

beautyworld

MIDDLE EAST

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

May 29 – 31, 2012

Dubai International Convention
and Exhibition Centre, UAE

www.beautyworldME.com



Beautyworld Middle East Dedicated to Beauty

A truly international event, Beautyworld Middle East is the ideal platform to meet thousands of trade visitors searching for your product or service.

The exhibition is a solid representation of the global beauty products, hair, fragrances and well being industries for the wider Middle East region and has played a vital role in contributing to the

growth and development of these industries since its inception, 16 years ago.

Beautyworld Middle East is organised by the Messe Frankfurt group, one of the leading trade fair organisers in the world with a presence in more than 150 countries around the globe.

"We have been participating at Beautyworld Middle East for the past two years. Our presence this year is really useful because we can meet people from GCC countries, North Africa, Lebanon, Syria, they are all coming to Beautyworld Middle East. It's very good exposure for our brand."

Ludovic Loffreda
CEO / Managing Partner
LPG Systems



2012 Show Profile

Date	: May 29 – 31, 2012
Venue	: Dubai International Convention and Exhibition Centre
Organiser	: Epoc Messe Frankfurt GmbH
Total Sqm	: 24,228 (2011 figures)
Exhibitors	: 755 (2011 figures)
Visitors	: 18,210 (2011 figures)
Special Highlights	: Walk of Beauty by Madi International, Fragrance Station, Nail IT! Hair Education, the Conference



Market Overview

The beauty and personal care market in the UAE and Middle East in general is characterised by international brands, premiumisation, youthful population, increased disposable income and an expanding retail landscape.

Beauty and personal care in the Middle East is a massive market for international cosmetics and toiletries manufacturers, with the UAE and Saudi Arabia in the Gulf and Iran in the wider region, being the biggest in terms of overall per capita sales. Iran, in particular, has seen burgeoning growth making it one of the biggest cosmetics markets in the world.

Market Facts and Figures

The most significant categories in value terms in the industry are 1) colour cosmetics, 2) hair care, 3) fragrances and 4) skin care.

- 1) The market for Colour Cosmetics in the Middle East and Africa in 2009 reached US\$1.7 bn and is expected to increase to US\$2.3 bn by 2014. Regionally, Iran, closely followed by Saudi Arabia and the UAE, are the top 3 countries in terms of Colour Cosmetics consumption.
- 2) The Hair Care Market in Iran is estimated to have been worth US\$674.1 mn in 2010 and is expected to surpass the US\$1 bn mark by 2015. In Saudi Arabia the same market came in at US\$397.2 mn in 2010 and is expected to grow to US\$502.9 mn by 2015, while in the UAE it registered at US\$112.2 mn in 2010, expected to increase to US\$140 mn by 2015.

"We are really happy to be here at Beautyworld Middle East. We've been meeting prospective distributors from all different countries in the region. And we'll definitely be back again next year."

Rene van Willigen, Director / Co-founder,
Human+Kind

3) The GCC perfume market alone is approximately worth US\$1.1 bn. Broken down, Saudi Arabia represents a massive US\$827.5 mn of this, with Premium Fragrances leading the way at US\$720 mn or 87% of the Saudi market share and Mass Fragrances worth approximately US\$107.5 mn. The UAE's fragrances market comes in next having been worth approximately US\$205.8 million in 2010. Data reveals that the market for Perfumes in the UAE will grow at a CAGR of 5% until 2014. The UAE continues to post one of the highest per capita expenditures on fragrances at US\$153 in 2009.

4) Skin care in the GCC is estimated to have been worth US\$650.9 mn in 2010, with Saudi Arabia representing the largest chunk of the market at US\$421.2 mn worth. Skin care in the UAE posted 11% growth in current value terms in 2009 and sales reached US\$113.9 mn in 2010. At the same time, hand care and body care grew by 11% and 9% respectively, in current value terms. Skin care is expected to post a constant value CAGR in the UAE of 5% until 2014.

UAE Trade Figures -- Essential Oils and Resinoids, Perfumery, Cosmetic or Toiletries

Value USD				
Year	IMPORT	EXPORT (incl Re-Export)	TOTAL TRADE	%
2009	2,090,548,836.50	1,000,653,132.31	3,091,201,968.81	↑ 13%
2010	2,288,030,119.79	1,212,559,579.09	3,500,589,698.89	

Source: Statistics Section, Dubai Customs

* TOTAL TRADE = Direct + Free Zone + Customs WH

Source of all above information, unless mentioned otherwise, is Euromonitor International, official knowledge partner for Beautyworld Middle East. Projected figures for 2014 are forecasted from 2009 actual figures.

New for 2012!

Focus Areas

For the first time ever at Beautyworld Middle East, we are delighted to introduce four core Focus Areas. These Focus Areas have been created to complement the 20-plus Country Pavilions that have a presence at the show every year and we are confident that the visitors will enjoy exploring the new layout. The Focus Areas are as follows:

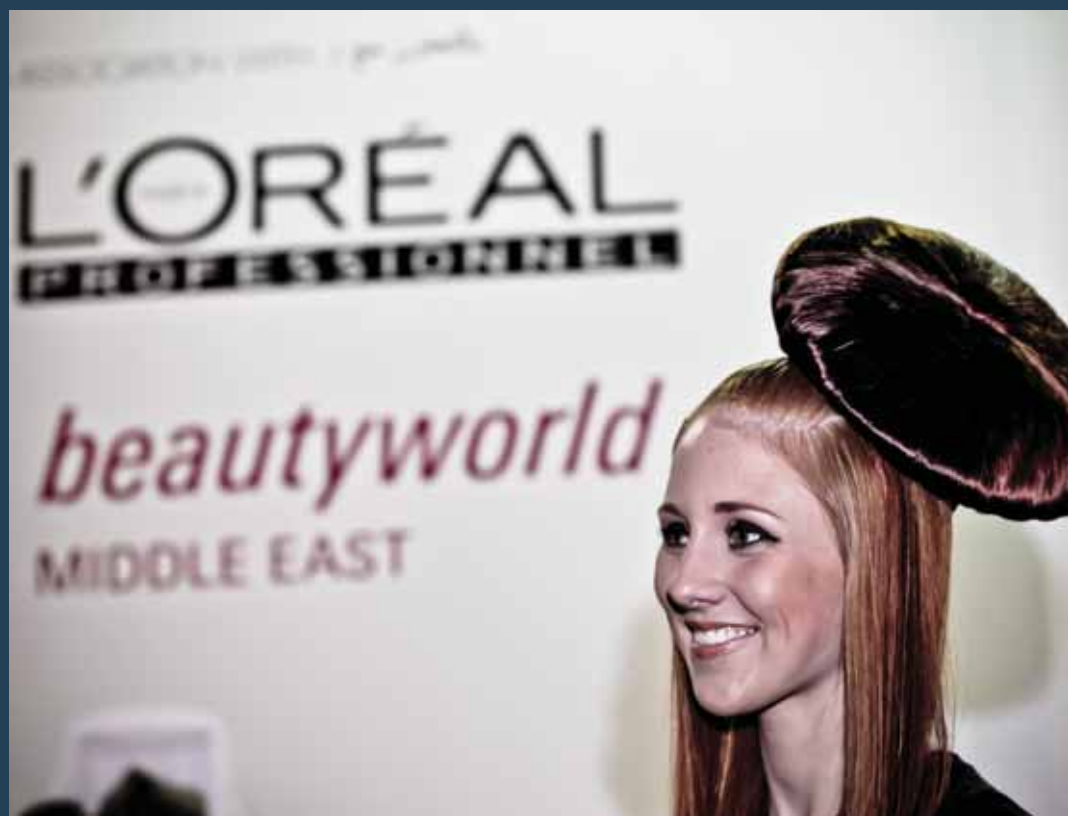
- Hair, Nails and Accessories
- Machinery, Packaging and Raw Materials
- Cosmetics, Skincare and Fragrance
- Professional Equipment and Spa

Why Exhibit?

- Meet new business partners, find new markets
- Boost brand recognition
- Enhance your sales cycle
- Improve your industry knowledge
- Increase your market share, monitor your competitors

"It's the first time L'Oréal Professional has done the event. So it has been a really interesting exercise in understanding what our customers are looking for and communicating to them some of the really big steps that are being made by us on education for hairdressers in the Middle East."

Peter Tighe
General Manager
L'Oréal





"We're here almost eight years and every year the response has been much better than the past year's. We're having good results from this exhibition. People know us and we're happy to be here. And next year for sure we have to be here!"

Mohammad Noorani
Noorani Perfumes



WELCOME TO THE CLASSIC

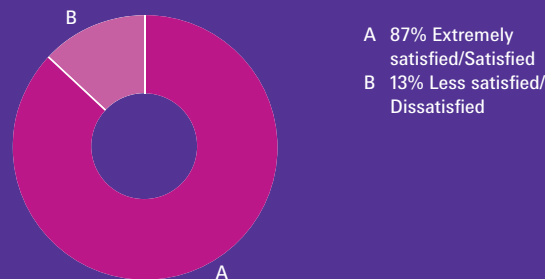
Exhibitor Profile

Leading international event Beautyworld Middle East welcomed 755 exhibitors from 42 countries in 2011, a near 10% increase on the previous year's figures, with more than 90% of exhibitors expressing an interest to exhibit again in 2012!

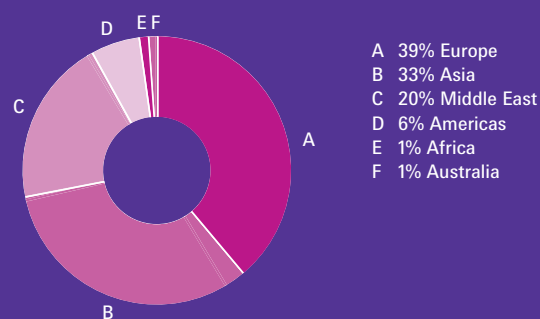
"We've been here consecutively now for the last six years. Response has always been good, its always been fruitful. It's an opportunity to showcase to our audience, organisational capability and our product portfolio. In terms of sending a message to the market place about 'who we are' and 'what we do' I think this is an ideal platform that allows us to do that."

Dev Makh, Group Marketing Director
Fakhruddin Holdings

Exhibitors' overall assessment of Beautyworld Middle East 2010



Regional breakdown of exhibitors



Exhibitors from Europe & Asia made up the majority while the Middle East came in at third place.

"This is our 5th year to be here. There's been a lot of different customers coming through and we get to show them what new things we have on the stand. We get to sit with them and see them one to one. We've had a lot of new customers who are interested in the products. And it's good because a lot of people get to see in the area what they have available to them. And yes, we'll definitely be here next year!"

Maria Dowling, Creative Director,
Maria Dowling



Visitor Profile

Beautyworld Middle East 2011 welcomed over 18,210 visitors from 107 countries, a whopping 14% increase on 2010's already impressive numbers.

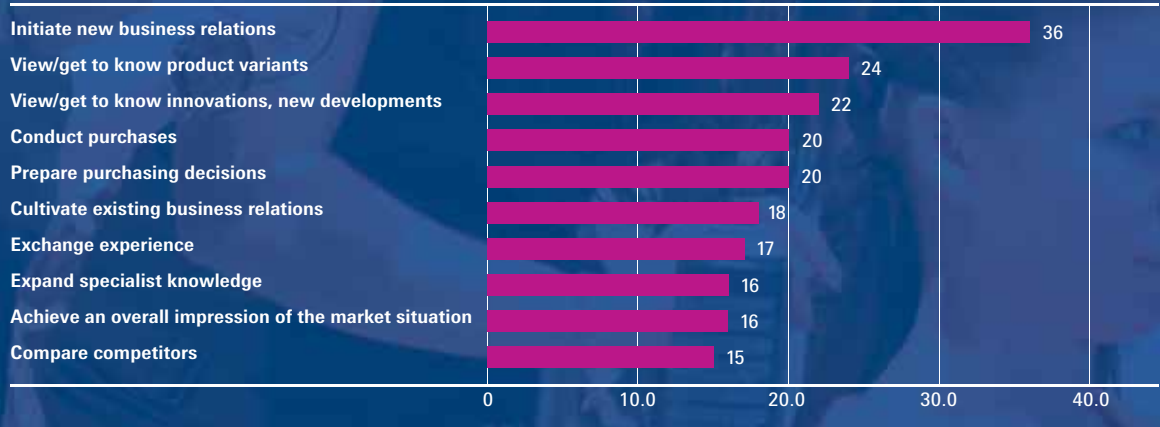
If you want to meet the following groups of people from across the region, this is where they come to do business.

Beautyworld Middle East gathers:

- Buyers / Dealers
- Manufacturers
- Retailers / Wholesalers
- Importers / Exporters
- Distributors
- Hotel / Spa Developers
- Consultants / Trainers
- Cosmetologists
- Trade Associations, Government Agencies and Media

Visitors' reasons for attending the show

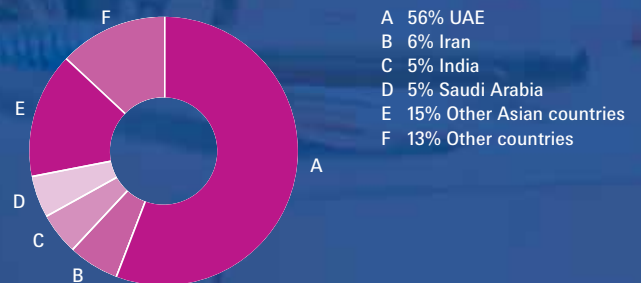
(all figures in %)



"Nazih Group has been participating with Beautyworld Middle East since the start of this exhibition in Dubai. The benefit we get from this exhibition is meeting all the professional end-users and hairdressers in the region as well as meeting the suppliers from all over the world who are coming here to display and to offer their service or product. It's really interesting to be here and to participate in this exhibition every year."

Nazih Hamad, Managing Director
Nazih Group

Regional breakdown of visitors





"This is the best show for our requirements. Benefits include meeting customers from all over the world, meeting suppliers from many different countries, meeting existing clients and potential clients – there's a lot of benefits. Madi International will be back 100% next year."

Mohamed Madi, President
Madi International

Quality Visitors

Of the decision makers and key influencers in the decision making process, 64% held top management positions, confirming that the continual innovation in marketing strategies to attract such people is effective and successful.

"This is a very good experience for us as this is the first time that we are participating at Beautyworld Middle East. It was the best opportunity for us to penetrate the market and get more information about the market potential. We got customers from Africa, India, Pakistan, Iran and from all over the Middle East. 'Glory Horizons' will definitely be part of this event next year!"

Ghanim Al Ghanim, Managing Director
Glory Horizons

"This is our second year here at Beautyworld Middle East and it's been fantastic! The first year was a great experience and this year it's been even better. I think it's a fantastic opportunity for the industry."

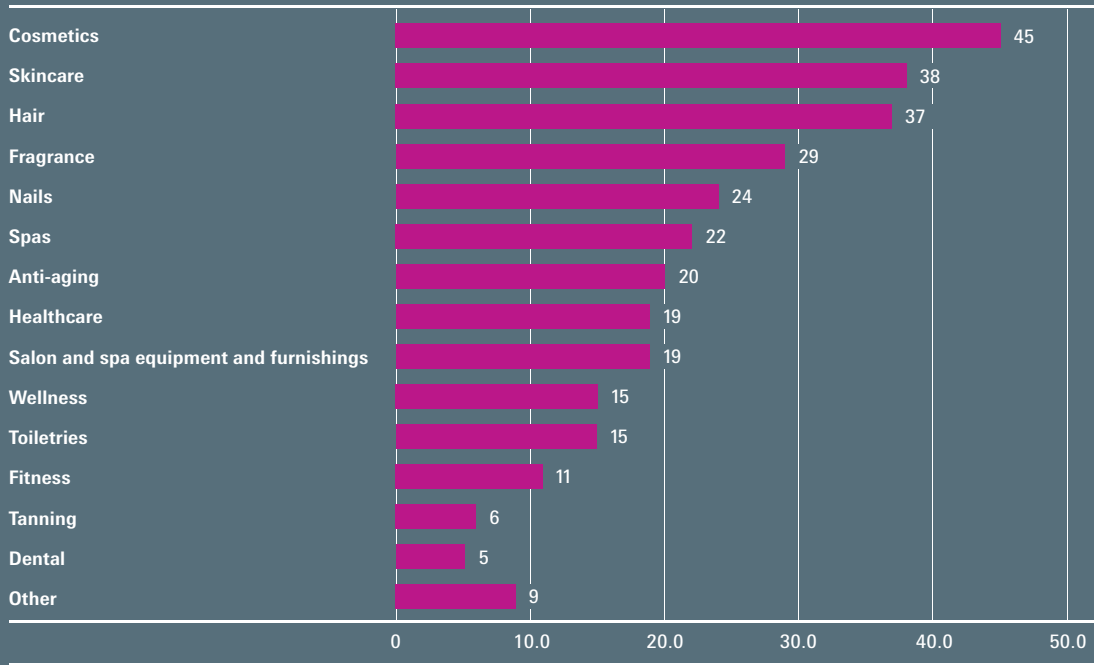
Steve Turner, Creative Director, Salon Educators,
MyHairDressers.com



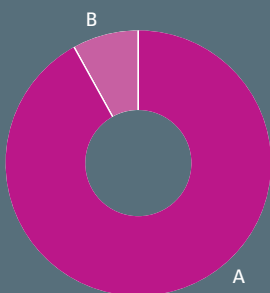


What are your main areas of interest at Beautyworld Middle East?

(all figures in %)



Visitors' overall assessment of the show



A 92% Extremely satisfied/Satisfied
 B 8% Less satisfied

Visitor satisfaction levels were at an all-time high with 93% stating that they found exhibitors and products that were of genuine interest to them.

2011 Show Highlights

Walk of Beauty

Back for the 7th consecutive year, the Walk of Beauty is always one of the most eagerly anticipated features at Beautyworld Middle East. Organised in conjunction with Madi International, and powered by Wella Professionals, the 2011 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. The annual show continues to grow every year and the 2012 version will no doubt surpass our high expectations once more!

Nail It! by OPI

Nail it! by OPI, the definitive nail competition in the region, offers nail technicians from across the region the opportunity to put their salon on the map by showcasing their talent and abilities in a competitive environment. From beginner to professional levels and, with categories ranging from the most basic of manicures to the most elaborate of nail art, the competition is animated and challenging with lots of great prizes to be won.

Hair Education

The Salon Educators Artistic Team headed up by Steve Turner of MyHairDressers.com, in association with L'Oréal Professional, held 3 amazing days of FREE Education at a dedicated stage at the heart of the exhibition in 2011. Joining Steve Turner on stage was the industry revered Callam Warrington, who presented some amazing session catwalk work. The duo held three shows daily throughout the event and are looking forward to bringing more education and trends to the 2012 event.

Fragrance Station

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

The Spa and Salon Management Summit

Launched at the 2011 exhibition and the first event of its kind to be held alongside Beautyworld Middle East, the summit exceeded all expectations and was entirely 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 and will capitalise on this success in 2012.

And much more!

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



Mark our next show dates in your calendar: May 29-31, 2012

Book your stand now!

Please quote reference code **BWME12** when enquiring about space availability

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