ABP BRICS

Association Beauty Professional BRICS

Our *Association*

International platform for the development of the BRICS beauty industry

BRICS WBA

The Association is a member of the BRICS Women's Business Alliance

The project was created under the patronage of the Ministry of Foreign Affairs

BEAUTY UNITES THE BRICS COUNTRIES

BRAZIL

RUSSIA

INDIA

CHINA

SOUTH AFRICA



BRICS+ unites *3.5 billion people.*

Millions of industry professionals and a new wave of consumption shaping global trends. We are at a point where the future of the beauty industry is being formed.



WHY BRICS

BRICS creates value where diverse demand meets *complementary capability*

01

DEMAND DIVERSITY

Multiple market profiles, consumer segments and routes to growth.

02

CAPABILITY COMPLEMENTARITY

Manufacturing, education, clinical expertise, ingredients and distribution.

03

INSTITUTIONAL CONNECTIVITY

Professional networks can reduce the distance between opportunity and execution.

WHY NOW

Establish trusted relationships before market-entry choices, standards and partner positions are locked in.

WHO WE ARE

A cross-border platform built to make *industry cooperation practical*

ABIP BRICS connects the organizations that shape the beauty industry across markets.

We bring together companies, practitioners, educators, medical organizations, professional communities and public-sector counterparts.

We exist to convert fragmented international contacts into structured education, market access, professional exchange and joint initiatives.

ONE PLATFORM

- COMPANIES
- PROFESSIONALS
- EDUCATION
- MEDICAL
- COMMUNITIES
- INSTITUTIONS

OUR MISSION

Make international collaboration *operational*

TURN CONNECTIONS INTO CAPABILITY, ACCESS AND ACTION

01 International cooperation

02 Professional education

03 Business development

04 International networking

05 Industry innovation

06 Export support

ECOSYSTEM

BRICS BEAUTY AWARD

International beauty industry award

EXHIBITIONS

International exhibitions and events

ABP BRICS

ASSOCIATION BEAUTY PROFESSIONAL BRICS

PRODUCER CENTRE

Promotion and support of beauty professionals

EDUCATION

Development and upskilling of specialists

WHAT WE DO

Eight capabilities support *the full partnership cycle*

Government Relations

Dialogue

Education

Capability

International Forums

Convening

Business Missions

Market access

Professional Community

Standards

Brand Promotion

Visibility

International Networking

Connections

Industry Development

Ecosystem

BRICS BEAUTY *AWARD*



GOAL

Engaging professionals
Building a database
Discovering talent

Result for participants:

reaching the final
joining the creative team
a contract with the producer centre

SCALE

3 000–5 000
participants (year 1)

10+
countries

PRODUCER *CENTRE*

WORK

Work with winners and top professionals
Forming a creative team
Participation in international projects
Promoting specialists

SCALE

30–50
professionals (year 1)

10+
projects



First in history

We are establishing the first BRICS-wide **Academy for the Beauty Industry** in history.







Core *Pillars*

01

Hair Artistry and Trichology

02

Nail Services

03

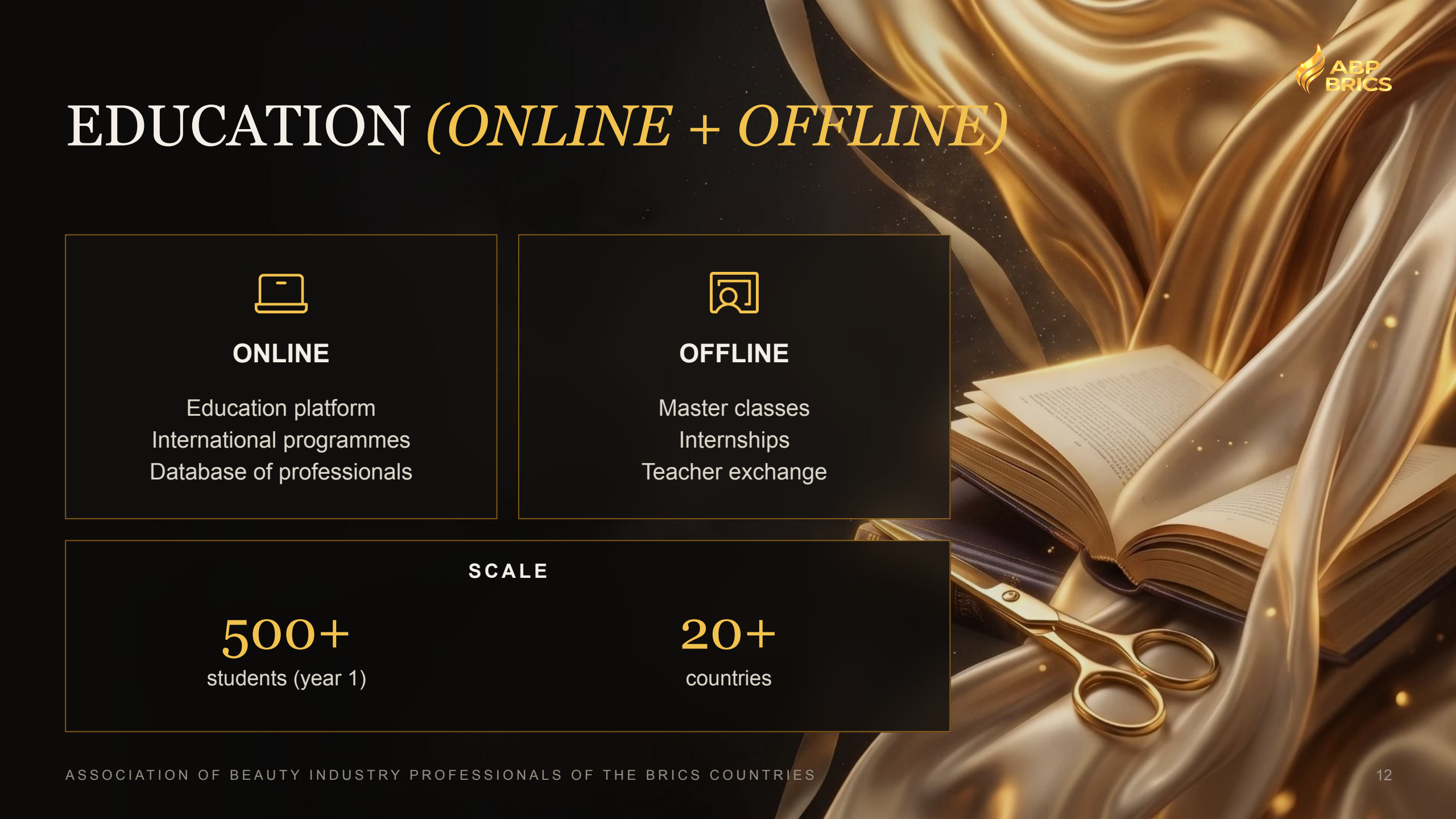
Cosmetology

04

Body Care

The mental wellbeing of beauty professionals remains central to our programme.

EDUCATION *(ONLINE + OFFLINE)*



ONLINE

Education platform
International programmes
Database of professionals

OFFLINE

Master classes
Internships
Teacher exchange

SCALE

500+
students (year 1)

20+
countries

ACADEMY *NETWORK*

GROWTH THROUGH OFFLINE INFRASTRUCTURE

Opening BRICS Academy branches
Pilot: Russia / Kazakhstan / India
Scaling to BRICS countries



FUNCTIONS:

Training
Internships
Platform for brands

This ensures a long-term foothold in the markets

CREATIVITY *& EVENTS*

PRESENCE

The Association's presence in the industry
Participation in exhibitions
Shows
Master classes
Format: the Association's multi-brand stand

ADVANTAGES:

Uniting brands
Stronger presence
Lower costs



INDUSTRY *& BRANDS*

WORKING WITH BRANDS

Integration into education
Participation in events
Work with professionals
Master classes

MODEL

No competition
Distribution of categories
Shared growth
Sustainable development



BUSINESS *& PARTNERSHIPS*

OPPORTUNITIES

The Association's business platform
Access to BRICS markets
B2B connections

TOOLS

Work with distributors
Business missions
Forums
Partner programmes



INTERNATIONAL ACTIVITIES

One platform supports *seven routes* to international engagement

01 Exhibitions

02 Forums

03 Business missions

04 Meetings

05 Educational projects

06 B2B negotiations

07 Brand promotion

CONVENE → CONNECT → ACTIVATE

Each route can operate independently or as part of an integrated market-entry program.

WHAT WE OFFER PARTNERS

Partners gain a structured route *from first contact to market activation*

01

ACCESS

- ✓ BRICS professional community
- ✓ Government dialogue opportunities

02

CONNECT

- ✓ International business networking
- ✓ Business matchmaking

03

BUILD

- ✓ Educational collaboration
- ✓ Joint projects

04

ACTIVATE

- ✓ International events
- ✓ Brand promotion

05

EXPAND

- ✓ Access to new markets

Partner value **A coordinated pathway — not a series of disconnected introductions.**

PARTNERSHIP OPPORTUNITIES

Collaboration formats *adapt to each partner's role*

PARTNER TYPE	COLLABORATION DIRECTIONS		
Manufacturers	Market entry	Product education	Partner sourcing
Distributors	Portfolio access	Business matchmaking	Regional activation
Medical organizations	Clinical education	Expert exchange	Joint standards work
Educational institutions	Program development	Faculty exchange	Certification pathways
Beauty brands	Visibility	Events & awards	Professional advocacy
Professional communities	Member exchange	Joint forums	Cross-border projects

WHY WORK WITH US

Together, we can turn cross-border ambition into *durable operating relationships*



The value is cumulative: each initiative strengthens the network available for the next.

CURRENT PROJECTS

An engagement footprint across *priority markets*



RUSSIA

Industry dialogue



KAZAKHSTAN

Professional network



CHINA

Partner outreach



INDIA

Business missions



VIETNAM

Education & events



NIGERIA

Community growth

What *Has Been Done*

01

ABP BRICS Association created and registered

02

Secured support from leading Russian specialists and brands.

03

Strategic vision and Academy concept formulated

04

First negotiations conducted with partners in BRICS countries, including India and Kazakhstan
- VLCC
- Streax
- Jawed Habib Academy



— The Foundation Has Been Laid —

WHAT HAS *BEEN DONE*

BUSINESS MISSION

Business mission held in New Delhi (India):
B2B meetings and negotiations with market players took place

INITIAL CONTACT POOL

An initial pool of contacts and interest in international cooperation has been formed

Economic *Opportunity*

India's beauty and personal care sector —

USD 28 billion

growing at 12–15% annually

Russia's beauty and personal care sector —

USD 8 billion

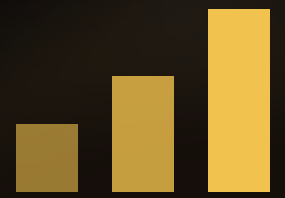
Total BRICS+ sector value —

exceeding USD 140 billion

Our goal: To facilitate additional bilateral trade between Russia and India of

USD 15–25 million per year

within the first three years.



PILOT *LAUNCH*

2026:

- Kazakhstan (offline)
- India (partnership)
- launch of education programmes
- a limited number of partners

UPCOMING INTERNATIONAL ACTIVITIES

An indicative *2026–2027 sequence* for international activation

All locations, dates and formats require confirmation.



Our *next steps*

01

1. Obtain the formal backing of the BRICS Women's Business Alliance under India's Chairmanship

02

2. Open direct dialogue with India's leading professional associations

03

3. Launch our first joint masterclasses at major international trade events

04

4. Form a dedicated Russia–India working group

ABP BRICS

SUMMARY

- Entry to the international market
- Reach of 3,000+ B2B professionals
- Stronger PR promotion of the brand
- New partners and franchising

ABP BRICS *Academy*

— a platform uniting the global beauty community of BRICS+ countries

We unite professionals, brands and educational initiatives into a single international community, shaping the future of the industry.

This is a space for cooperation, exchange, and joint development at the level of countries, markets, and cultures.

We invite partners to become part of a new global alliance of the beauty industry.

