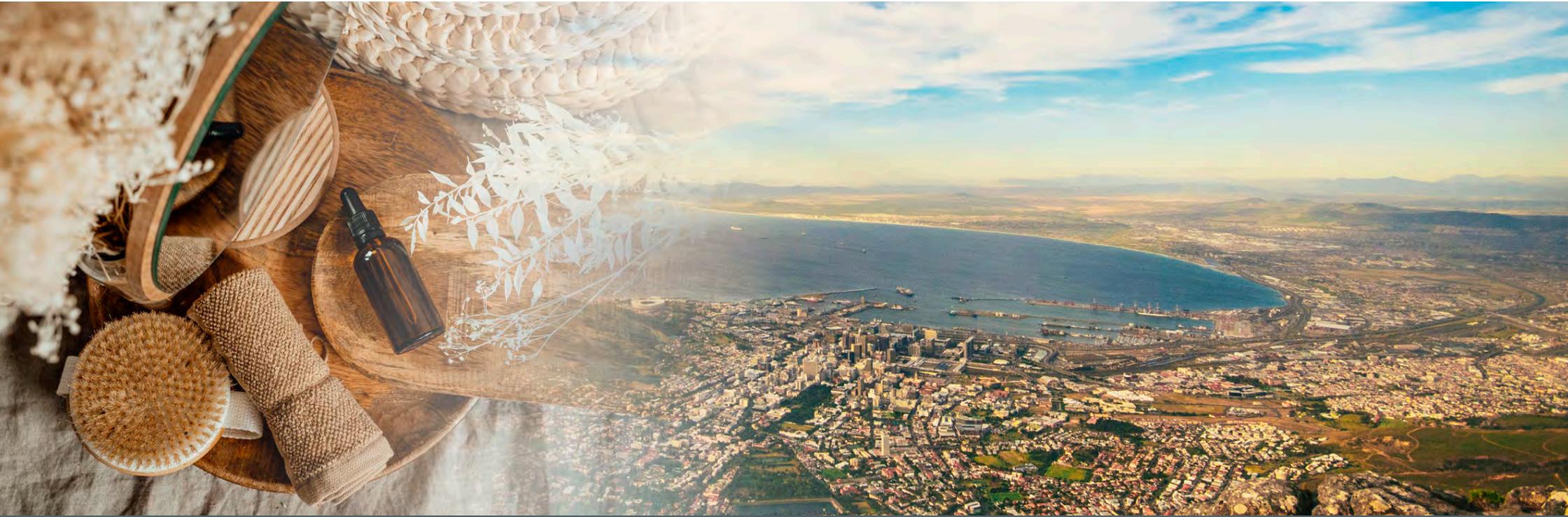




Federal Ministry  
for Economic Affairs  
and Climate Action



MITTELSTAND  
**GLOBAL**  
FOREIGN MARKET  
ENTRY PROGRAMME



# German Business Delegation Trip to South Africa – Cosmetics & Detergents

Johannesburg & Cape Town –  
5th – 9th September 2022

*Company Products and Services Catalogue*

*In collaboration with*

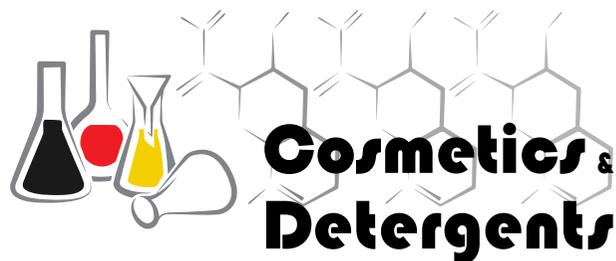


Deutsche Industrie- und Handels-  
kammer für das südliche Afrika  
Southern African-German Chamber  
of Commerce and Industry

*Project of*



# German Business Delegation South Africa 5th – 9th September 2022



## German Companies

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On behalf of the German Federal Ministry for Economic Affairs and Climate Action (BMWK), SBS systems for business solutions is organizing a business delegation trip with 8 selected German companies with products in the areas of cosmetics and detergents, in collaboration with the Southern African-German Chamber of Commerce and Industry (AHK).

We are pleased to invite you to our upcoming events and look forward to an inspiring exchange between outstanding German and South African players in the cosmetic and detergents sector.

Come and join us on Tuesday, 6th September in Johannesburg or on the 7th September in Cape town to discover exciting brands and products by interesting German companies.

Use also the possibility to have individual B2B meetings with the German companies on the 5th and 6th September 2022 in Johannesburg or on the 8th or 9th September 2022 in Cape Town

The German company presentations and the individual meetings are taking place in the framework of a five-day German Business Delegation trip to South Africa from 05th – 09th September 2022, under the auspices of the German Ministry for Economic Affairs and Climate Action and with the purpose of an inspiring business dialogue and B2B meetings between small and medium-sized German companies and the South African industry.

This is a great opportunity for South African companies and institutions to explore new business and collaboration opportunities and to discover potential synergies with the German participants. We cordially invite you to join the presentation events and to contact us for the scheduling of individual meetings.



The Foreign Market Entry Programme supports German Small and Medium-Sized companies during all stages of their export activities. The main goal of the program is to initiate business relationships between German companies and their counterparts in international markets. Participating businesses receive widespread support, beginning from the initial stages of market exploration up to the making of actual business contacts, e.g., by providing first-hand market information, organizing exploration trips and building networks. Key element of this support is the personal assistance during preparation, implementation and follow-up of these measures to ensure that the business arrangements are of high quality and sustainable.

This visit is part of the “business matchmaking” module of the Foreign Market Entry Programme and will facilitate business contacts as well as provide important impulses for the further intensification of the fruitful co-operation between Southafrica and Germany.

On behalf of the German Federal Ministry for Economic Affairs and Climate Action I would like to thank the participants from Germany, all multipliers and other involved parties in Southafrica for their contribution to create a successful project.

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**Christian Tippelt**

Director Foreign Market Entry Programme of the Federal Ministry for Economic Affairs and Climate Action (BMWK), Germany Trade & Invest



Dear Participants,

the German business delegation looks forward to meeting you all, to experiencing the great country and to have successful business talks.

Beauty and home care products made in Germany fulfil the highest quality expectations which is very much appreciated on a worldwide scale. The industry with approximately 500,000 associated jobs had a sales value of more than 19 billion EUR in the past year. The products are used on an almost daily basis by every household.

The German Cosmetic and Detergent Association (IKW), with office in Frankfurt am Main, was set up in 1968 and is today one of the highest-profile industry associations in Europe.

IKW supports, advises, and represents the interests of more than 450 beauty and home care companies.

The IKW member companies cover about 95 % of the German market.

IKW satisfies the resulting need for information through its high readiness to engage in a dialogue with all stakeholders involved, strengthening the credibility of product-related communication concerning the use and safety of beauty and home care products.

Apart from a wide range of activities IKW initiates business delegations to the most interesting export markets.

Our business delegation looks forward to meeting you all.

Kind regards,

---

**Thomas Keiser**

General Manager, IKW

German Cosmetic and Detergent Association (IKW)



**Summary**  
Production of high-quality care product in the fields of skin care, hair care, and decorative cosmetics.



  
made in Germany

## Company profile

ASAMBEAUTY is an internationally operating beauty company with 510 employees, which stands for cosmetic products of the highest quality "Made in Germany". The entire cosmetic value chain, from the product idea through production to the finished end product, is reflected in the holding company.

As the leading cosmetics company in European teleshopping, BHI Beauty & Health Investment Group Management GmbH serves other distribution channels such as e-commerce and more than 5,500 branches of the largest retailers in Europe, as well as the private label sector. In 2021, about 33 million products with a total of eight own brands were sold in 50 distribution countries worldwide.

## Products / Services

Asambeauty produces high-quality care products for own cosmetic brands and private label customers. On approximately 16,000 m<sup>2</sup> of production and storage space, 230 employees manufacture 650 different cosmetic products for the business fields of skin care, hair care, and decorative cosmetics at our Beilngries and Steinach production sites. The subsidiary Biovin Naturprodukte in Landau in the Palatinate region specializes in processing and refining grape marc.

## References and export activities

Since 2017, a range of our popular asambeauty products have been available in various specialty stores and online stores worldwide (<https://www.asambeauty.com/vertriebspartner/international>).

## Target group

Cosmetics for every skin type and age group

In our beauty online store you will find cosmetics for every skin type. Whether oily, dry skin, combination skin or even problem skin. We offer the right solution in cosmetic form for every need. In addition, you will find the right care for all age groups. True to our motto "You are beautiful", we want everyone to feel beautiful and cared for.

## Competitive advantages

Sustainable and vegan cosmetics

The production of the cosmetics in the online store takes place exclusively in Germany. At a total of 3 locations, qualified and experienced employees produce and research tirelessly. In addition to high quality, we pay just as much attention to the environment. We produce in a resource-saving way, in harmony with nature and predominantly produce vegan cosmetics.

## Ideal partner

Distributors with experience in importing beauty/cosmetics products into South Africa with direct access to sales channels online/offline/TV.



### M. Asam GmbH

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Languages: German, English

Project:



Supported by:



Project of:



# DOCEBA



## Summary

We are a cosmetics family business with a focus on the manufacture of new cosmetic products made in Germany.



made in Germany

## Company profile

We are Doceba, a cosmetic manufacturer from Germany. We provide our customers an all inclusive solution. How do we make that possible?

We have 2 family companies. We can deliver high end quality cosmetic products and we can create new content for the cosmetic brands. High end content production is our standard. We were able to give many small businesses the opportunity to have their own cosmetic brand with their own label. My husband and I founded our companies in 2019, we both a strong partners.

Our goal is always to offer our customer a 360 degree solution so our customers can get everything from one hand.

## Products / Services

We offer:

- Private Label Products – starting a 10 pieces
- The development from new formulas, regarding individual cosmetic
- Marketing & Business Development
- Logo creation & Design
- Content Creation high end 4K or 8K videos
- We are your partner for your solution regarding the cosmetic industry.

## References and export activities

We offer worldwide shipping.

## Target group

Our target group are people & companies, who want to start or expand their business, with own cosmetic products and present them, with high quality content.

## Competitive advantages

With Doceba you don't get only cosmetic products with your own branding, you get a fullservice. This type of service, no one offers it on the German market, so what are you waiting for? Get in touch with us!

## Ideal partner

We strongly believe in strong partnerships, so we don't have a ideal business partner. If you want to start or expand your beauty business, then we are the right partners.

# DOCEBA

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Languages: German, English

Project:

German Business Delegation  
South Africa 2022  
5th – 9th  
September 2022   **Cosmetics  
Detergents**

Supported by:



Project of:





SHAZAY

DIAMOND FILTERED

# luxurious hair care

with diamond filtered water



## Summary

SHAZAY is a professional and luxury haircare brand based on Diamond Filtered Water and is exclusively manufactured in Germany.



SHAZAY

DIAMOND FILTERED

enriching care  
shampoo

[www.shazay.de/en](http://www.shazay.de/en)

## Company profile

SHAZAY is a professional and luxury haircare brand with a selected portfolio, exclusively developed and manufactured in Germany. Our products are based on diamond filtered water – a German patented technology. SHAZAY has an unique Ritual that expresses the core of our philosophy. We make your customers feel unique and immerse them in a world of luxurious pampering. The SHAZAY ritual leads to a deceleration, to a deep relaxation, which we all need in our hectic everyday life.

The SHAZAY ranges include products for a wide variety of hair textures: for coils, very dry and coarse hair, fine to medium hair, and men's hair. In addition, there is a unisex styling line and salon-exclusive products.

## Products / Services

Our range for South Africa includes e.g. for ladies Enriching Care Shampoo, Deeply Nourishing Conditioner, Moisturizing Leave-In Conditioner, Wholesome Care Masque. Likewise, we offer an exclusive portfolio for men such as Energizing Shampoo, Enhancing Conditioner, re-power tonic (anti-hairloss tonic for men). Our unisex styling products include Brilliant Shine Gel Wax, Original Mattifying Hair Paste or Elastic Hair Fiber. We also offer a unique salon-exclusive ritual.

## References and export activities

SHAZAY is a young brand but has already partners in Europe (Austria, Netherlands, Portugal), South Asia (India) and Africa (Dubai, Saudi Arabia). As we have developed products for coarse and very dry hair we would like to find a partner also in South Africa.

## Target group

Our target group (25- 60 years) usually has a stressful everyday life, attaches great importance to their appearance and wants to really relax in the short me-time.

## Competitive advantages

SHAZAY is based on a patented German technology: the diamond filter. This filter purifies water in an unique way. Water is the basis of most hair cosmetics and so also of our products. This diamond-filtered water can transport significantly more cleansing and nourishing active ingredients to the hair and scalp than normal water. Furthermore, SHAZAY offers a luxurious ritual that includes six exclusive steps.

## Ideal partner

Optimally, our partner already distributes (hair) cosmetic products to salons, beauty salons, spas or hotels. Ideally, they serve the market online and offline. and have sales team and know the segment well.

If not all points apply to an interested party, we would still be very happy to meet, as there are also different sales channels and opportunities in each country. We are open for new ideas!



SHAZAY

## Babel Cosmetics GmbH

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Languages: German, English

Project:



Supported by:



Project of:





RIMPLER  
COSMETICS

Isabelle  
Lancray  
LAB

Dr.RIMPLER  


## Summary

From the idea up to the ready-to-ship products everything is in our hands. In over 40 countries with our partners since more than 35 years.



  
made  
in Germany

[www.rimpler.de](http://www.rimpler.de)

## Company profile

For more than 35 years **RIMPLER COSMETICS** has been an innovative developer and manufacturer with a background in science and a certified clean-room production facility, as well as a retail sales partner. Our products are put through their paces and comply with the international standards of the Cosmetics Directive.

Our products have been awarded with numerous European innovation prizes due to the excellent quality and performance capability.

The **Dr. RIMPLER** brand pursues the vision of “nature meets science.” These products are the perfect combination of natural and medical ingredients. We offer problem-solvers for visible treatment success.

The high-quality cosmetic brand **Isabelle Lancray, Paris**, is a daily inspiration for us, from which premium-quality cosmetic creations are born. A passionate awareness of life: devotion and lifeblood go into every jar of cream.

## Products / Services

We offer two branded worlds from one source. Our repertoire ranges from high-tech care products designed to treat difficult skin conditions to luxurious care concepts for most demanding skin.

**Dr. RIMPLER:** The highest-quality active ingredient cosmetics.

Only the best for skin's well-being and health-maintenance. Our products include innovative Recipes, are based on scientific know-how and produced by using the latest technology and patented technologies.

The perfect combination of natural and medical ingredients offers instant skincare gratification-nature meets science.

**Isabelle Lancray, Paris:** Skin care creations for unique beauty.

With the luxury product creations from **Isabelle Lancray, Paris**, the skin will feel like it has been caressed with velvet and silk. The wide range of products ensures everyone to find what is required for his/her skin type and individual needs.

## References and export activities

For more than 35 years, we have been a powerful partner for specialist beauticians. Following digitalization processes within Germany our products are also available online via the brands own web shops. We are incredibly proud of our products we distribute to around 40 countries around the globe.

Made in Germany – at home all over the world.

## Target group

### Dr. RIMPLER:

Personalized skincare with the highest degree of compatibility are our focus! In order to meet the needs of the various skin types and improve skin conditions on a case-by-case basis our product range is accordingly diverse.

### Isabelle Lancray, Paris:

The exclusive care products, customized on individual skin needs, increase the skins well-being and soothe the soul.

## Competitive advantages

We offer two high-quality cosmetic brands for every skin type.

From the idea, to research and development all the way through to the ready-to-ship product, it all takes place under one roof at our site near Hannover, Germany.

We don't just consider ourselves a family, we are also a community. We are very proud that our customers refer to us as the “**RIMPLER COSMETICS** family.”

Tradition expanded by innovation.

## Ideal partner

Local importer partner with knowledge of the cosmetic sector.



**RIMPLER**  
COSMETICS

## RIMPLER COSMETICS

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Languages: German, English

Project:

German Business Delegation  
**South Africa 2022**  
5th – 9th  
September 2022  

Supported by:



Project of:



Mara<sup>®</sup>  
expert

FOR YOUR NICEST SMILE!



Mara<sup>®</sup>  
expert

Summary

Reseller of high quality performance-oriented and science-based products for health and beauty. Therapeutical Oral Care a dentist would recommend to his family.



made in Germany

Interdental



Professional



Trendy



Tongue



Sustainable



## Company profile

HBI Health & Beauty International is a young, vital company based in Krefeld near Düsseldorf, which sells strong brands in the areas of performance-oriented and science based health and beauty products. Consumers rely on the quality and relevant benefits of our brands.

Customer needs, relevant problem solutions, high quality and thus customer satisfaction are the focus of our activities to fulfill the desire for health, beauty and well-being of our customers. Customer feedback and close links with research institutes, experts and academics help us to keep our products up-to-date.

Founded by experts in the oral care, healthcare and cosmetics industries, the fledgling company works with its employees and a variety of network partners to develop and deliver brands and products that meet the needs and desires of the end user for health, beauty and beauty Wellbeing to a high degree.

The core competence of the company is based on the knowledge passed on for generations, as well as valuable own experiences in Germany and Europe in these areas.

The company has a global network in development, manufacturing, marketing and sales.

Based on this knowledge and the unique network, Health & Beauty International stands on solid pillars.

## Products / Services

Therapeutical Oral Care Products under the Mara Expert Brand:

- Interdental • Toothpaste • Mouthwash • Toothbrushes

Development of oral care products for brands / private label.

Distribution of Health & Beauty Brands/Products based on vendor ship with the European retail and providing market access.

Online and offline (Drug, Drug Discounters, Mass Merchandiser, Food, Perfumeries and home shopping clubs / channels).

## References and export activities

Mara Expert Brand in Europe Distribution partner in Europe for:

- Docbrands (USA)
- Guter Rat - Doc Nature (Austria)

## Target group

Selling:

- Distributors to or direct accounts
- Drugstores
- Pharmacies
- Food retailer

Buying:

- Interesting brands with perceivable added value in Oral Care, OTC and Cosmetics
- Manufacturers in Oral Care, OTC and Cosmetics

## Competitive advantages

- We are a private lean operation with a perfect infrastructure national & international to retail and profession
- Our products added value to consumer live
- Great relationship to retail and profession
- Category experience
- And we do not take „NO“ for an answer

## Ideal partner

- Retailer
- Local companies offering unique items and a story

# HBI

HEALTH & BEAUTY  
INTERNATIONAL

## HBI Health & Beauty International GmbH

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[www.health-beauty-international.com](http://www.health-beauty-international.com)

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Languages: German, English

Project:

German Business Delegation  
South Africa 2022  
5th – 9th  
September



Supported by:



Project of:



Making a Difference for Skin is our Passion

# SkinCare

medskin solutions  
DR. SUWELACK

## Variety of Premium Product Solutions



### Summary

Advancing regeneration with science you can feel: we deliver innovative solutions in skin & tissue based on clinical proof and technology.



made in Germany



[www.medskin-suwelack.com](http://www.medskin-suwelack.com)

## Company profile

Since 1997, MedSkin Solutions Dr. Suwelack is the leading expert for biotech solutions in tissue regeneration and skin health. Our technological core competence are the proprietary Advanced CrysoSafe® and Captivation® Methods to preserve and refine the natural properties of bioactive materials.

For our customers, we develop effective, targeted and cost-efficient solutions in Regenerative Medicine, Advanced Wound Care, and Professional Skin Care. With a team of 150 people, we develop and manufacture our product solutions at our facilities in Billerbeck and Hamburg, Germany.

## Products / Services

In cooperation with national and international Skin Care companies and manufacturers, we develop solutions ideally fitting to the individual brand portfolio. Our solutions offer answers to the main skin needs as Regeneration, Lifting, Rejuvenation, Detox, and Prevention.

With our own brand, reveal by MedSkin Solutions, we offer a range of performance specialists based on scientific expertise: skin's responsiveness is triggered by targeted signals delivered to the right place, and natural skin functions are re-activated and accelerated. The result is visible: Your ideal skin. Revealed.

## References and export activities

We are currently doing business in more than 60 countries worldwide, with an own subsidiary in Japan and sales offices in Hong Kong and the USA. Our customers are renowned cosmetic brands. For the the distribution of our brand reveal by MedSkin Solutions, we partner e.g. with LaBelle (TW), Universal Companies (US) or Glanzvoll (Spain).

## Target group

Our SkinCare Solutions are suited for professional usage in salons and clinics, as well as for usage at home. Our customers are catering for all sales channels, from professional spas and salons to retail outlets and TV Shop channels. Together, we develop targeted solutions for integration into the individual portfolio.

Our brand reveal by MedSkin Solutions is distributed via local partners with strong local presence.

## Competitive advantages

Our unique and proprietary production methods, the Advanced CryoSafe® Method and the Captivation® Method, allow us to preserve and refine the natural characteristics of active biomaterials with using no or only little chemical agents. This is the basis of the proven efficacy and optimal skin compatibility. Currently 19 granted patents underline our technology leadership.

## Ideal partner

For our brand reveal by MedSkin Solutions, we are looking for strong distribution partners to launch the brand in South Africa. Focus is on the professional market (Salons & Clinics).

We are also looking for new contacts in the SkinCare arena, to evaluate private label and OEM options.



## MedSkin Solutions Dr. Suwelack

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Germany

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Languages: German, English

Project:



Supported by:



Project of:





PHILOSOPHY BRANDS

## Summary

Passionate brand and product development in the body care sector that enriches the everyday life of the target groups.



made in Germany

[www.philosophy-brands.de](http://www.philosophy-brands.de)

## Company profile

Philosophy Brands GmbH is an owner-managed company founded in 2009 and based in Heidelberg, Germany. We are passionate brand and product developer in the body care sector aiming to enrich, sweeten and simplify the everyday life of our target groups.

As a diverse team of around 20 colleagues, we do not only identify trends and needs in the respective target groups at early stage, but we also always pay attention to ensure sustainability and efficient resource-saving production at every stage from product development to sales and marketing.

Our brands are created and designed in Heidelberg. Family-run production facilities in Germany, Austria and Switzerland manufacture our products.

## Products / Services

- bilou - teenage bodycare made in Germany
- bilou has always convinced and surprised the customers with crazy fragrances like vanilla cake pop or tasty donut and with the unique product designs. Adding happiness and smile when they use bilou's products. With over 60 different fragrances, everyone can find his or her favorite fragrance. High-quality oils nourish skin, hair and lips, the aluminum cans are made from 100% recycling material
- V.SUN – premium sun care made in Germany
- V.SUN combines reliable sun protection with perfectly coordinated skin care, a light, summery scent and responsible ingredients. The coral-friendly premium sunscreen protects your skin from sunburn and UV-A, UV-B and infrared rays. Vitamin E and Ectoin support the defense against free radicals and thus protect against premature skin aging

## References and export activities

dm, Rossmann, Müller, Budni, dm Austria, BIPA Austria (Rewe Int), Manor Switzerland

INT: Rossmann, dm, Natura, Hebe (Poland), Tmall, Taobao, Alibaba Cainiao, Xiaohongshu (Little Red Book), Douyin (China), Skin Life (Portugal), SkinsCosmetics (Netherlands) Liluland (Hungary), Nose Paris (France), selected beauty stores in Netherlands, Greece, Georgia, Czechs Republic

## Target group

- bilou - core target group  
Teenagers 10 - 15 years generation z/ α  
80% female
- V.SUN - core target group  
Young female 20 - 40

## Competitive advantages

- bilou - exceptional fragrances and designs generate strong involvement in the target group
- Good ingredients
- V.SUN - environmentally and above all coral-friendly premium sunscreen with extra skincare components in an extraordinary design (Instagramable)

## Ideal partner

Distribution partner with experience in brand building for international products in the personal care sector. Affinity with brands for a younger target group (social media communication...) With good networks and understanding of local / regional trading partners and shops relevant to our products and target groups. The wish would be for the partner to take over the goods in PAL ex works in Germany.



PHILOSOPHY BRANDS

## Philosophy Brands GmbH

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[www.philosophy-brands.de](http://www.philosophy-brands.de)

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Languages: German, English

Project:

German Business Delegation  
South Africa  
5th – 9th  
September 2022



Supported by:



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Deutsche Industrie- und Handelskammer für das südliche Afrika  
Southern African-German Chamber of Commerce and Industry

The Southern African – German Chamber of Commerce and Industry NPC (AHK Southern Africa) with its head office in Johannesburg and branches in Cape Town, Durban, Maputo and Lusaka is the official representation of German business in Southern Africa. As a private non-profit organisation, the AHK aims to provide the best possible support for the flourishing of economic relations between Southern Africa and Germany. The AHK officially operates under the name "Southern African-German Chamber of Commerce and Industry NPC".

For more than 70 years, the AHK Southern Africa has been promoting business relations between German companies and Southern African companies by offering a wide range of information on the economic situation in both regions, the mediation of potential business partners and

many other services. Since 1997, the AHK has also extended its activities to the neighbouring states of the SADC region. These include Botswana, Democratic Republic of Congo, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Zambia, Seychelles, Zimbabwe and Swaziland. In 2014, a branch office of the AHK Southern Africa was established in Maputo, Mozambique. In February 2016, the representation of the AHK Southern Africa was established in Lusaka, Zambia.

The AHK Southern Africa offers excellent market entry support opportunities for German companies. The available expertise covers all relevant aspects in the field of trade and investment - both in Germany and in Southern Africa.



SBS systems for business solutions is a 1999 established private consulting agency, with two decades of experience in the planning, development and implementation of international projects. Moreover, the company offers services such as workshops, events, individually organized B2B meetings, individual strategies for market entries, and assistance in coordinating international teams for the German-speaking and Italian markets.

Since 2006, SBS has been organizing more than 200 internationalization projects from delegation trips abroad to big virtual conferences on behalf of several German ministries and other foreign governmental institutions.

In addition, SBS has been honoured by the Italian Ministry of Economic Development with the title of "Temporary Export Manager". A highly-skilled team of project managers with multinational backgrounds, based in Berlin and Rome, is sensitized to the topic of cultural differences and therefore knows how to approach difficult cultural issues. SBS applies cross-cultural thinking and designs custom-made solutions that overcome intercultural borders to find the right partners for their clients. Thanks to a strong partner network and more than 1000 German and international clients, SBS can facilitate a successful market entry in the most emerging and attractive markets worldwide.

*In collaboration with:*



Deutsche Industrie- und Handels-  
kammer für das südliche Afrika  
Southern African-German Chamber  
of Commerce and Industry



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[germantech.org](http://germantech.org)  
[agrifoodble.de](http://agrifoodble.de)



**SBS**

systems for business solutions

**Business success through cross-culture thinking**

[www.ixpos.de/markterschliessung](http://www.ixpos.de/markterschliessung)

[www.bmwi.de](http://www.bmwi.de)

[www.sbs-business.com](http://www.sbs-business.com)

[www.germantech.org](http://www.germantech.org)

