

2014 International Health & Beauty Care

Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

Sunday, June 8, 2014

ECRM Connect 3.0 Training

30 minutes

ECRM

Making Beauty Brands Export Ready

30 minutes

Making Beauty Brands Export Ready The demand for U.S. made health and beauty products has seen unprecedented growth in the world markets. The resulting demand for American made beauty brands has changed the method and timing for a brand to consider exporting. Join us for a briefing on tools that are now available through your tax dollars to help your company prepare your brand for international sales. • Where are the emerging Market Opportunities • How to tackle Global Regulations and Compliance • International Market Entry Strategies

Patty Schmucker
Center for International Trade Development