

ICMAD and U.S. Commercial Service Offer Webinars



ICMAD and the U.S. Commercial Service are partnering to offer a series of webinars on “A Practical Guide to Selling Cosmetics Overseas.” Six 60-minute webinars have been developed to introduce



beauty companies to new overseas markets. Speakers include U.S. Commercial Service in-country specialists to discuss markets, distribution channels, pricing, trends and more. Regulatory specialists will explain the registration process.

Hosted by ICMAD International Chair Carl Geffken and U.S. Commercial Service Senior International Trade Specialist Maryavis Bokal, we invite you to attend the first two webinars in March.

March 11, 2014 at 10:00 a.m. (PST), 1:00 p.m. (EST) - Colombia

Since May 15, 2012, U.S. companies have been able to sell cosmetics in Colombia under a Free Trade Agreement. In 2012, exports to Colombia topped \$16 billion.

This session features:

Norcia Ward Marin, Commercial Clerk, U.S. Embassy, Bogota, Colombia and Andres de la Torre, Cosmetic Division Specialist, Instituto Nacional de Vigilancia de Medicamentos y Alimentos (INVIMA)

March 20, 2014 at 10:00 a.m. (PST), 1:00 p.m. (EST) – CAFTA countries

On August 5, 2004, the U.S. signed a Free Trade Agreement with five Central American countries, Costa Rica, Honduras, Nicaragua, El Salvador and Guatemala, and the Dominican Republic. U.S. exports to this region totaled \$20 billion in 2009.

Featured speakers for this session are:

Gabriela Lucke, Commercial Specialist – U.S. Embassy San Jose, Costa Rica

The cost for each webinar is \$75. The entire six webinar series can be purchased at a discounted price of \$375. Go to www.icmad.org or call 1-800-334-2623 to register.