

the essential event...

for the Middle East's \$2 billion beauty industry

BEAUTY VISION

The international trade fair for cosmetics, fragrances, haircare, natural health, well-being and spas, packaging, pharmaceuticals and professional solutions

28-30 November 2010

Abu Dhabi National Exhibition Centre, United Arab Emirates

www.beautyvisionme.com



Welcome to **BEAUTY VISION**

a comprehensive showcase encompassing the entire industry

From selling “hope in a jar” in the 1930s... the beauty industry has evolved dramatically: it is no longer in the business of selling dreams. It sells results.

BEAUTY VISION is a unique trade show, aimed at serving the needs of the growing beauty industry in the wider Middle East and within the UAE – where the market has grown 12% annually over the last three years.

The event takes place in the UAE – the commercial gateway for re-exports to the Middle East, Iran, North/East Africa, Russia, the Indian sub-continent and the neighbouring Central Asian countries.

Fusing six concepts into one comprehensive show, **BEAUTY VISION** brings together hundreds of companies and brands, showcasing thousands of products, trends and innovations from around the world.

BEAUTY VISION provides the ideal springboard for testing the region’s growing market, as well as finding new distributors and exporters, meeting new suppliers and industry professionals, and exploring the tremendous commercial benefits that the UAE and the Middle East has to offer.



The event

6 concepts: 1 show

BEAUTY VISION is essentially a fusion of six unique showcases, integrated into one all-encompassing event:

VISION RETAIL

cosmetics
fragrances
skincare
natural cosmetics
haircare
nail care
beauty hygiene products



VISION RAW

ingredients
packaging
machinery
private label manufacturing
contract manufacturing
raw materials



VISION HAIR

hair care and products
styling equipment
hair accessories
salon furnishings
salon design & decoration



VISION PHARMA

advanced anti-aging
nutritional therapies
supplements
Neutraceuticals
cosmetic laboratories



VISION WELL-BEING

natural health
alternative & holistic
treatments
organic products
wellness treatments
fitness equipment
spa equipment & tourism



VISION PROFESSIONAL

professional hair solutions
professional skin solutions
professional anti-aging
solutions
professional make-up
solutions





Strategic location geographical gateway

The UAE is the Middle East's regional hub for commerce and tourism – spanning a region encompassing 1.5 billion people within the growing markets of South Asia, emerging Africa, oil-rich Russia and the Gulf states, Iran, Central Asia and the Caucasus.

This is largely thanks to the UAE's infrastructure investment for its airports, airlines, telecommunications networks and expanded highways, envisaged by the country's rulers. It remains a highly successful entrepôt in one of the richest and fastest-growing parts of the world.

The UAE is consequently THE business location for buyers, importers and exporters – with **BEAUTY VISION** providing direct access to this dynamic marketplace.



Mall of the Emirates
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Captive market where beauty care is cultural

The Middle East's cosmetics and toiletries market is one of the largest and most profitable in the world – growing at a rate of 12% annually, and sales expected to increase by more than \$3 billion by 2010 – with the UAE accounting for around \$820 million.

In a region where people care about how they look and feel, and treatments are considered a necessity rather than a luxury – nationals and expatriates within the GCC countries – Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the UAE – will continue to purchase beauty products and solutions.

In fact, cosmetic and fragrance purchases across the GCC states are some of the highest per capita in the world – with an estimated average purchase of over \$300.

Unsurprisingly, the Middle East continues to hold its attraction, where growth is further boosted by the under-25 market – almost 60 per cent of the population – and by the surge in beauty retail space and spas. Beauty and cosmetics retailers across the region are continuing to report increased sales and are pushing ahead with expansion plans.



Maximising meetings networking made easy



BEAUTY VISION engages in a series of uniquely sophisticated marketing initiatives:

BEAUTY VISION MATCH

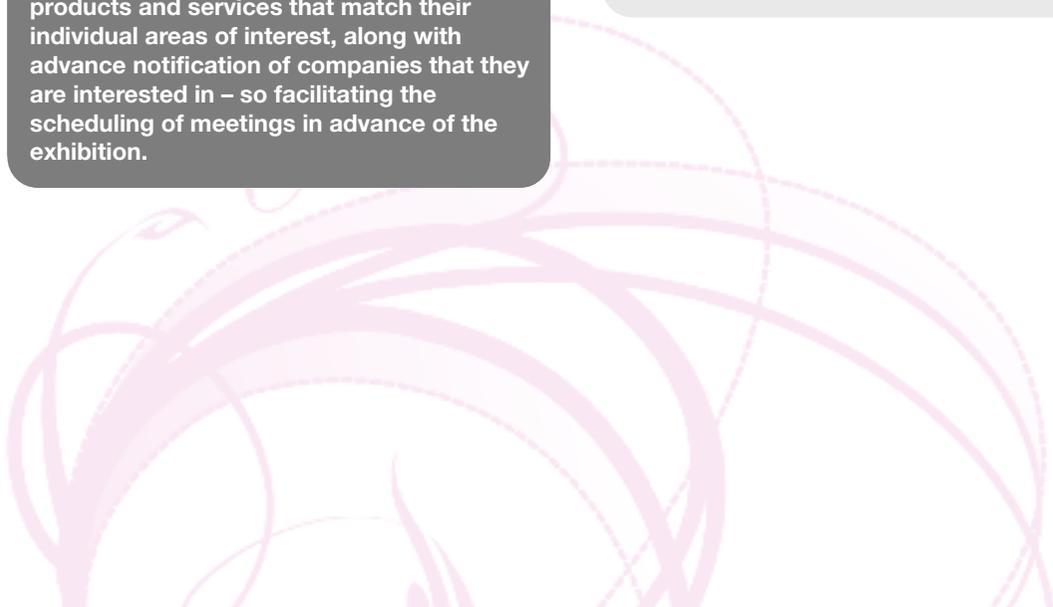
A key component for delivering greater value to both exhibitors and visitors – by enabling pre-registered visitors to be sent, prior to the show, a personalised list of products and services that match their individual areas of interest, along with advance notification of companies that they are interested in – so facilitating the scheduling of meetings in advance of the exhibition.

BEAUTY VISION HOST

An extensive hosted buyer programme that gives exhibitors the opportunity to nominate key buyers in the region who are then personally invited to attend the exhibition.

BEAUTY VISION CONCIERGE

A unique advanced registration service that gives exhibitors the option to register key clients and buyers in order to attend the show – via a personalised, branded and secure pre-registration website. At the exhibition, pre-registered guests benefit from fast-track entry, so facilitating meetings with key clients whom exhibitors wish to meet.



Boosting business covering all bases

BEAUTY VISION unites decision makers across the entire beauty business – in around 50 markets across the booming Middle East and Indian sub-continent, North Africa, Russia and its neighbouring countries.

The event is the Middle East's crucial meeting point – bringing together:

- buyers
- agents
- traders
- distributors
- importers
- exporters
- retailers
- wholesalers

supplying:

- beauty salons (women)
- grooming salons (men)
- nail bars
- hairdressers and barber shops
- healthcare clinics
- wellness centres
- spas
- hotel salons & resorts
- duty free & travel retail outlets
- department stores
- pharmacies
- hospitals





Why participate?

a unique event for a dynamic market

As the world's third-ranking re-export hub, the UAE – and wider Middle East – continues to experience strong growth. The region represents \$10 billion a year to the international beauty industry.

Presenting your company and its products at **BEAUTY VISION** will enable you to:

- launch and demonstrate new products, treatments and innovations into a region hungry for the latest, newest ideas and concepts
- meet with existing and potential business partners
- appoint distributors and agents for your products and brands in the Middle East
- establish contacts for future business
- test and develop products aimed specifically at the Middle Eastern market
- meet and observe competitors first-hand
- witness current market trends and developments – both regionally and internationally
- exploit the geographical location of the UAE – a gateway for opening up your business across the Middle East and beyond
- experience the tremendous commercial benefits the region has to offer

An important consideration in the Middle East is how business operators prefer to meet face to face with business colleagues. Investing time to establish relationships with new partners or customers in the region is crucial for future success – and **BEAUTY VISION** provides the perfect platform to facilitate this.

Marketing reach

pro-active promotion

BEAUTY VISION is organised by Channels Exhibitions, a leader in the Middle East's international trade fair industry. The company has organised events in a range of vital industries for over 20 years in beauty, luxury goods, interiors and own label manufacturing – which attract targeted, quality audiences from across the region and beyond.

Besides the matchmaking and nominated buyers programmes (mentioned earlier) **BEAUTY VISION** carries out an extensive marketing and promotional campaign in the run up to the show:

- advertising in over 30 region-wide international and regional newspapers, business and trade publications
- editorial previews and reviews in over 150 media outlets – comprising newspapers, magazines and radio programmes
- extensive electronic direct mail campaigns, invitations and show news updates to over 200,000 industry buyers across the globe
- a direct mail programme of visitor invitations and printed newsletters sent region-wide to over 100,000 buyers
- an additional VIP invitation campaign to the region's top retailers, distributors, wholesalers and agents

Stand rental

Space only: \$295 per m² – includes editorial entry in the official show catalogue.

Shell scheme: \$350 per m² – includes Octanorm® shell scheme with white panels, fascia name board, one power-point, three spotlights (per 9 m²), carpet, plus editorial entry in official show catalogue.

Sponsorship opportunities – If you want to maximise the impact of your presence at **BEAUTY VISION**, take advantage of the tailor-made sponsorship packages. Please contact the organisers for further details.

Interested in exhibiting at BEAUTY VISION 2010? – Please contact Channels Exhibitions, PO Box 55254, Dubai, UAE. Tel. +971 (0)4 282 4737, fax +971 (0)4 282 5757, email info@beautyvisionme.com

Venue

BEAUTY VISION takes place at the prestigious, state-of-the-art Abu Dhabi National Exhibition Centre (ADNEC) – the largest exhibition centre in the Middle East, and recently voted ‘best international venue’ by the International Confex.

Situated just 15 minutes from Abu Dhabi’s international airport and 45 minutes from Dubai’s Jebel Ali Free Zone – the world’s largest port – the location of **BEAUTY VISION** offers unrivalled access for key decision makers and operators from across the UAE, the rest of the Middle East and around the world. Visit www.adnec.ae for more information.



CHANNELS
EXHIBITIONS

Beauty Vision is brought to you by Channels Exhibitions, PO Box 55254, Dubai, UAE
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