

beautyworld

MIDDLE EAST

The Largest International Trade Fair for Beauty Products,
Hair, Fragrances and Well-being in the Middle East

Post Show Report 2012

A beautiful show,
a lasting impression

www.beautyworldME.com

 messe frankfurt





**The 17th edition.
More beautiful than ever.**



Reflecting a complex market – and defining its future – is no easy feat. But it's one we've managed to pull off with annual consistency for close to two decades. Beautyworld Middle East is the reference point for the beauty and wellness industries, and for good reason, as evidenced in this year's show. The numbers speak for themselves.

The 2012 exhibition took place from May 29th to May 31st at the Dubai International Convention and Exhibition Centre with record visitor participation – almost every second visitor came from abroad, making it a truly international event.

Beautyworld Middle East is a multi-faceted representation of the global beauty products, hair, fragrances and well-being industries for the wider Middle East region and continues to provide a very optimistic outlook to those who shape and help evolve this vibrant and colourful market.

The number of exhibitors and visitors to the show grew by a substantial 10% and 22% respectively, over the 2011 edition. The attendance of a staggering 22,243 visitors from 119 countries is a long stride ahead of visitor numbers in 2011, a show that in itself was exceptionally well attended.

Enjoy the numbers in the pages to follow – you will find this report as informative as it is impressive. For any other assistance, you can email us at beautyworld@uae.messefrankfurt.com

The anatomy of beauty: what makes the show look so good

Beautyworld Middle East is the international beauty event that welcomed 827 exhibitors from 50 countries in 2012, a 10% increase on the previous year!

"We are very happy this year with Beautyworld Middle East. The visitor quality has been very good - B2B visitors with genuine interest. We have met very good contacts from Africa and almost all Middle East countries. For the past 10 years we have been participating and we see there is a growth every year. Next year we are going to double our space because we feel that it's really very important - for the people who want to do business in the beauty industry, this is the door to the MENA markets."

Nazih Hamad, CEO, Nazih Group



Exhibitors by product category

Cosmetics / Skincare & Fragrances	426
Hair, Nails & Accessories	174
Machinery, Packaging & Raw Materials	125
Professional Equipment & Spa	55
Associations	11
Others	36

The wide and varied palette of exhibits ranged from new product launches to demonstrations and showcases of various products and services from across the industry. An overwhelming majority of participants expressed their intention to exhibit again next year, underlining the importance of the show.

This calls for an encore!

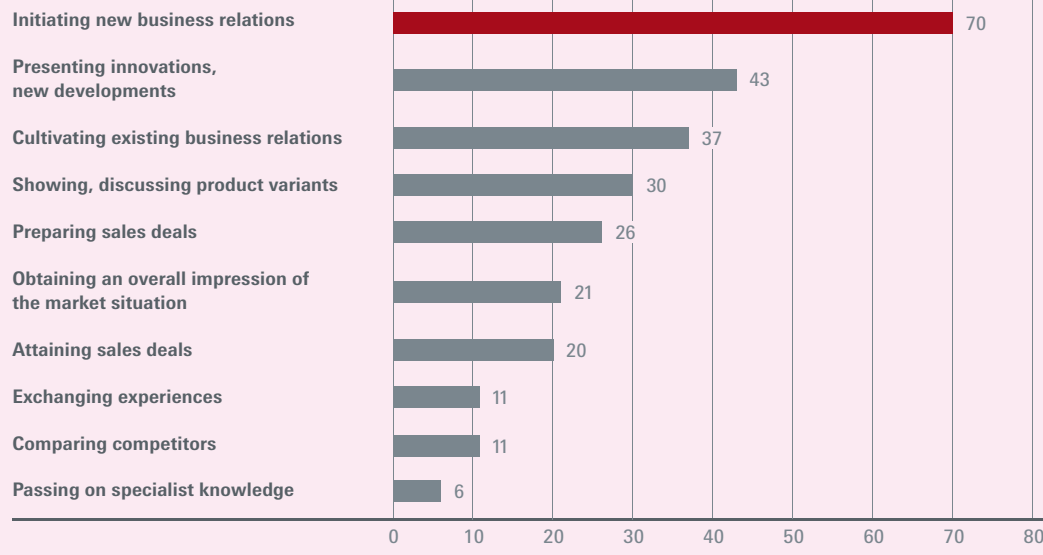
95% of exhibitors expressed an interest to exhibit again in 2013!

There are many reasons why exhibitors participate in Beautyworld Middle East. This year's most compelling reason was the need to initiate new business relations; the presentation of innovations and cultivating new business opportunities came in at a close second and third respectively.

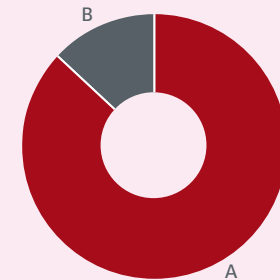


Exhibitors' main reasons for exhibiting

(all figures in %)



Meeting objectives for exhibiting



A 88% Extremely satisfied/Satisfied
B 12% Less satisfied/Dissatisfied

88% of exhibitors felt that their exhibiting objectives were met in 2012, compared to 85% in the previous year.

"The show gets us together with all of our customers from the Middle East and it also introduces us to new customers; we meet a lot of new people as well as people that we have worked with for a very long time. We've been very successfully participating every year for the past 8 years and we'll definitely be coming back next year."

Monica Richards, Palladio

Satisfaction finds a new level

Exhibitor polls reveal a rise to 84%

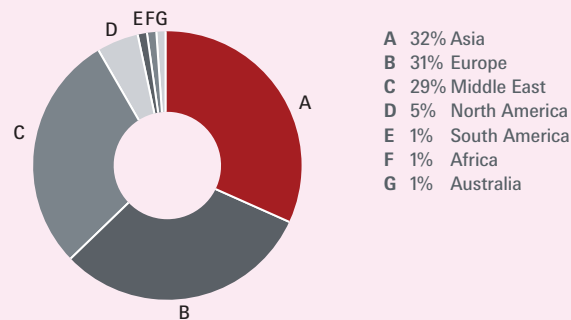
Exhibitors revealed that the 2012 experience was better than the previous year's. High levels of satisfaction, especially when expressed by key decision makers, is very encouraging. The simple truth is that Beautyworld Middle East delivers on its brand promise: "Your new markets are our old friends."

"This is our 5th year of participation at Beautyworld Middle East. Participating here gives us a lot of benefits – the chance to meet a lot of distributors, salon owners and the VIPs who are interested in quality brands."

Sonia Beit, Sales and Marketing Manager, Enigma Beauty Group



Regional breakdown of exhibitors



"Beautyworld Middle East is a very important exhibition in our industry in the region as it's the only exhibition for trade. The show has been very good - we have been receiving lots of clients from the GCC and the other Middle East countries. We have a very long commitment with Messe Frankfurt and next year we are going to have a bigger booth and a bigger Walk of Beauty as well."

Mohamed Madi, President, Madi International



"Being part of Beautyworld Middle East has really added a lot of value for us. After our participation here last year, people have started to recognize us, to know us. This year people are talking about us; we noticed that there are a lot of people who came to us because of Beautyworld Middle East. We will be here next year and the year after – as long as Beautyworld Middle East is there, we will be part of it because every year there is something new in it."

Ghanim Al Ghanim, Owner – Glory Horizon



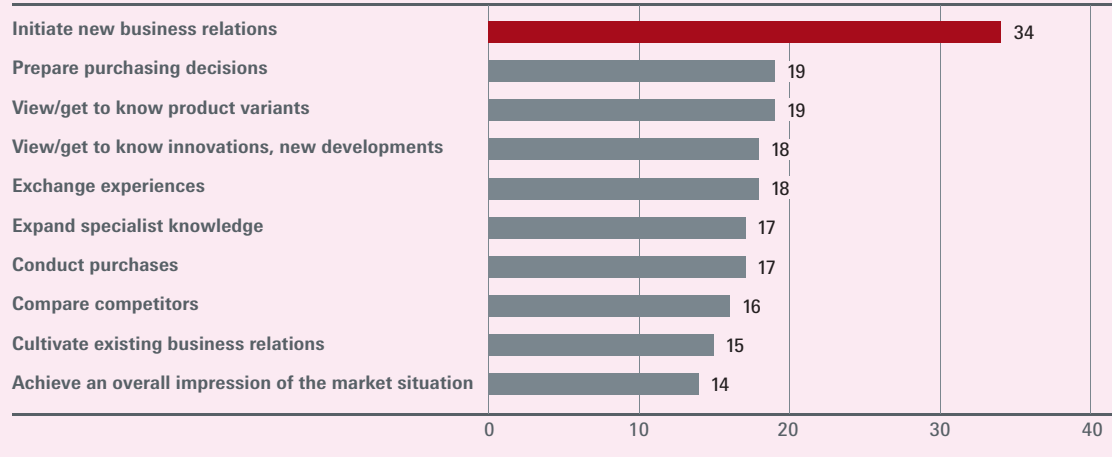
Quantity meets quality

22,243 visitors from 119 countries wanting to do business with you!



Visitors' reasons for attending the show

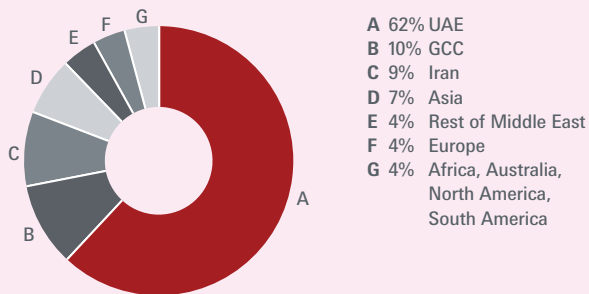
(all figures in %)



Top 10 visiting countries

- | | |
|-----------------|------------|
| 1. UAE | 6. India |
| 2. Iran | 7. Egypt |
| 3. Saudi Arabia | 8. Bahrain |
| 4. Pakistan | 9. China |
| 5. Kuwait | 10. Oman |

Regional breakdown of visitors



A vital presence: key decision makers

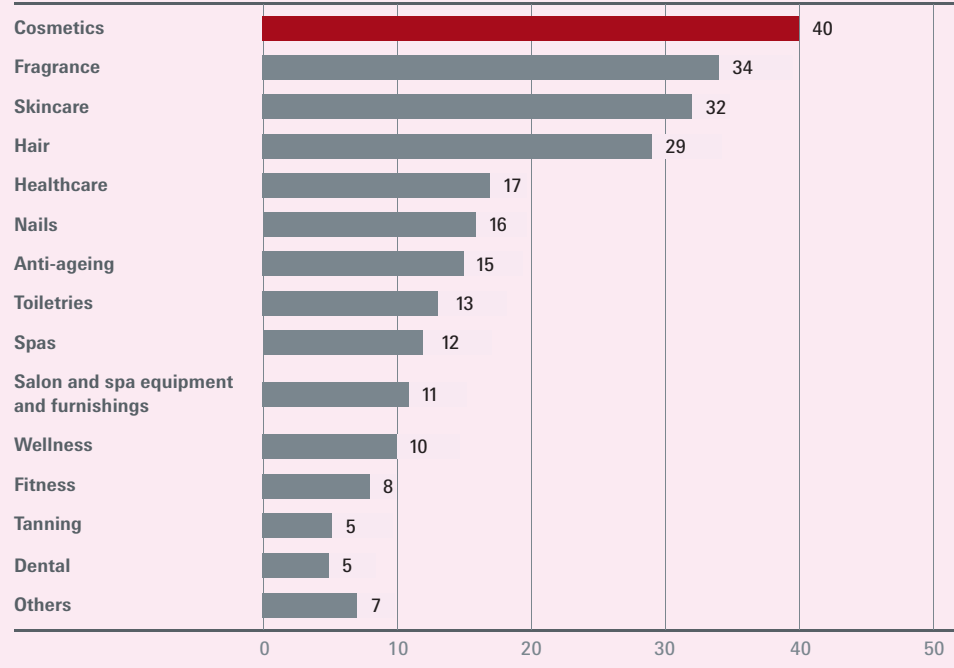
Here's a fact that will help exhibitors decide to come back for the 2013 edition: 81% of visitors were key decision makers in their organisations.

65% of this key group belonged to the top management, confirming that our continual marketing efforts attract the people who matter.

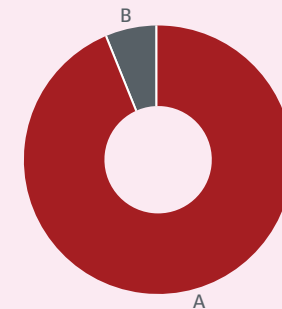


Visitors' main areas of interest at Beautyworld Middle East

(all figures in %)



Overall assessment of show by visitors



A 94% Extremely satisfied/Satisfied
B 6% Dissatisfied

"Dubai today is a very essential regional hub between Asia, Europe and the Gulf. Beautyworld Middle East allows us to be able to present and to show our products on a regional and global level. We had a lot of people that came from the Gulf region; Saudi, Qatar, Bahrain, Oman, a lot from Asian countries and some from Europe."

Elias Chabtini, Managing Partner,
Medical Trading / MEDICA

It all happens right here



Walk of Beauty

Back for the 6th consecutive year, the Walk of Beauty was one of the most eagerly anticipated features at Beautyworld Middle East. Organised in conjunction with Madi International, and powered by Wella Professionals, the 2012 edition featured the most talented professional hairdressers and make-up artists from the GCC region performing live on stage in an interactive and electrifying environment.



Nail It! by OPI

Nail It! by OPI, the definitive nail competition in the region, returned this year with a fresh new look. Nail technicians from across the region put their salons on the map by showcasing their talent and abilities in a competitive environment. From beginners to professionals and with categories ranging from the most basic manicures to the most elaborate nail art, the competition was animated and challenging and lots of great prizes were won.



Face It! By Eva Garden

In association with Enigma Beauty Group, 'Face It! by Eva Garden' is an international make-up competition recognising and awarding leading make-up artists from around the globe. Roberto Bizzochi, Founder and President of Eva Garden headed the judging panel, which also included Francesco Bizzochi and Vera Osminina.



Hair Education

The Salon Educators Artistic Team headed by Steve Turner of MyHairDressers.com, held 3 amazing days of FREE sessions at a dedicated stage at the heart of the exhibition. Joining Steve Turner on stage was Stacey Broughton, who presented some amazing sessions on advanced creative techniques and cuts. The duo held three shows daily throughout the event and are looking forward to bringing more education and trends to the 2013 event.



Fragrance Station

The Fragrance Station is a simple concept that was launched at the 2010 event. The aim is to encourage drop-in visits to exhibitors specialising in fragrance and oils. The idea is simple: At the station, visitors are invited to test a range of different perfumes and for the ones they like, they can easily locate the stand number on the bottom of the perfume bottle.



The Spa and Salon Management Summit

The second edition of the summit was held alongside Beautyworld Middle East, which took place on the 2nd and 3rd day of the show and was completely sold out. Addressing key aspects of spa operations ranging from product licensing rules and regulations, to legislation governing business operations and common legislation violations, it was a tremendous success.

Dates for 2013: May 28th - 30th

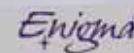
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About the Organiser

Epoc Messe Frankfurt GmbH is a subsidiary of Messe Frankfurt, Germany's largest trade fair organiser, with 457 million euros in sales and 1,769 active employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2011, Messe Frankfurt organised 100 trade fairs, of which more than half took place outside Germany.

For details concerning participation as an exhibitor, visitor or sponsor, please visit our website at **www.beautyworldME.com** or contact us directly at **beautyworld@uae.messefrankfurt.com**

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