

**Beautyworld Middle East 2019 Exhibition held in Dubai, UAE during
15th to 17th April 2019**

The Beautyworld Middle East 2019 Exhibition was a three day event held from 15th to 17th April 2019 at Dubai International Convention Centre (Formerly Dubai World Trade Centre), Dubai, UAE and organised by the Messe Frankfurt Middle East GmbH.

As the largest International Trade fair for beauty products, Hair, Fragrances in the Mid-East & Africa (MEA), this exhibition attracts around **37,000 trade visitors** and beauty professionals from **143 countries** across the world. The show provides the participants an opportunity to tap the lucrative beauty and personal care market in MEA which is currently around USD 34.9 Bn (2019) and expected to touch USD 43.4 Bn in 2022 at a CAGR of 7.5%.

The 2019 edition of the show featured **1790 exhibitors** from **66 countries** spread over a sprawling area of **60,000 sqm**.

The show also had excellent international presence of **25 country pavilions** including India, China, Thailand, Morocco, Turkey, USA, Pakistan, Korea, France, Brazil etc.

In order to promote exports of Cosmetics and Toiletries from India and also to assist our members to explore the market potential in GCC countries, **CHEMEXCIL** along-with **Indian Trade Promotion Organisation (ITPO)** had organised an India Pavilion by booking a space of 174 sq.m in **Trade Centre Arena** at Sheikh Saeed Hall which is reserved for International Pavilions. There were total 20 stalls in the Indian Pavilion, out of which **9 exhibitors** had showcased their products under the umbrella of CHEMEXCIL.

The Indian Pavilion was also graced by **H.E Shri Vipul, Consul General of India, UAE who interacted with the stall holders in the Indian Pavilion to understand about their activities in the MEA region.**

Chemexcil stall holders were also pleased to interact with Shri Vipul and briefed him about their products, current exports to MEA etc.

The India pavilion attracted good visitor interest from Local buyers and also global business professionals/ dealers/ buyers etc from countries such as Saudi Arabia, Turkey, Jordan, Egypt, Pakistan, Nigeria etc. Indian exhibitors networked with them for tapping future business opportunities. As per feedback received, some of the stall holders in Indian pavilion received around 150 visitors during the show.

Chemexcil's stall inside the Indian Pavilion was also visited by several local and overseas Buyers/consultants/ service providers etc who were provided leaflets and information about the exhibitors in the Indian Pavilion and also about the activities of the council.

Glimpses of the Show



The Venue- Dubai International Convention Centre



View of Indian Pavilion at Trade Centre Arena (having various country Pavilions)



**H.E Shri Vipul, Consul General of India, UAE being welcomed inside the Indian Pavilion by
CHEMEXCIL / ITPO officers**



H.E Shri Vipul, Consul General of India, UAE at CHEMEXCIL/ ITPO stall in Indian Pavilion



Dignitary interacting with a CHEMEXCIL stall holder



Local business visitors at a stall in Indian Pavilion



View of Trade Centre Arena showing other Country Pavilions