

SWISS SCC Winter Conference Champfèr 2005

»Global Society – Individual Beauty«

More than 20 years ago *Dr. Gustav Erlemann*, previous Hoffmann La Roche, Basel, the »Vitamin father«, started the SWISS SCC Winter Conference, being in a more private atmosphere a one week platform for open exchange of cosmetic technicians. Starting in 2001, this conference headed by *Catherine Schneider* (Rausch AG) and *Dr. Marion Fröschle* (Givaudan AG), has developed into a completely new direction: During three days with excellent defined program and speakers, general interest topics of beauty/cosmetics are highlighted from different aspects – this approach allows the participants to get a wide view of the topic, to enable them to look over the edge of their established boundaries and to gain new impulses. The conference language is German. Over three intensive days this year, the 23rd SWISS SCC winter conference in Champfèr, Switzerland, near St. Moritz concentrated on the question, »what does globalization mean?«, in the context of beauty/cosmetics and the consequences that arise for legal, marketing, communication and R&D issues. Seventeen speakers highlighted their points of view on specific topics. Especially fascinating

was the fact that in the presentations of different directions – psychology (*Margarete Friebe*, Alpha Institute, Adligenswil, Switzerland), wellness (Dr.

Thomas Kirchhofer, Kurbäder Rheinfelden, Germany), marketing (*Kerstin Czermak*, Lever Fabergé, Zug, Switzerland), communication (*Peter Leutenegger*, PR Agency, Zürich, Switzerland), press (*Angelika Meiss*, Cossma, Karlsruhe, Germany) or trends (*Dr. Torsten Clarius*, Cognis, Düsseldorf, Germany) – the topic »global society and individual beauty« independently came to the same conclusion in an overall symbiotic approach: Individual beauty in a global world is always combined with acceptance, wisdom, confidence and love.

The complexity of legal Swiss issues was at the center of *Dr. Michel Donat's* speech, BAG, Switzerland, the international regulatory challenges were the topic of *Marianne Schwarberg*, Fribad Cosmetics, Baden Baden, Germany, whereas *Dr. Martin Ammann*, Meyer & Lustenberger, Zürich, Switzerland presented aspects from independent lawyer's point of view. Tendencies towards harmonization do exist on global level, but the individual, partially very country-specific procedures still are more than dominant in big territories of our diversified world. Representing the R&D sector *Dr. Hans Steiss-*

linger, Unilever Hamburg, Germany demonstrated – under the topic »from local to global« – how an international cosmetic company group has very specifically and strongly focused its resources on international level. *Prof. Dr. Fritz Kemper*, University Münster, Germany concentrat-



Picture: Conference Hotel Europa, Champfèr



Picture: Participants during conference



Picture: Dr. Martin Ammann, Marianne Schwarberg, Dr. Michel Donat (f.l.)



Picture: Margarete Friebe, Dr. Thomas Kirchhofer, Kerstin Czermak (f.l.)



Picture: Dr. Joachim Röding, Gerda Spillman, Jürg Frommlet (f.l.)



Picture: Countryside Engadin



Picture: Martin Henglein

ed, from toxicological point of view, on the transparency of the safety assessment ref. raw materials and products in international groups. Doris Kullartz, S. Black, Duisburg, Germany focused on the consumer »man« and ref. industry expectations, user habits and brands, especially for the modern »metrosexual« man.

Trade and export was also a central topic: First Gerda Spillmann, Spillmann AG, Adliswil, Switzerland described how her company developed over the last 60 years and how she had to react to steadily increasing challenges of global requirements, second Jürg Frommlet, Doetsch Grether AG, Basel, Switzerland concentrated on the knowledge of the consumer, the selection of the right distribution partner with specialized distribution teams and strategic promotion strategy. Dr. Joachim Röding, Symrise, Hamburg, Germany shared his experience with the audience how fusions/mergers dramatically influenced his personal business life. Marcella Meier, still an extremely lively 84 year old lady from St. Moritz, Switzerland, showed historical and actual milestones of St. Moritz, developing from a poor local mountain village to a world-renowned health resort – reflecting on her long years' journalistic background. Mar-

tin Henglein, Veroma, Lausanne, Switzerland concentrated on the topic of aromatherapy and how network thinking has to prove pureness and seriousness in the application of etheric oils and the ref. global ecological challenges.

All 60 participants without exception stayed attentive during the fascinating presentations. The time frame of the conference intentionally leaves space for intensive, personal and scientific exchange between the speakers and participants – and all have returned to their work home with a lot of new experiences and ideas in their baggage.

The mains sponsors of the conference have been: Mibelle Cosmetics AG, Buchs, Switzerland; Pentapharm AG, Basel, Switzerland; S&D Chesham GmbH, Bergisch Gladbach, Germany; Univar AG, Zürich, Switzerland; Degussa Goldschmidt GmbH, Essen, Germany, and S. Black GmbH, Duisburg, Germany. Additionally also Cobbex Consulting AG, Wohlen, Georges Walther AG, Pfäffikon, Dr. W. Kolb AG, Hedingen and Prochem AG, Zürich, all Switzerland, supported the lectures.

Dr. Marion Fröschle
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