among the booths, there are thematic immersions inspired by ancient stories and innovations focused on sustainability and technology, such as nanoemulsions and the use of algae. Companies also showcase products like hyper hydration and prebiotics, among many other innovations.

*"Exhibiting at FCE is an **annual commitment** for us. Last year, we were very pleased with the activity at our booth, and this year is no different, with a **large volume of visitors**, which is very important to us," **Caroline Garcia, Marketing Representative at Daxia, stated**.*

Congress



The 36th edition of the Brazilian Congress of Cosmetology brings together leading researchers: finished product industries, suppliers of inputs or services, institutions, and universities in a **3-day** journey of technical-scientific presentations.



18h

of content



63

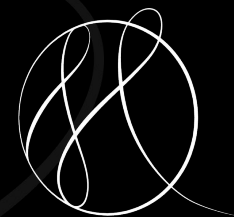
papers presented



53

speakers distributed among individual lectures and panel discussions





HOSPITALITYCLASS



The Hospitality Class is an exclusive relationship program between brands, suppliers, and the cosmetic and pharmaceutical industry, manifested as a VIP space within the event. Over three days, more than 900 visitors enjoyed the amenities and networking opportunities offered by Hospitality Class.

This edition featured Manaus Airport Powered by Vinci as the ambassador of the VIP space.

The area also hosted notable corporate events, including breakfasts organized by **Dinaco, Cytiva, and AQIA**, as well as a happy hour by Schneider, facilitating interactions and idea exchange among attendees.



Match Making Program

At its **28th edition**, FCE hosted another Match Making Program focused on producers and buyers in the **raw material** segment of the cosmetic and pharmaceutical industries.



2h of business



17 exhibitors



49 buyers



R\$12,850,000
in generated business





Institutional support



Official Media



Exclusive Support



Media Partner







See you in 2025

From June 10 to 12 at São Paulo Expo



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 /cosmetiquefce

 /fce-cosmetique

WE ALWAYS MEET AT FCE!

NÜRNBERG MESSE