

The beauty of innovation

The time has come to plan for next February's PCD Congress 2011, a key event in the diaries of all professionals working in the field of perfumery and beauty.



Clients and prospects meet in convivial surroundings at the PCD exhibition in Paris.

The PCD Congress and Awards ceremony on 8 - 9 February 2011 in Paris, France, shows every sign of being a successful gathering of specialists in perfume and beauty cosmetics. The organisers are expecting around 1,400 participants from some 30 countries, and 80 exhibiting packaging suppliers.

The Congress is arranged so that clients and prospects can meet in convivial surroundings. Innovators highlight their developments during dedicated themed sessions; while attendance is made easy to plan thanks to an all-inclusive package for delegates.

This year an Innovation Workshop will

cover preservative-free products in a session moderated by Promens and Coty Europe Beauty. A discussion on packaging that enhances consumer wellbeing will be chaired by Unilever and Chanel. And further sessions will be led by Socopla, Estée Lauder, L'Oréal and Rexam.

Chanel will chair a session on perfume packaging. Innovation and sustainable development will be explored by Evea, Derambure Conseil, CinqPats, Lumson, VPI, SGD, Rexam, Pôle Européen de Plasturgie, CD Cartondruck, Deltasacs – Groupe Pigé, Edelmann, Leonhard Kurz and Stora Enso. In addition, Estée Lauder will steer the session on the state of the art of personal

care and make-up packaging.

Further information about the PCD Congress, at the Cité des Sciences et de l'Industrie, can be obtained from Jonathan Ouziel, by calling +33 1 48 91 89 89, or by emailing contact@pcd-congress.com. ■

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