



# Helping the (Polish) Cosmetic Industry to export

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# Our business

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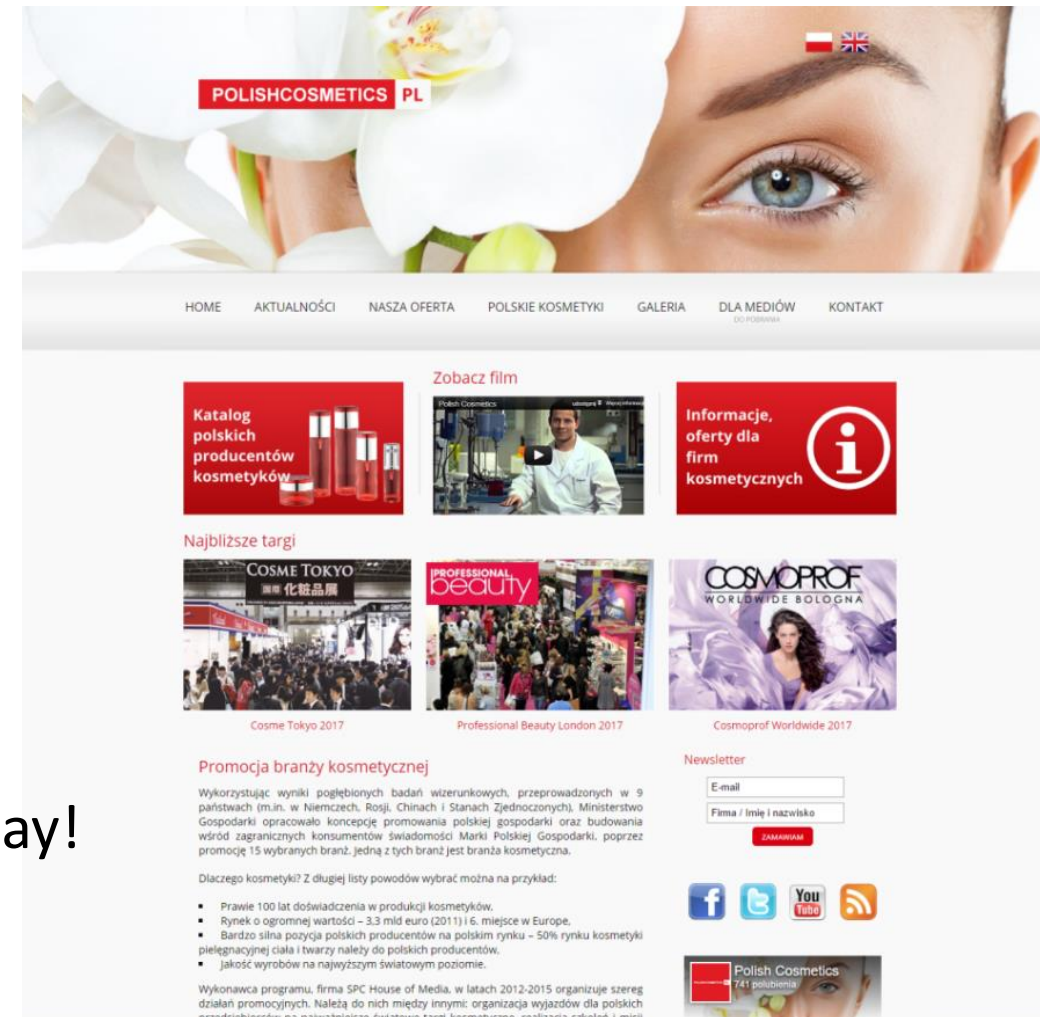
# Using the Internet for B2B communication

## Polishcosmetics.eu

Our international portal helps cosmetic companies to find B2B partners in the foreign markets.

### Interesting facts:

- About **10.000** unique users per month!
- **1 foreign subscription** to our Newsletter every day!



The screenshot shows the Polishcosmetics.eu website interface. At the top, there is a navigation menu with links: HOME, AKTUALNOŚCI, NASZA OFERTA, POLSKIE KOSMETYKI, GALERIA, DLA MEDIÓW, and KONTAKT. Below the menu, there are several promotional tiles: 'Katalog polskich producentów kosmetyków' (Catalog of Polish cosmetic producers), 'Zobacz film' (Watch film) with a video thumbnail, and 'Informacje, oferty dla firm kosmetycznych' (Information, offers for cosmetic companies). A section titled 'Najbliższe targi' (Upcoming trade fairs) features three event thumbnails: 'COSME TOKYO', 'PROFESSIONAL beauty', and 'COSMOPROF WORLDWIDE BOLOGNA'. Below this, there is a 'Promocja branży kosmetycznej' (Cosmetic industry promotion) section with text about market research and a list of reasons to choose Polish cosmetics. At the bottom right, there is a 'Newsletter' sign-up form with fields for 'E-mail' and 'Firma / Imię i nazwisko', and a 'ZAMAWIAM' button. Social media icons for Facebook, Twitter, YouTube, and RSS are also visible.

# Using the Internet for B2B communication

## Communication to Polish Companies

We have a very **detailed database** to cosmetic companies in Poland.

Our **newsletters** are well known in the cosmetic market, they are an important source of new information.



**POLISHCOSMETICS PL**

**TARGI**

**COSMOPROF ASIA 2018 - Już czas na rezerwację powierzchni!**  
Jako oficjalny partner organizatora targów zapraszamy do wystawiania się na Cosmoprof Asia Hong Kong 2018, które odbędą się w dniach **13-15 listopada br.**  
Zachęcamy do kontaktu i rezerwacji powierzchni targowej.

Impreza jest największym i najważniejszym wydarzeniem B2B branży kosmetycznej w regionie i co roku przyciąga gości z całego świata, a przede wszystkim z Dalekiego Wschodu.

Jak co roku, na targach organizujemy Polski Pawilon Narodowy. Oferujemy stoiska zarówno w zabudowie indywidualnej, jak i standardowej.

Kontakt dla firm zainteresowanych zakupem powierzchni:  
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**COSMOPROF**  
ASIA HONG KONG  
亞太區美容展  
**NOVEMBER 2018**  
**HONG KONG**  
**13<sup>TH</sup> - 15<sup>TH</sup>**

# Using the Internet for B2B communication

## Communication to Polish Companies

- It was started by economic model **co-funded by UE** in 2012.
- The Polish cosmetics were **informed about activities** of the project.
- They get information about how they can **distribute** their products.
- Foreign B2B partners who are interested in their products are **contacting** us or cosmetic companies directly.
- After the end of the program the Polish companies are **financing** that project.

## Fairs

We are organizing fair stands for (Polish) cosmetic companies abroad.



# Using the Internet for B2B communication

## SEM Campaigns

We are using Google search engine, to find very targeted business partners.

Need a detergent producer? | Check our special offer!

Reklama [www.emarba.com](http://www.emarba.com)

We are looking for distributors, importers and resellers in Great Britain. Wide range of household chemicals. Contact us for details.

# Thank you for your attention!



[www.spchouseofmedia.com](http://www.spchouseofmedia.com)

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# Polishcosmetics - VIDEO

<https://www.youtube.com/watch?v=sBvxtfqawqA>