

New dates for Hair and Beauty 2012 Frankfurt

New dates have been announced for next year's Hair and Beauty show in Frankfurt, Germany. The event will take place from 13-14 May 2012 as a stand-alone fair, in Hall 11 of Frankfurt Fair and Exhibition Centre.

This decision has been taken jointly by Messe Frankfurt and the Central Association of the German Hairdressing Trade, the conceptual partner of the event. "Hair and Beauty is back on the path to success with more exhibitors, more exhibition space and more visitors. Therefore, we want to give Hair and Beauty more room to grow and develop this highly promising event into an even stronger brand," explains Detlef Braun, member of the Board of Management of Messe Frankfurt GmbH.

"Our motto will remain "Home of the Hairdresser", because we want to offer the entire business - from beginners to professionals - maximum inspiration for their personal careers in the hairdressing and beautician trades. The aim of the fair is to motivate, promote and educate," adds Christiane Walter, director of the trade fair for the hair-cosmetic industry and the hairdressing and beautician trades.

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