

# The Beauty and Fitness Exhibition

25th of October - 27th of October 2014  
The Cairo International Convention Conference (CICC)  
Cairo - Egypt

13th of January - 15th of January 2015  
Crown Plaza Hotel  
Kuwait - Kuwait

AshRi  
17th of February - 19th of February 2015  
The Fairs Ground  
Sudan - El Khartoum



## The meeting point for European companies with African and Middle East companies

The only trade show in north Africa aiming to develop the beauty industry and increasing the awareness of the importance of the human beauty

## Why Egypt

- It's unique location which is easily accessed, especially from European destinations
- Low cost of living and maintenance expenses
- English is widely spoken after Arabic
- Multiple different touristic locations that is being visited by millions of tourists from world destinations
- Moderate climate all over the year
- High population rate ( 80 million people ) that leads to increase in demand on different products and services
- Increase of investments and activities in different fields

## Beauty Industry in Egypt

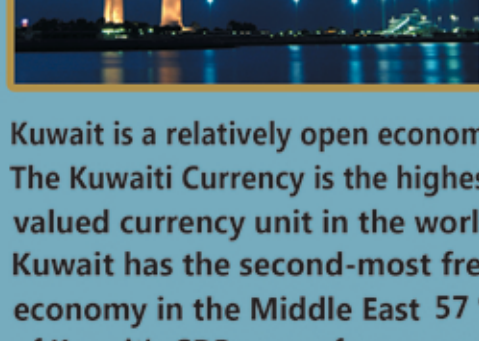


### CHARTS

Cosmetics companies : 960  
Beauty Salons : 17956 in Cairo 5000  
Spa : 1594  
Pharmacies 17956 in Cairo 16404  
Super markets : 4987  
Hotels : 2460

- The Egyptian pharmaceuticals and cosmetics sector is considered the largest in the region with regards to growth capacity and expansion during the coming five years compared to similar sectors in neighboring countries .
- Growing increasing of expenditure in this sector reached LE 2.4 billion in 2009 .This figure is expected to hit LE 4.24 billion in 2014 with an annual increase rate of 11.4 %
- Fixing the pharmaceuticals pricing policy shall be a great push for growth during the coming five years cosmetics should be sold at reasonable prices and this in general will make generics the right choice as an alternative .
- Egyptian Pharmaceutical sector shall benefit from the availability of raw material manufactures
- Governmental support of Direct Foreign Investment shall help in creating a strong pharmaceutical industry in Egypt .
- Pharmaceutical Sector in Egypt posses many strengths namely: expansion of local manufacturing

## KUWAIT



Kuwait is situated in Southwest Asia bordering the Persian Gulf, between Iraq and Saudi Arabia. Kuwait was a prosperous trade center for many centuries, Kuwait came to greater international prominence in the post-world war II era largely because of its strategic location at the head of the Persian Gulf and Oil revenues

- Kuwait is a relatively open economy. The Kuwaiti Currency is the highest valued currency unit in the world. Kuwait has the second-most free economy in the Middle East. 57 % of Kuwait's GDP comes from non-oil industries ( mostly business services manufacturing, retail trade, financial institutions, construction, transport and real estate )

## SUDAN

Sudan is located in northeastern Africa. It is bordered by Egypt to the north, the Red Sea to the northeast, Eritrea and Ethiopia to the east, south Sudan to the south, the Central African Republic to the southwest, Chad to the west and Libya to the northwest. It is the tenth largest country in Africa.

### Top 5 Export destinations of Sudan

China 61 % Japan 15 % United Arab Emirates 7.7 % India 3.4 % and Saudi Arabia 2.7 %

### Top 5 Import origins of Sudan

China 18 % United Arab Emirates 6.7 % India 6.4 % Saudi Arabia 6.2 % and Germany 5.3 %

Sudan is one of the largest Arab nations. It is rich in history dating back to the Ancient Egyptians and the Ancient Nubians. There are many Pyramids all over Sudan attracting many tourists from Syria, Egypt, Morocco, Jordan and other Arab countries. They also attract tourists from Western nations. Sudan was voted the 8th most popular Arab nation to visit by the Council of Arab Economic Unity. Sudan also has many modern hotels including the five-star Corinthia Hotel Khartoum in Khartoum. The government of Sudan also pledged 1 \$ billion a year to increase the tourist industry.



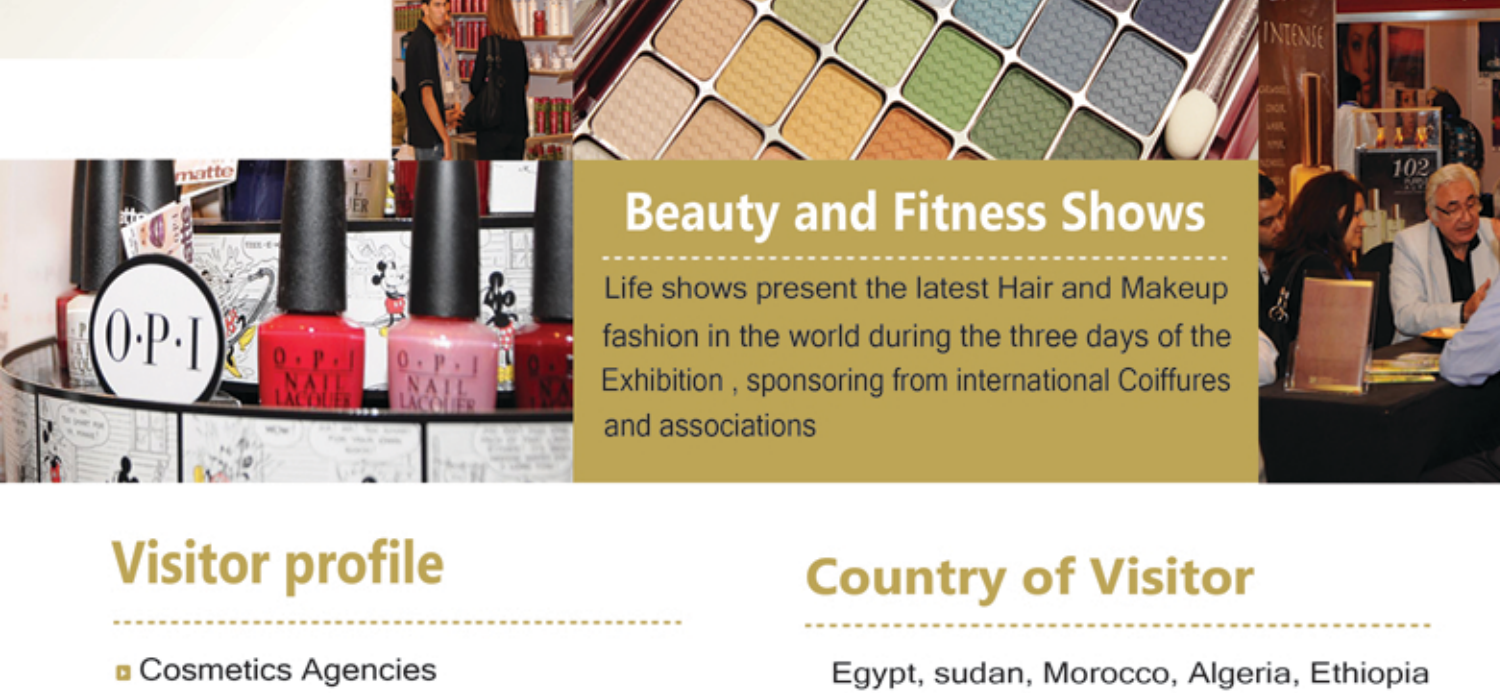
Roman Temple - Nakaah Area

## Why you should participate

- If your company has a new brand and you are interested in finding a buyer from Africa and the Middle East, then by your participation in the beauty and fitness exhibition, you can find a qualified trader.
- that come from many places to attend and to know all the latest updates in this field where Egypt is considered the center of communications between the Middle East, Africa and Europe.

## Who can participate

- Manufacturers, exporters, importers, sole distributors, agents, suppliers for:
  - Cosmetics and make up
  - Perfumes and fragrances
  - Hair care products and accessories for hair
  - Nail care products
  - Natural care and treatment herbs
- Services providers related to cosmetics:
  - Beauty centers
  - Health clubs
  - Spa
  - Beauty clinics
  - Plastic surgeries
  - Academies & training center for fitness & beauty



### Beauty and Fitness Shows

Life shows present the latest Hair and Makeup fashion in the world during the three days of the Exhibition, sponsoring from international Coiffures and associations.

## Visitor profile

- Cosmetics Agencies
- Distributors
- Manufacturers
- Exporters
- Importers
- Beauty Salon, Health Clubs and Spa
- Pharmacies
- Hairdressers
- Press

## Country of Visitor

Egypt, Sudan, Morocco, Algeria, Ethiopia, Uganda, Rwanda, Saudi Arabia, United Arab Emirates, Kuwait, Jordan, Italy, Azerbaijan, Spain, Turkey, Korea, Germany, USA, Lebanon.

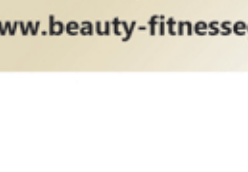
## Advertising

Beauty and Fitness Egypt Exhibition arrange a wide range of advertising.

- International websites
- E- news letter
- Posting news letter
- International beauty magazines
- News papers
- SMS
- Outdoor
- Outdoor Screen
- Radio
- Television

## How to participate

### Option A



370 USD per SQM  
Including : two chair, table, electricity, basket

Writing Company name

### Option B

340 USD per SQM  
Space only



We are ready to make any special design for your booth

EMP media

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