



WORLD OF WOMAN

23th – 26th March 2017
Brno - Czech Republic

www.bvv.cz/svetzeny



FINAL REPORT

This year's new event in the spring fair offer showed ranges of products for a beautiful and happy woman, the World of Woman. The exhibitors came here to offer cosmetics, fashion by independent Czech designers, healthy nutrition and other assortments for a healthy lifestyle and a happy woman.

The sought-after part of the show was a hairdressing show, massages and cosmetics where not only women could experience their makeover. An attractive supporting programme was prepared for the visitors where tips and tricks for good skin care, various makeup styles were presented along with the greatest myths about healthy eating being debunked.



STATISTICS 2017



* Joint statistics of the ProDítě and World of Woman fairs, footfall is combined with the Fishing fair

THE WORLD OF WOMAN TESTIMONIALS

Ivana Vojvodíková, Amoené

We enjoyed being in Brno, we are happy that we could present our products that we otherwise supply only to beauty parlours. It is a unique event where we could present ourselves to the general public in one place.

Ľubica Kuttnerová, Daflorn

We appreciate that we could come to Brno to present at the World of Woman our special probiotic products which are not well known in the Czech Republic, while people in Slovakia have used them for nine years. We presented these products not only at our exhibition stand but I spoke about them in detail also during the exhibition in lectures given directly in the hall. The interest was great and our firm is satisfied with its participation.

Hana Sladká, Secondary School Brno - Charbulova

The secondary school in Charbulova presented the study programmes beautician, hairdresser and photographer at the World of Woman at the woman makeover show. For all those interested, 4th grade students were available free of charge. Throughout the show, our girls were busy almost all the time and I must say that our students are really skilful and understand their crafts.

Kateřina Marková, independent consultant, MARY KAY

Women coming to our exhibition stand could enjoy fifteen minutes peace and quiet while being made up using our Mary Kay cosmetics. The advantage was that children could be virtually put aside and the women could enjoy a few minutes of relaxation and beautification. Our service was in huge demand which also applies to our US cosmetics. We are glad that we could be present at this new show.

Martina Gajdová, RYOR

We are happy that we took part in the first Word of the Woman edition. We also introduced the cannabis programme which is produced by our Czech firm, Ryor. The visitors were very interested in it. Our participation has been a benefit for our company.

Lenka Heřmanová, Vegan

Visitors to the exhibition centre were stopping at our exhibition stand and tasted our products, some of them even returned to us the next day. We were happy with the participation, people were buying and tasting.

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Veletrhy
Brno