

beautyworld

MIDDLE EAST

Post Show Report 2008

18 - 20 May 2008

The Largest International
Trade Fair for Beauty
Products, Cosmetics and
Perfumery in the Middle East

Dubai International
Convention
& Exhibition Centre,
United Arab Emirates

www.beautyworldme.com

Market & Show Information

90% of exhibitors stated that the event was successful in terms of generating future sales

Beautyworld Middle East 2008, in its thirteenth successful year, recorded an annual growth of:

5%
more exhibitors

17%
more visitors

15%
more sqm

The Arabian Gulf has one of the world's fastest growing populations, approximately 6% annually, and with over **60% of the population under the age of 25**, this is an ideal market for beauty products. Consumption of cosmetics and fragrances in the Gulf is also one of the highest per capita in the world, **estimated at US\$334 per head**. With huge expansion occurring in retail space, coupled with tax-free incomes, it is hardly surprising that the purchase of beauty products in the Gulf has been rising at over **19% per year** and is set to continue.

This is undoubtedly an extremely healthy period of growth for the industry, where in 2006 the cosmetics and personal care market in the **UAE alone** was **worth more**

than US\$408 million in retail sales.

Shopping mall space has also been growing by almost **50%** annually throughout the region, and the amount of retail space dedicated to beauty products has grown by over 30% in the past three years. In addition to this, current estimates put the number of hair salons in the UAE in excess of 3,000 with numbers in the Gulf states exceeding 30,000.

On the back of these numbers, it comes as no surprise that **Beautyworld Middle East was a huge hit in 2008**, with almost **15,000 visitors from 101 countries** visiting the show, resulting in the **693 exhibitors from 44 countries** reporting impressive amounts of business activity.

Show Numbers



14,351
visitors

693
exhibitors

10,350
sqm

101
visiting
countries

22
country
pavillions

44
countries
exhibiting

Show Attractions

"The volume of business made by Brazilian cosmetic companies attending Beautyworld Middle East 2008 on May 18-20 in Dubai, United Arab Emirates, amounted to US\$680,000 and is expected to grow another US\$8 million over the next 12 months."

Joao Carlos Basilio President of ABIHPEC, Brazil



Walk of Beauty: For a third year running, this interactive event featured the region's leading hairstylist professionals and make-up artists performing live on stage in an interactive and exciting environment.

Make-Up Competition: A new edition to the 2008 show, the Professional Make-Up Competition proved to be a highlight for our visitors. Talented make-up experts transformed models with the latest products and make-up techniques in front of a captive audience.



Nail Competition: An established event, the nail competition continues to be a big draw for nail technicians from across the region to compete in a professional and creative arena. The competition has now become an integral component of the show.



About the Exhibitors

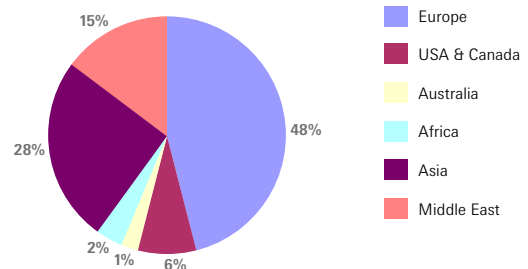
- 94% stated that the event was successful in terms of meeting overall objectives
- 80% were satisfied with the return of investment from exhibiting at the show
- 76% stated that the event was crucial to their marketing activity in the region
- 90% stated that the event was successful in terms of generating future sales

22 Country Pavilions Beautyworld Product Groups

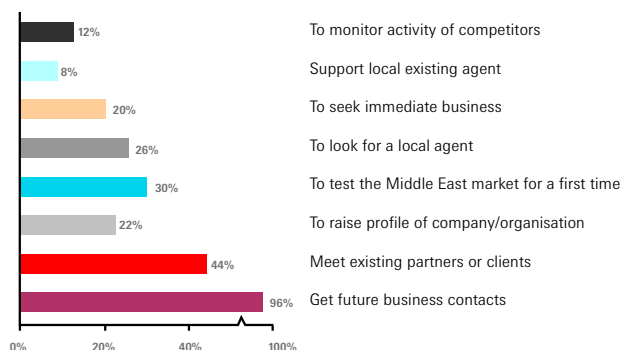
- France
- Brazil
- Italy
- Spain
- Romania
- Bulgaria
- Thailand
- Taiwan
- Korea
- USA
- UK
- Greece
- Austria
- Australia
- Switzerland
- Turkey
- Germany
- Argentina
- India
- Egypt
- Singapore
- China

- Skincare
- Make-up
- Beauty and hygiene products and accessories
- Hair care products and accessories
- Sunless tanning and sun care products and accessories
- Costume jewellery
- Dental care
- Professional care products for beauty and hair salons
- Manicure and pedicure
- Perfumery
- Drugstores articles
- Raw materials
- Packaging and packing materials
- Business services
- Equipment and furniture
- Trade associations, public institutions, government agencies and media

Regional breakdown for exhibitors



Exhibitor's main reasons for exhibiting at the show:



About the Visitors

- 85% of visitors have discovered NEW products and services at the show
- 99% of visitors will recommend attending the event to a colleague
- 62% arranged to do business with suppliers at the exhibition
- 94% of visitors stated that Beautyworld is the leading event in the industry

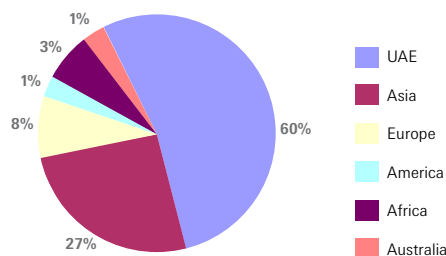
Visitor's Profile

- Owners, buyers and technicians from hair salons, nail salons & sun tanning salons
- Retailers
- Trading companies
- Distributors
- Dental professionals
- Duty free shops
- Department stores, drugstores and supermarkets
- Hotels and airlines professionals
- Hair and make-up professionals
- Media and press
- Government bodies and associations
- Market research companies



"This is the first time Uniglow has exhibited and we were very excited by the volume and quality of interest we received. We've seen everyone from salon owners to private distributors from all over the Middle East. We're very pleased with the exhibition, our results were fantastic, and we will definitely exhibit again next year."
Lara Young, CEO, Uniglow Trading LLC

Regional breakdown for visitors



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