



Media Information

Wetzlar, May 2017

Natural & Organic Cosmetics Conference 2017: Effective brand management – the new customer journey and its challenges

During the last decade, the natural and organic cosmetics market has undergone rapid changes. Worldwide, the industry is confronted with challenges. The demands on retailers and manufacturers are increasing, the requirements of younger demanding customers are often not met. Many brands will have to rethink their positioning to continue to succeed in the natural cosmetics market.

The 10th edition of the Natural & Organic Cosmetics Conference will focus on the future-oriented strategic direction of natural and organic cosmetics. The Conference will provide insights on what is relevant for effective brand management in an increasingly competitive market and which challenges retail is facing due to the changing customer journey.

The key topics of the Natural & Organic Cosmetics Conference:

- Brand management: crucial competitive factors
- Outlook natural cosmetics: where is the industry headed?
- Customers 2030: Dialogue with many unknowns?
- New customers – new marketing models for the future?
- Life cycle of packaging
- Polluted oceans – Sea Shepherd is cleaning up
- Booming market: natural and organic cosmetics in Asia
- From fairtrade to realtrade



It's been obvious that familiar structures and approaches are no longer reaching the many critical, networking customers. Elfriede Dambacher, owner of the consulting company naturkosmetik konzepte and program Chairwoman of the Natural & Organic Cosmetics Conference confirms this: "the development of the market clearly shows how differently brands can grow. Many brands rely too much on their familiar marketing concepts." In his keynote presentation, **Dr. Kay Hafner**, founder and chairman of Hafner & CIE. Digital Change And Strategy GmbH, will share his perspective on this current topic and offer insights to the necessary revitalization of brands and what the prerequisites for authentic brand management are – of course the expert will also cast a critical eye on brand policies.

The former natural and organic cosmetics customer has little in common with today's young, demanding customer. Wolf Lüdge, owner of the naturkosmetik verlag which, in cooperation with VIVANESS, hosts the Natural & Organic Cosmetics Conference, states, "retail is facing the significant challenge of having to meet new customer demands." The well-known futurologist, consultant and managing director 2b AHEAD Think Tank GmbH, **Michael Carl**, will pick up on this core topic with his keynote presentation „Customers 2030: Dialogue with many unknowns?“ He will provide information on natural cosmetics customers and their demands and what the customers of tomorrow will attach importance to. Michael Carl will also point out how these needs can be evaluated with the help of Big Data and why products and services are becoming increasingly individual. In his presentation, Michael Carl will also provide insights how customers today and in the future can be reached successfully.

Participants of the 10th Natural & Organic Cosmetics Conference may once again look forward to an interesting and industry-related program. International participants from industry and retail will attend the anniversary edition of this trade platform, offering a multitude of opportunities for international networking.

The next Natural & Organic Cosmetics Conference will be held September 26-27, 2017, at the Hotel Ellington in Berlin with Elfriede Dambacher acting as program chairwoman and under new general management by Wolf Lüdge.

On the day prior to the Conference, the popular Trendtour Berlin will take participants to newly discovered hotspots of natural cosmetics in the city of Berlin (bus tour 2 – 6 p.m.).



Please find further information and the Download-Service at:
www.naturkosmetik-branchenkongress.de

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The publishing company naturkosmetik verlag based in Wetzlar, Germany, hosts the annual international Natural & Organic Cosmetics Conference in Berlin in cooperation with the NürnbergMesse, organizer of the VIVANESS. As of January 1, 2017, Wolf Lüdge has assumed the management of the naturkosmetik verlag from Elfriede Dambacher.

www.naturkosmetik-branchenkongress.de