

beautyworld

MIDDLE EAST

The largest international trade fair for beauty products,
hair, fragrances and wellbeing in the Middle East

15 – 17 April, 2019

Dubai International Convention
and Exhibition Centre, UAE

www.beautyworldME.com



messe frankfurt

The best opportunities in the beauty business last just three days.

Beautyworld Middle East is very important for the cosmetic industry and it is a major show for us. We handle the entire Middle East directly from Dubai because we have a platform here and we route all our regional business through this country. The Middle East market is very promising, and we think we have only begun to scratch the surface.

Carlo Galli,
General Manager,
Marchesini Group M.E.C.A.

24 years is a considerable length of time, and each year has been an evolutionary milestone for Beautyworld Middle East. As the region's largest exhibition for the beauty industry by far, the show has grown to become an all-encompassing trade platform that goes beyond the obvious to provide a broad spectrum of products and services, from manufacturing to raw materials and packaging to finished goods. Beauty thrives here like nowhere else.

The 2018 edition, like others before it, achieved landmark global participation. Over 1,738 exhibitors and 36,693 visitors from 143 countries attended the three-day event to take advantage of growing opportunities in the Middle East, Africa and Asia, which are among the world's fastest growing beauty markets.

The question every beauty brand must ask themselves is this: Can we miss out on the opportunity to discover the trends shaping the MENA region, network with beauty professionals, leverage our USPs, and quite possibly identify business-transforming connections? The answer, we believe, is clear.

2018 Show profile

Date	: 15 – 17 April, 2019
Venue	: Dubai International Convention and Exhibition Centre
Organiser	: Messe Frankfurt Middle East GmbH
Total Sqm	: 61,072* sqm
Exhibitors	: 1,738*
Visitors	: 36,693*
Exhibition Timings	: 10am – 6pm

*2018 results

Product groups present at the show

- Hair, Nails and Salon Supplies
- Cosmetics and Skincare
- Personal Care and Hygiene
- Machinery, Packaging, Raw Materials and Contract Manufacturing
- Fragrance Compounds and Finished Fragrances
- Natural and Organic

A thriving ecosystem of real opportunity.

Big, established names. Challenger brands. Niche players. Promising newcomers. Beautyworld Middle East is a platform so rich and varied, everyone feels right at home here. And for good reason. It is an ecosystem that benefits everyone who participates, as evidenced by the increasingly positive feedback we receive and the ever-growing number of exhibitors. To access the potential of the Middle East and beyond, there's no better place to be.

90% of exhibitors are expected to return in 2019



1,738 exhibitors from



62 countries



25 international pavilions

2018 Show highlights

centdegrees presents BlendIT

Centre Stage by Nazih Group

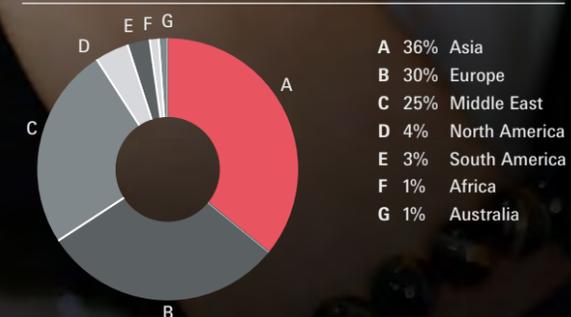
Quintessence

Fragrance Station

Battle of the Barbers

Nail It! By Artistic Nail Design & OPI

Regional breakdown of exhibitors



We are manufacturers of UV gels and are looking for a gateway to establish our presence in the Middle East. Beautyworld Middle East has proved to be a perfect opportunity for this. It is the main platform to start your business within the Middle East and make useful connections in the industry.

Akmana Hoes,
CEO,
CNC INTERNATIONAL BV

Your largest audience, under a single roof

Impressively diverse, 6 show sections cover everything from cosmetics, skincare, fragrance, and salon supplies to contract manufacturing, raw materials and packaging. More than 97% of visitors at the 2018 edition readily expressed their satisfaction with the incredibly varied, high-quality product and service offerings at the show that meet the very specific needs of their business.

Set to occupy more than 61,200 sqm, the 2019 event will likely be our biggest edition yet. Meet market pioneers from around the world, benefit from their specialised knowledge and demonstrate your own innovations and developments, as you play a key part in shaping the industry's future.

Visitors' reasons for attending the show

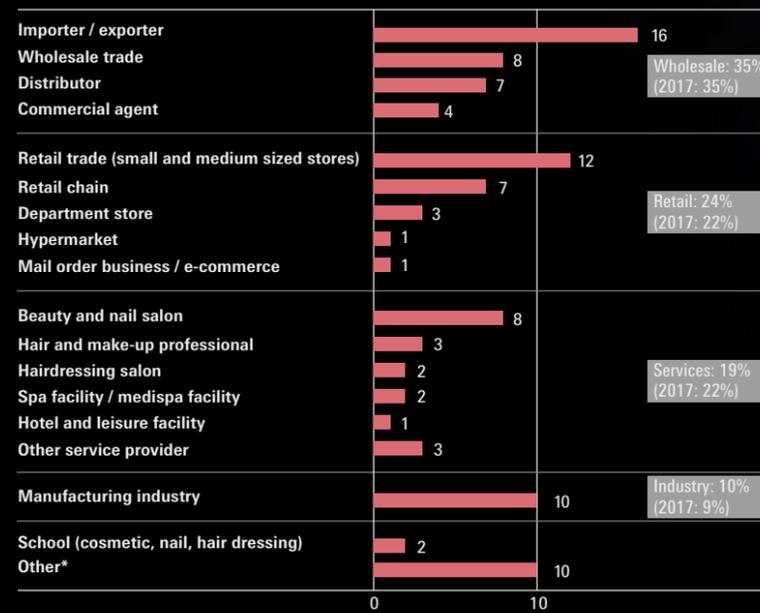
(all figures in %)



Information 64% Purchase 34% Contact 47%

Visitors' nature of business at Beautyworld Middle East

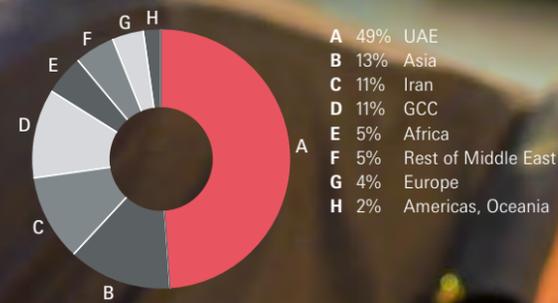
(all figures in %)



*Organisation / association: 3%
University / College / Polytechnic: 1%
Official / Public authority: 1%

86% of visitors have an influence on purchasing decisions

Regional breakdown of visitors



97% of visitors were satisfied with their experience

Visitor profile

- Buyers / Dealers
- Manufacturers
- Retailers / Wholesalers
- Hair & Beauty Professionals
- Importers / Exporters
- Distributors
- Hotel / Spa Developers
- Consultants / Trainers
- Cosmetologists
- Trade Associations, Governments Agencies and Media
- Bloggers & Influencers

Join us again next year!

Log on to www.beautyworldME.com to keep up-to-date with new and exciting show developments.

Mark our next show dates in your calendar:

15 – 17 April, 2019

Beautyworld is really important to us because we meet our existing clients here. It's a great opportunity to showcase our products and also access the latest launches and trends. It is also important because we are able to emphasise our presence here for both our existing clients and future prospects. It is crucial to be on the same platform as our competition and demonstrate what sets us apart as a brand.

Brunell Gomes,
Evaluator,
GIVAUDAN

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