

Press

For Press Info, Please Contact:

*Beautyworld & Wellness and Spa Middle East
May 18-20, 2008
Dubai, United Arab Emirates
Opening hours: 10am - 7pm
Dubai International Convention and Exhibition Centre*

*BIZ COM - For Proactive
Communications
P.O. Box 48889; Dubai - UAE
T: +97143320888
F: +97143320999
E: info@bizcom.ae*

BEAUTYWORLD & WELLNESS & SPAS EXHIBITIONS REGISTER 38% VISITOR INCREASE

Walk of Beauty, Hair Dressing & Nail Competitions Big Hit with Visitors

The twin exhibitions Beautyworld Middle East and Wellness & Spas Middle East concluded yesterday (20th May) showcasing the latest trends in cosmetics, fragrances and skin care products as well as spa, fitness and wellness products at the Dubai International Convention and Exhibition Centre. International spa and healthcare tourism destinations were also promoted alongside fitness equipment.

"Now in its 13th year, the 2008 edition of the Beautyworld Middle East marked it amongst the top 5 exhibitions in the world, for the beauty, cosmetics, and personal care industry." said Eckhard Pruy, CEO of Epoc Messe Frankfurt GmbH, organizers of the twin shows.

"Beautyworld Middle East and Wellness & Spas Middle East, registered an increase of 38% in trade visitors this year. The exhibitions attracted 850 exhibitors representing 1,650 brands from 50 countries. In addition 31 country pavilions exhibited this year reaffirming Beautyworld and Wellness & Spas role as the biggest and most authoritative show of its kind in the Middle East region," added Mr. Pruy.

"The Middle East cosmetics and personal care sector has grown 12% annually over the past three years, with revenues of AED 7.70 billion (US\$2.1 billion) in 2007," said Mr. Pruy, "The figures show Middle East society puts a premium on appearance, skin care, beauty and grooming, areas that are increasingly important concern of both women and men.

"In fact, the consumption of cosmetics and perfumes in the region is ranked among the highest per capita worldwide," said Andrea Werner, Senior Show Manager of Beautyworld Middle East. "An added feature of this year's exhibition aside from the very popular Walk of Beauty competition and nail competition were the two seminars on organic and natural cosmetics and Halal cosmetics, an increasingly growing sector worldwide.

“In addition to the various competitions held at the exhibition, the seminars were well attended and held over two days were, conducted on pivotal topics, such as, halal cosmetics, natural skincare, and workshops on permanent make-up,” added Ms. Werner.

Elaine O'Connell, Senior Show Manager for Wellness & Spas Middle East, said: “Corporate wellness is the new buzz word within the wellness industry, with companies around the world now offering a range of incentives from free health club memberships to creating on-site health clubs for its employees.”

The seminar, fashion show, nail and make-up competition proved highly educative and added to the excitement along with the glamorous catwalk and display of creativity by both nail technicians and stylists in the region to make Beautyworld Middle East and Wellness & Spa deserving of its reputation as the largest and important event in the Middle East calendar in this sector.

-Ends-

Issued on behalf of Messe Frankfurt by BIZ COM:

BIZ COM - For Proactive Communications

P.O. Box 48889; Dubai – UAE

T: +97143320888

F: +97143320999

E: info@bizcom.ae

Show Profile:

The Largest International Trade Fair for Beauty Products, Cosmetics and Perfumery in the Middle East. Now in its 13th year, Beautyworld Middle East is the most successful beauty event in the region. As the largest event of its kind, you will have direct access to over 950 exhibitors representing 1300 brands from 55 countries with over 9450 trade visitors expected from 80 countries. There is no other exhibition in the Middle East that delivers the quality and variety of buyers and distributors. Beautyworld Middle East is the largest gathering of beauty professionals in the Middle East.

Company profile:

EPOC Messe Frankfurt GmbH is a subsidiary of Messe Frankfurt, the world's largest trade fair organiser with its own fairground. It conducts over 150 events worldwide with 15 subsidiaries across Europe, Asia, America, Africa and the Middle East, and brings 800 years of experience to Dubai, the strategic hub for the region.

The successful portfolio of events of EPOC Messe Frankfurt GmbH in Dubai include: Intersec Middle East, Materials Handling+Logistics Middle East, Hardware+Tools Middle East, Garden+Landscaping Middle East, ISH kitchen+bath Middle East, Light Middle East, Beautyworld Middle East, Wellness & Spas Middle East, International/CES Hometech, Automechanika Middle East, and the Middle East Toy Fair.