

Press

16 January 2018

Beautyworld Saudi Arabia
14-16 October 2018
Jeddah Center for Forums and Events

Markus Quint
Tel. +49 69 75 75-59 05
press@messefrankfurt.com
www.messefrankfurt.com

Messe Frankfurt Middle East expands Beautyworld brand into Saudi Arabia

Dedicated beauty and wellness trade fair opens new pathway to Kingdom's US\$5.4 billion beauty and personal care market

Launch Partners sign up early for October 2018 showcase in Jeddah as analysts predict solid industry growth through to 2021

Jeddah, Saudi Arabia: Saudi's vibrant beauty industry has been underlined by a new exhibition in Jeddah, offering global suppliers of cosmetics, skincare, haircare, salon supplies, and fragrances a new pathway to the Middle East's largest beauty and personal care market.

The launch of Beautyworld Saudi Arabia 2018 comes as consumer and professional spending on beauty and wellbeing continues to rise, with analysts Euromonitor International (EMI) estimating Saudi's retail value for Beauty and Personal Care (BPC) will be worth US\$6.9 billion in 2021, compared to US\$5.4 billion in 2017.

According to EMI, fragrances was Saudi Arabia's top product category in 2017, with a retail value of US\$1.8 billion, followed by haircare (US\$784 million), and skincare (US\$713 million). Men's grooming (US\$559 million), and colour cosmetics (US\$561 million) were also high value categories in 2017, with solid growth predicted through to 2021.

Beautyworld Saudi Arabia is organised by Messe Frankfurt Middle East in partnership with Saudi-based ACE Exhibitions, and is the 5th Beautyworld event globally, following annual shows in Dubai (Beautyworld Middle East) and Japan (Beautyworld Japan, Beautyworld Japan West, and Beautyworld Japan Fukuoka).

“Saudi Arabia still offers plenty of untapped potential, so the time is right for the world-renowned Beautyworld brand to make its debut on Saudi soil,” said Ahmed Pauwels, CEO of Messe Frankfurt Middle East, which also organises Beautyworld Middle East.

“Saudi visitors to Beautyworld Middle East have increased steadily over the last six years, from just under 1,400 in 2012 to 2,500 in 2017, making it the third largest visitor country to the show. Now in Beautyworld Saudi Arabia, we have the Kingdom’s dedicated beauty industry trade fair right at the doorsteps of thousands of trade buyers and professionals.”

“It’ll be the ideal platform for global players to enhance their relationships with existing customers and increase their market presence, while they’ll also gain a better understanding of the business landscape, industry trends and needs that are unique to Saudi,” added Pauwels.

The excitement surrounding the inaugural event has been underlined by the 15 Launch Partners that’ve already signed on, including Firmenich, Symrise, International Flavors & Fragrances (IFF), Nazih Group, Sawaya International, Al Haramain Perfumes, My Perfume Factory, Identiscents, Neo Perfumes, Piral Group, Creative Beauty Source, Oudh Al Anfar, Unitrade, Beauty Care Company and Forever 52 make up.

They will be joined by an expected 100-plus exhibitors from around the world when doors finally open for the first time from 14-16 October 2018 at the Jeddah Center for Forums and Events.

Hadi Al-Harith, CEO of ACE Exhibitions, said: “We’re excited to launch Beautyworld Saudi Arabia as part of our drive to bring new industry sectors into Saudi Arabia in tandem with the diversification plan of the Saudi Vision 2030. Saudi Customs statistics the weight of imported cosmetics in the past year amounted to approximately 44.6 million kg.

“Many Beautyworld Middle East exhibitors have expressed keen interest in the Saudi market, and this event will provide them the unique platform to launch their products and services, network with leading worldwide brands, and establish joint ventures, dealers and distributorships throughout the Kingdom,” added Al-Harith.

US-headquartered IFF is a regular Beautyworld Middle East exhibitor, and decided early to participate at Beautyworld Saudi Arabia in 2018 to strengthen its relationship with existing clients and also recruit new ones.

Aram Boyadjian, Commercial Director in the Middle East for IFF’s Fine Fragrance division, said: “Over the years Beautyworld Middle East has become the most important exhibition attracting thousands of exhibitors

and visitors, and this has helped companies like IFF to be more visible throughout the region.”

“The show has also helped IFF develop its fine fragrance business with key Middle East fragrance brands, so we expect Beautyworld Saudi Arabia to have a similar positive impact on our business in the long term. We would like to be seen as the partner-of-choice when it comes to creating fine fragrances, so participating at Beautyworld Saudi Arabia will help us emphasise this message to our Saudi clients,” added Boyadjian.

My Perfumes from the UAE also has high expectations, and will present its 14 perfume brands along with a comprehensive range of fragrances. Mustafa Firoz, Managing Director of My Perfumes Group, said: “Saudi Arabia is the place to be with rapid modernisation, and we’re expecting double digit growth in the Kingdom in the coming years.

“We plan to expand into Jeddah, Riyadh, Khobair, Dammam, Dhahran, Mecca, Madina and Taif, while we expect our business volume to be one and half times larger than what we do currently.”

Meanwhile Al Haramain Perfumes will look to explore Saudi’s retail sector further at Beautyworld Saudi Arabia 2018, expanding its already considerable footprint in a country where it opened its first store in 1970.

Al Hamarain’s rich heritage began in Mecca, where it traded Agarwood, Dehnal Oud, and other precious perfume ingredients. Today it welcomes hundreds and thousands of perfume lovers to locations all over the world.

Mohammed Emmadur Rahman, Deputy Managing Director for Al Haramain Perfumes Group, said: “Al Haramain Perfumes started its business from Saudi Arabia, hence we have our roots and a sentimental attachment towards KSA. Besides that, we’re planning to explore the opportunities in the retail segment.

“We expect to get potential importers and distributors for our brands at Beautyworld Saudi Arabia 2018, and it would be an added bonus if we are able to get customers from other Middle East countries.”

Piramal Group, a contract manufacturer of perfume bottles and packaging from the UAE, is also keen to boost business ties with Saudi-based perfume makers. CEO Sanjay Tiwari said: “Saudi is undoubtedly one of the largest perfume markets in the world and we’ve been working in the Middle East on perfume glass bottle supplies for a long time now.

“Beautyworld Saudi Arabia will give us a good Launchpad to penetrate further in the market and explore new trade contacts. We’ve been

exhibiting at Beautyworld Middle East for quite some time and we've seen the exhibition growing every passing year. We're confident that Saudi will be another success story for the Beautyworld brand and for us. We're happy to be associated as an official Launch Partner and would be keen to see a whole hearted participation from the industry."

Beautyworld Saudi Arabia 2018 will cover the six product groups of Fragrance; Cosmetics & Skincare; Personal Care & Hygiene; Natural & Organic; Hair, Nails & Salon Supplies; and Machinery, Packaging, Raw Materials & Contract Manufacturing.

More information is available at: www.beautyworldksa.com

Beautyworld Worldwide

Organised by Messe Frankfurt, the Beautyworld brand hosts trade shows at various locations around the world.

- **Beautyworld Japan Fukuoka**
5 - 6 February 2018, Fukuoka, Japan
- **Beautyworld Middle East**
8-10 May 2018, Dubai, UAE
- **Beautyworld Japan**
14-16 May 2018, Tokyo, Japan
- **Beautyworld Saudi Arabia**
14-16 October 2018, Jeddah, KSA
- **Beautyworld Japan West**
15-17 October 2018, Osaka, Japan

Further information and photos in print quality can be found at the below sites: www.beautyworld.messefrankfurt.com

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,500 employees at some 30 locations, the company generates annual sales of around €661* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). * Preliminary figures for 2017*

Further information:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

About Messe Frankfurt Middle East GmbH

The portfolio of events for Messe Frankfurt Middle East 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, Paperworld Middle East, and Prolight + Sound 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