

# Fact sheet



*beautyworld*

SAUDI ARABIA

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11 – 13 February  
2024

Riyadh, Saudi Arabia

<b>Fair Name</b>	Beautyworld Saudi Arabia Saudi Arabia's only trade fair for beauty products, hair, fragrance and wellbeing.		
<b>Fair Date</b>	11.02.2024 – 13.02.2024		
<b>Opening Hours</b>	02:00pm – 10:00pm		
<b>Venue</b>	Riyadh International Convention and Exhibition Center (RICEC) Halls: 1, 2, 3 and 4		
<b>Exhibition Space</b>	14,860 sq. m. Gross		
<b>Exhibitor</b>	300+ (expected)		
<b>Visitor</b>	8,000+ (expected)		
<b>Theme</b>	Source globally, Connect locally		
<b>Product Groups</b>	Fragrance   Cosmetics & Skincare   Personal Care & Hygiene   Hair, Nails & Salon Supplies Supply Chain and Services		
<b>Visitors' Profile</b>	Manufacturers   Distributors   Retailers and Wholesalers   Importers and Exporters   Cosmetologists, Beauty Technicians and Professionals   Key Local Buyers   VIPs and Government Officials   Hotel and Spa Developers and Purchase Managers		
<b>Participation Options</b>	Space only:     \$ 435/sqm – One open side* \$ 445/sqm – Corner stand (two open sides)* \$ 455/sqm – Peninsula head stand (Three open sides)* \$ 465/sqm – Island stand (Four open sides)* Upgraded trad-stand Buildup: \$140/sqm* *Above prices are subjected to 15% VAT		
<b>Admission</b>	Trade Visitors Only (above 18 years) – Admission free upon registration		
<b>2024 Features</b>	<b>Premium Club   Beauty Academy   Fragrance Station</b>		
<b>Organiser</b>	1st Arabia Tradeshows & Conferences (Licensed by: Messe Frankfurt Exhibition GmbH)		
<b>Contact</b>	<table><tr><td><b>International Sales</b> Messe Frankfurt Middle East GmbH Al Tayer Bldg. Sheikh Zayed Collector Road Al Wasl, P.O. BOX 26761 Dubai, UAE Taghreed Khallaf (Project Manager) <a href="mailto:taghreed.khallaf@uae.messefrankfurt.com">taghreed.khallaf@uae.messefrankfurt.com</a> Jamal Muhammad (Sales Manager) <a href="mailto:jamal.muhammad@uae.messefrankfurt.com">jamal.muhammad@uae.messefrankfurt.com</a></td><td><b>Domestic Sales</b> 1st Arabia Tradeshows &amp; Conferences Office No.7, 2nd Floor, Main Olaya St. P.O. Box 295771, Riyadh, 11351, KSA Bilal Barmawi <a href="mailto:bilal@1starabia.com">bilal@1starabia.com</a></td></tr></table>	<b>International Sales</b> Messe Frankfurt Middle East GmbH Al Tayer Bldg. Sheikh Zayed Collector Road Al Wasl, P.O. BOX 26761 Dubai, UAE Taghreed Khallaf (Project Manager) <a href="mailto:taghreed.khallaf@uae.messefrankfurt.com">taghreed.khallaf@uae.messefrankfurt.com</a> Jamal Muhammad (Sales Manager) <a href="mailto:jamal.muhammad@uae.messefrankfurt.com">jamal.muhammad@uae.messefrankfurt.com</a>	<b>Domestic Sales</b> 1st Arabia Tradeshows & Conferences Office No.7, 2nd Floor, Main Olaya St. P.O. Box 295771, Riyadh, 11351, KSA Bilal Barmawi <a href="mailto:bilal@1starabia.com">bilal@1starabia.com</a>
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