

## TOP HAIR – DIE MESSE Düsseldorf

### The TOP HAIR Congress: Strategic Impulses for the Hairdressing Sector

On 10 and 11 March 2018 Düsseldorf will once again become the meeting point for European hair professionals. Already today we have ensured that TOP HAIR – DIE MESSE Düsseldorf will showcase the latest trends and products in the hairdressing-relevant fields of barbering, decorative and advertising instruments, furnishings/fittings, hair-cosmetic products, hair pieces, professional articles, services, tools, wellness products and wigs. Some 450 exhibitors will take part in the international hairdressing show that this year will for the first-time occupy Halls 4, 5 and 6 under a new name and new logo.

### Digitalisation Opportunities for the Sector

Those travelling to TOP HAIR in Düsseldorf in March will see a sector no longer just focusing on wash, cut and blow-dries. Inspired by the spread of digitalisation more and more hair professionals are now also looking to the opportunities offered by new technologies and communication channels. From brand building on social networks where a hashtag becomes the #FavouriteBrand label to digital self-diagnosis for hair colouring, for instance, and to winning over the digital native generation as your customerbase.

### TOP HAIR Congress with Top-Notch Speakers

Playing a central role here is the top-notch TOP HAIR Congress that in 2018 once again also offers European hair professionals many valuable strategic impulses for their businesses. Held for the first time in Hall 4 the congress will run on Saturday, 10 March, from 12.30 pm to 7.30 pm and Sunday, 11 March, from 10.00 am to 5.00 pm. In each roughly one-hour session top-notch speakers like **Stephan Bethke, Franc Braun, Peter Brandl, Wolf Davids, Daniel Golz, Sabine Hübner, Prof. Karsten Krüger, Ernst Panse, Katja Porsch, Heiko Schneider** and **Zecher** will share easy and intuitive entrepreneurial and strategic knowledge from the fields of marketing, salon management, conflict resolution, personal development as well as management. Alongside best-case presentations of successful models and questions on digitalisation further congress topics include “The Golden Salon: From a Bottomless Pit to a Goldmine”



10. + 11.3.2018  
[www.top-hair-international.de](http://www.top-hair-international.de)

Internationale Leitmesse  
für die Friseurbranche

Leading Trade Fair for the  
Hairdressing Industry



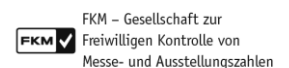
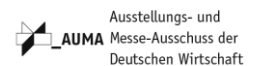
Messe Düsseldorf GmbH  
Postfach 10 10 06  
40001 Düsseldorf  
Messeplatz  
40474 Düsseldorf  
Germany

Telefon +49 (0) 2 11/45 60-01  
Telefax +49 (0) 2 11/45 60-6 68  
Internet [www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
E-Mail [info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)

Geschäftsführung:  
Werner M. Dornscheidt (Vorsitzender)  
Hans Werner Reinhard  
Joachim Schäfer  
Bernhard Stempfle  
Vorsitzender des Aufsichtsrates:  
Thomas Geisel

Amtsgericht Düsseldorf HRB 63  
USt-IdNr. DE 119 360 948  
St.Nr. 105/5830/0663

Mitgliedschaften der  
Messe Düsseldorf:



Öffentliche Verkehrsmittel:  
U78, U79: Messe Ost/Stockumer Kirchstr.  
Bus 722: Messe-Center Verwaltung

Partner:  
TOP HAIR INTERNATIONAL GmbH  
Medienplatz 1  
76571 Gaggenau  
Germany

Telefon +49 (0) 72 25/916-300  
Telefax +49 (0) 72 25/916-320  
Internet [www.tophair.de](http://www.tophair.de)

Geschäftsführung:  
Christian Schikora

or “Many hairdressing companies complain of staff shortages but do not look at the profitability/employees in their salon!”.

### **The TOP HAIR Ticket: One Admission for Everything**

As in previous years, a valid admission covers all features in the line-up at TOP HAIR – DIE MESSE Düsseldorf as well as all congress events. A day ticket ordered online costs € 78, full-event admission costs € 118 (respectively € 83 and € 122 on the day at the cash-desk).

Visitors can obtain more information on TOP HAIR – DIE MESSE Düsseldorf from the hotline on +49 211 4560-7615 or online at [www.top-hair-international.com](http://www.top-hair-international.com) and [www.facebook.com/TOPHAIRDieMesse](https://www.facebook.com/TOPHAIRDieMesse).

**In your reporting please mention that TOP HAIR – DIE MESSE Düsseldorf is a trade fair exclusively open to trade visitors only.**

**You can find downloadable photos for use in your early reporting at <http://medianet.messe-duesseldorf.de/press/tophair>**

**Düsseldorf, December 2017**

#### **Press Contact:**

Julia Lauber

Alexander Kempe

Marion Hillesheim

Tel.: +49 211 4560-996 / -997 / -994

Mail: [LauberJ@messe-duesseldorf.de](mailto:LauberJ@messe-duesseldorf.de)

[KempeA@messe-duesseldorf.de](mailto:KempeA@messe-duesseldorf.de)

[HillesheimM@messe-duesseldorf.de](mailto:HillesheimM@messe-duesseldorf.de)

**We would appreciate a complimentary copy in the event of publication.**



**10. + 11.3.2018**

[www.top-hair-international.de](http://www.top-hair-international.de)

Internationale Leitmesse  
für die Friseurbranche

Leading Trade Fair for the  
Hairdressing Industry