

beautyworld

SAUDI ARABIA

licensed by
Messe Frankfurt Exhibition GmbH

Saudi Arabia's regional trade fair for Beauty
Products, Hair, Fragrance and Wellbeing



6 – 8 June, 2021
Riyadh, Saudi Arabia

www.beautyworldKSA.com

Organised by

ACE
EXHIBITIONS
العارض للمعارض

Licensed by



messe frankfurt

A bold move to the capital of opportunity

A well-established brand with a growing international footprint, Beautyworld has been connecting the global beauty industry for more than 25 years. Following the success of its first two editions in Jeddah, Beautyworld Saudi Arabia is moving to Riyadh for an even more exciting showcase in 2021.

The new location will boost access to key trade buyers and beauty professionals in the Kingdom's capital and commercial hub. This enhances the opportunity for international companies to explore the local industry, secure lucrative partnerships and tap into the dynamic potential of the GCC's highest per capita spend beauty market.

Beautyworld Saudi Arabia is organised by Jeddah-based Al-Harithy Company for Exhibitions (ACE), Saudi Arabia's premier event organiser that has staged more than 500 successful exhibitions in Saudi Arabia, and is licensed by Messe Frankfurt Exhibition GmbH, one of the world's largest exhibition organisers.

Show profile

Date : 6 – 8 June, 2021
Venue : Riyadh International Convention & Exhibition Center, KSA
Timings : 11 am – 7 pm
Organiser : ACE Exhibitions (Licensed by Messe Frankfurt Exhibition GmbH)



9,000*
sqm gross



195*
Exhibitors



5,102*
Visitors

Product groups

- Hair, Nails & Salon Supplies
- Cosmetics & Skincare
- Machinery, Packaging, Raw Materials & Contract Manufacturing
- Fragrance Compounds & Finished Fragrance
- Personal Care & Hygiene
- Natural & Organic

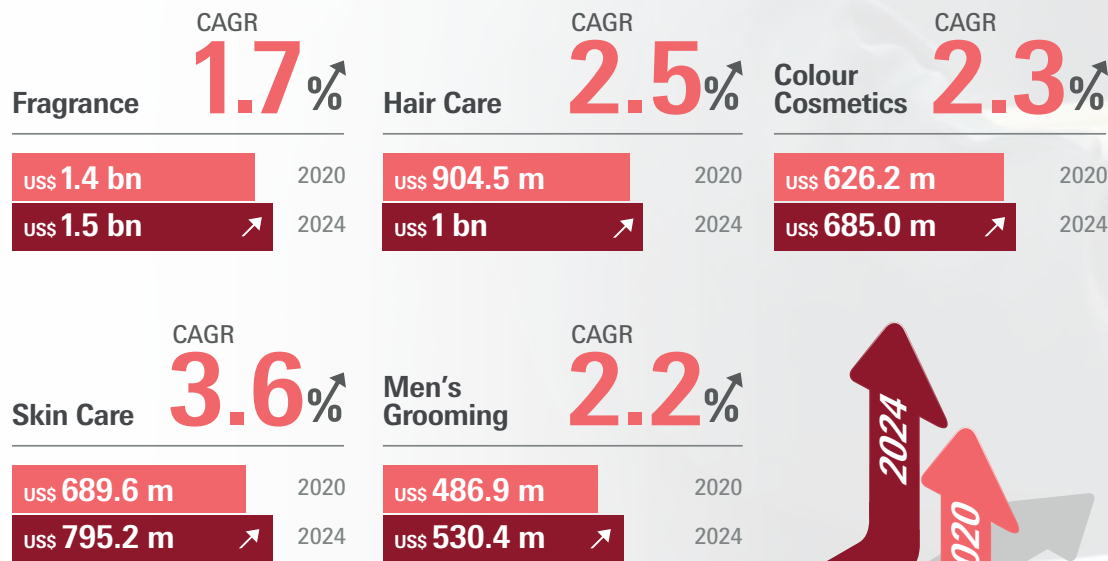
**2019 stats*

Capitalise on a flourishing market

Saudi Arabia is the fastest-growing market in the region for the beauty, fragrance and personal care industries. In 2020, consumer spending on beauty and personal care in the Kingdom stood at US\$5 billion, and this is growing at a CAGR of 2.9% to reach an estimated US\$5.6 billion by 2024. Renowned for its traditional Arabic scents, Saudi Arabia is also the largest oriental fragrance market in the Middle East.

Consistent growth in the market reflects rising demand for innovative products, which local players are eager to cater to through new collaborations with global partners.

Top 5 product categories



Visitor profile

- Buyers / Dealers
- Manufacturers
- Retailers / Wholesalers
- Beauty & Hair Professionals
- Importers / Exporters
- Distributors
- Bloggers & Influencers
- Hotel / Spa Developers
- Consultants / Trainers
- Cosmetologists
- Trade Associations, Governments Agencies and Media

An audience poised for business

From manufacturers and distributors to salon owners and retailers, Beautyworld Saudi Arabia brings together professionals from across the local industry to source the latest products, understand market trends and network with peers and suppliers from around the world.

Visitor satisfaction with the show

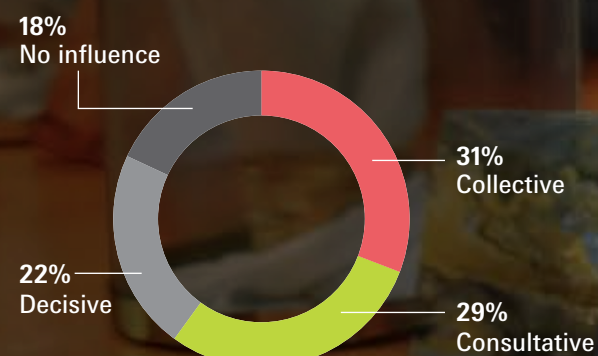


94% extremely satisfied/satisfied

Visitors' primary interests



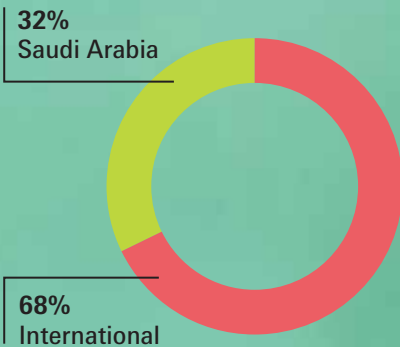
Purchasing authority of visitors



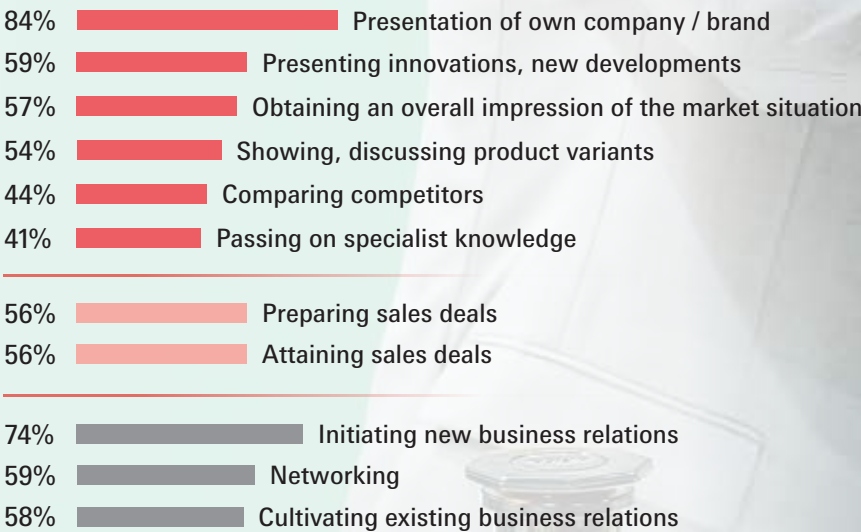
One show, endless possibilities

As the only trade fair of its kind in the Kingdom, Beautyworld Saudi Arabia provides a rare opportunity to both domestic and global players to establish and grow their footprint in one of the most promising regional markets. Every year, the show attracts established brands and rising innovators from various countries and industry segments who find the platform valuable in achieving several business objectives.

Regional breakdown of exhibitors



Exhibitors' primary objective for participating



Information: 87% Sale: 66% Contact: 78%

Engaging experiences to enhance your business

Beautyworld Saudi Arabia features an array of show highlights that offer exhibitors additional avenues to interact with visitors and catch up with the latest industry trends.

Beauty Academy

Beauty Academy is an initiative that brings together current and aspiring hair and makeup professionals and others in the field of salon management to learn from prominent experts and advance their skills. The feature offers a compelling opportunity for exhibitors to engage with potential customers and showcase their products.

Fragrance Station

This feature takes trade buyers through a scentsational journey of discovering new fragrances based on quality and appeal. Visitors can test perfumes from an array of generic, unlabelled bottles. Upon discovering a scent they like, they can simply open the box next to the sample to reveal its name as well as the exhibitor's name and stand number.



Maximise your reach

The Beautyworld Saudi Arabia Team values your presence at the show, which is why we work hard to ensure your successful participation.

PR

Get the word out about your company and its participation at Beautyworld Saudi Arabia 2021!

If you have anything newsworthy to share, we would like to hear from you. We may be able to include your news in our next press release.

Marketing Toolbox

The Marketing Toolbox offers exhibitors a number of FREE tools to promote their presence at the exhibition:

- Personalised ecards
- Web banners
- Personalised email signatures
- Invitation letter / Fax invitation

E-newsletter Presence

Give your business extra exposure and reach the people that matter most by sharing your company news with our database through our E-newsletters.

Sponsorship Opportunities:

Be seen at the right place. At the right time.

Maximise your company's reach and exposure in Saudi Arabia and the wider Middle East region by becoming a sponsor and capitalising on various marketing opportunities before and during the show.

You can sponsor specific areas of the venue or take advantage of our strong marketing campaign across a variety of dynamic and innovative channels that generate high awareness levels. Our selective branding and advertising opportunities are available to confirmed exhibitors.

To stand out amongst your competitors and co-exhibitors, contact the sponsorship team now:

Email: arthur.tolentino@uae.messefrankfurt.com
or ravi.ramchandni@uae.messefrankfurt.com
with subject line: **Beautyworld Saudi Arabia**

Book your stand now

For international companies including in the UAE

Zaid Nourouz

Project Manager
zaid.nourouz@uae.messefrankfurt.com

For Saudi Arabian companies

Mohammed Alhaidari

Show Manager
mohammed@acexpos.com

Manna Al Jabarti

Show Manager
manna@acexpos.com



Our new location: Riyadh

As one of the largest and most developed cities in the Middle East, Riyadh is more than just the capital of Saudi Arabia. It is a critical hub of trade, finance, tourism and cultural exchange that connects the region to the rest of the world. Few world cities can claim to have evolved as quickly as this booming metropolis, whose ambition is aptly represented by the towering architectural marvels that illuminate its skyline at night.

Centrally located between the Kingdom's eastern and western coasts, Riyadh has served as an important bridge between the country's other key cities and industrial centres for centuries. Its historical significance is richly documented by one of the region's finest museums and a World Heritage Site, among several other cultural sites and artefacts. These important icons of the past stand alongside a spectacular choice of world-class hotels, shopping malls and centres of entertainment that can be seamlessly accessed through its ultramodern infrastructure, which includes a world-class road and rail network.

As the centre of national governance and public-private collaboration, Riyadh is highly strategic to Saudi Vision 2030, which seeks to position and enhance the country's socio-economic significance in the global landscape.

Kingdom of Saudi Arabia's "Vision 2030"

With the launch of Vision 2030, by Prince Mohammad bin Salman bin Abdulaziz Al-Saud, Crown Prince, Minister of Defense and Chairman of the Council of Economic and Development Affairs, the country's potential is now well-defined and backed by its visionary leaders. The Vision 2030 document reveals a well thought-out strategy that takes into consideration Saudi Arabia's strengths and capabilities.

The future is now!



About Messe Frankfurt Middle East GmbH

Messe Frankfurt Middle East's portfolio of 16 exhibitions includes Automechanika Dubai, Automechanika Jeddah, Automechanika Riyadh, Beautyworld Middle East, Beautyworld Saudi Arabia, Hardware + Tools Middle East, Intersec, Intersec Saudi Arabia, Leatherworld Middle East, Light Middle East, Materials Handling Middle East, Materials Handling Saudi Arabia, Middle East Cleaning Technology Week, Paperworld Middle East, Prolight + Sound Middle East, SPS Automation Middle East. The subsidiary also organises a series of conferences and seminars including the Worker Health Protection Conference, the Business in Beauty Summit, Think Light, and the International Conference on Future Mobility. For more information, please visit our website at www.messefrankfurtme.com

About ACE Group

Al Harithy Company for Exhibitions (ACE Group) is a full service event management company headquartered in Jeddah, Saudi Arabia. Established over 30 years ago, they are proud to be the pioneers in exhibition venues and the organisers of international trade shows Kingdom-wide spanning multiple industries and sectors. ACE Group has also played an international role in organising exhibitions in the United Kingdom, Lebanon and Uzbekistan; they handle a diverse portfolio, offering 360-degree solutions to a number of industries, encompassing Event Management, Promotions, Exhibitions and Event Communications. The team boasts over 100 skilled professionals and more than 500 successful exhibitions to date, a fact that establishes ACE Group's competitive edge.

Launch Partners



Organised by



ACE Group
P.O. Box 40740, Jeddah 21511
Tel. +966 12 654 6384
Fax +966 12 654 6853
Email: ace@acexpos.com
www.acexpos.com

Licensed by



Messe Frankfurt Middle East GmbH
P.O. Box 26761, Dubai, UAE
Tel. +971 4 389 45 00
Fax +971 4 358 55 22
Email: beautyworldksa@uae.messefrankfurt.com
www.beautyworldKSA.com