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PRESS RELEASE

CIDESCO Post Congress Press Release



October 2014 brought CIDESCO members together who gathered from all corners of the world in the ancient city of Athens, Greece to attend the 62nd CIDESCO World Congress & Exhibition. Hosted by CIDESCO Section Greece, the event enabled like-minded members and associates to network and discuss the industry's most important issues, strategise with each other and of course to discover this beautiful city.

We thank Section Greece for going to great lengths to put on a memorable 5 day event which commenced with a spectacular opening ceremony at the "Anna & Maria Kalouta" theatre in Athens.

Cultural Night and Welcome Dinner

Section Greece hosted a typical Greek night where international guests met up with old friends and made many new ones. The night was filled with the finest Greek food. Far more than anyone could eat. Traditional Greek dancing was on the menu so needless to say; we all had a fantastic time. What a great way to start off the week to come.





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Wednesday 22nd October

Examiners' Workshop

The CIDESCO Examiners' Workshop was held at the Intercontinental Hotel. Narelle Blinman, CIDESCO Board Member for Education held an informative workshop for CIDESCO Examiners where they discussed new techniques and skills within the industry. The new diplomas were discussed in detail. Advanced training was given to examiners to assist them in their quest to examine students in the usual top quality CIDESCO style.



Thursday 23rd October

Schools' Meeting

The Schools' Meeting was hosted by Narelle Blinman with the assistance of her fellow Board members and Head Office team. During this meeting, CIDESCO members discussed new techniques, saw practical skills demonstrated and new qualifications available from CIDESCO were explained to the teachers.





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Friday 24th October

General Assembly

The CIDESCO General Assembly, chaired by President Anna-Cari Gund, was held at the Intercontinental Hotel where Section representatives attended to discuss and vote on important issues. 26 countries were represented which was wonderful to see.



CIDESCO International takes this opportunity to welcome the newly formed CIDESCO Section Malaysia, represented by Julie Lew, to the CIDESCO family.

This year we celebrated CIDESCO National Section Anniversaries. Section Canada and Section Latvia both celebrated 10 years, whilst Section India celebrated 20 years and Section Singapore a very impressive 30 years with CIDESCO.



The next CIDESCO Congress will be held in May 2015 in Sandton, Johannesburg, hosted by CIDESCO Section South Africa. This promises to be an exciting destination with forward thinking education top of mind. The theme is ***Skin is Alive***.

CIDESCO will be celebrating our 70th anniversary in 2016. Section Ireland was given the honour, by the General Assembly, to host this milestone event. Speaking to the delegates from Ireland, they are extremely excited to host this Congress and showcase Dublin to the world.



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Gala Dinner

The CIDESCO Gala Dinner was another wonderful evening with delicious Greek food, music and belly dancing. It was held at the historical Yacht Club in Athens which boasts a spectacular view of the harbour and stunning hillsides. The bus ride was a fun experience in the torrential rain.

The night passed by with the usual fabulous Greek entertainment. Singing and traditional dancing combined with the opportunity to learn Greek dancing made the evening memorable

We were honoured to have South African Ambassador Mr. Makgetla attend the CIDESCO Gala Dinner. Mr. Makgetla, by all reports, enjoyed the evening and got to meet with some of his fellow countrymen.



... a great night for all

Saturday 25th October

PR Committee Meeting

Over 30 members attended the PR Meeting at the Intercontinental Hotel, hosted by PR Board Member Sandy Roy. Sandy introduced Tracey Stapleton from The Spa PR Company who is the agency recruited to promote CIDESCO and its members worldwide. Tracey presented the new PR and marketing developments including the media exposure secured this past year. She unveiled CIDESCO's new website which gives our association a more modern image, responsive to different media platforms. The committee agreed that Beauty Centres will be a focus for the year ahead along, with increased social media activity to attract the younger student.



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Sunday 26th October

Exhibition and Make-up Competition

On the final day of the 3 day Exhibition and Seminar program, students and professionals presented a spectacular Body Make-up competition. The theme this year was 'Historical Ancients'. Participants showcased their masterpieces at the closing ceremony.

The CIDESCO Board and Secretariat would like to thank Section Greece for hosting a wonderful event and all members and associates who attended for making this a memorable and rewarding Congress. The exchange of information and dedication to the development of CIDESCO is vitally important to the industry. The CIDESCO World Congress gives us an opportunity to further this, face to face, and to network effectively amongst like-minded people.

Photographs taken at the CIDESCO World Congress in Athens can be seen on the CIDESCO website. Please visit our new website to find these fascinating pictures.

I look forward to seeing you all in Sandton, South Africa next year. The South African Section is working very hard at making this experience a once-in-a-lifetime event.

Sandy Roy

CIDESCO Board Member for Public Relations