

## PRESS RELEASE – SEOUL KOREA CONGRESS



Seoul, the city with Soul in South Korea was the host for the 60<sup>th</sup> CIDESCO International World Congress and Exhibition, from 28 June to 3 July 2011. What an awesome exposure to the Korean Beauty Industry for the international and local delegates who attended the array of functions so professionally and efficiently presented by the Korean Central Estheticians Association - KCEA.

The Examiners Workshop and Schools Meetings were well attended considering the global economy and concerns surrounding the earthquake in Japan. All concerns were allayed as meetings, exhibition and lectures ran with clockwork precision amidst world class showpieces of excellence.

Mr Kyriacos Poupoutsis– President of CIDESCO International welcomed delegates to the Examiners and Schools meetings. Josephine Wackett, CIDESCO Education Board member informed the attendees of the changes in the Aromatherapy Syllabus, discussed examination procedures and syllabi amendments as well as presented practical demonstrations of Facial and Body Electrical equipment to ensure learners worldwide are performing the correct skills in a consistent and an adequately safe manner.

Currently CIDESCO has: 265 CIDESCO accredited Schools and Spa Training Centres, 28 Schools on probation and 77 Beauty Centres worldwide.

Representatives of CIDESCO Member Sections from 32 countries were invited to attend the General Assembly where the CIDESCO Board presented the current status of CIDESCO International. It was reported that there were a total of 5009 Candidates during 2010 entering the variety of qualifications on offer by CIDESCO. These examinations range from Beauty Therapy to Spa, Epilation, Aromatherapy, Make up and of course Post-Graduate. What a fine commitment and dedication to CIDESCO as an organisation.



# CIDESCO

Comité International d'Esthétique et de Cosmétologie

Mrs Elise Wessels retired as PR board member and Ms Sandy Roy of South Africa was elected as the new CIDESCO International Board Member for PR. Ms Dianne Miles of Australia was bestowed with an Honorary Board Membership.

Invited guests were bussed to a traditional Korean evening with a fascinating display of dancers and musicians. Guests were introduced to Korean rice wine amidst a delectable array of eats over 10 courses. The evening was thoroughly enjoyed by all.



The opening Ceremony was a masterful display of talent from an incredible duo of drummers to dancers and an artist who welcomed some 1600 delegates to open the congress. Section representatives, gracefully attired in their traditional gear brought their flags to the ceremony to show the support for the Korean Section. President Soo Kyung Cho of KCEA welcomed the Minister of Health and Welfare, dignitaries from Parliament, CIDESCO President Poupoutsis, the Board and the CIDESCO Members respectively to open the ceremony. Directly following the two hour ceremony, the board members together with the VIP guests officially opened the Exhibition hall of almost 300 exhibitors with white gloves and scissors cutting the delightful ribbons.

The exhibition held a display of wares, equipment, local and International products encompassing the nail, skin and body industry. Fascinating varieties to experience by all including traditional Korean treatments!

The seminar halls provided equipment to translate lectures into Korean and English for all attendees. Lectures and lecturers alike spoke on fascinating topics, hailing from all over the world with many different global topics being discussed there was something for everybody. The theme of the congress was "Natural, Global Esthetic World Korea".

The Welcome Reception took us to the Vista Hall, Walkerhill Hotel where some 1200 guests were treated to an unbelievable band who got the audience onto the floor for an evening of dancing and singing. Traditional dancers bedecked in Korean style outfits introduced us to the colourful Korean style of dance.



The gala dinner brought out the 60<sup>th</sup> Birthday Cake for board members and VIP guests to cut. Flowers, gifts and words of thanks were presented throughout the evening. An elegant display of Korean beautiful people. Famous musicians entertained the elegant guests and much fun was had by all. Mrs Anne Maestrini of CIDESCO Head Office was honoured and thanked for her 25 years of commitment to CIDESCO. Mrs Joanna Hoare was bestowed with the prestigious Medaille Du Merite. Dr. Horstdieter Niejahr of Germany who received the Medaille D'Or and Mrs. Liselott Calissendorff of Sweden who received the Medaille D'Esthetique were unable to be present in Korea and their awards will be presented to them at a future date.

At the closing ceremony the Korean CIDESCO Section handed over the CIDESCO Flag to CIDESCO President Kyriacos Poupoutsis to take to Zurich where the CIDESCO Conference will be held in 2012, with the General Assembly, the Schools Meeting and the Examiners Workshop.

CIDESCO would like to encourage all CIDESCO Section representatives, CIDESCO Accredited School directors, principals and educators and CIDESCO examiners to join us in Zurich, Switzerland, the home of CIDESCO Head Office where you will be most welcomed!

Looking forward to seeing you all in 2012.