

Sub:- Beautyworld Middle East,26th May-28th May,2015

Dear Sir/Madam,

We are pleased to inform you that India Trade Promotion Organization (ITPO) after successful participation in last two year's edition of Beautyworld Middle East will be once again organizing India's national level participation in Beautyworld Middle East, Dubai to be held from May 26-28, 2015 under MDA scheme.

20th edition of the largest International Trade fair for **beauty products, hair, fragrances, cosmetics, skin care and well being** in the Middle East will take place at Dubai International convention and exhibition centre, UAE from May 26-28, 2014. This B2B exhibition spread in an area of 23,120 sqm has evolved steadily into a one stop representation of the global beauty, fragrances and wellness industry and has played a pivotal role in their growth and development.

Beautyworld 2014 had presence of more than 1368 exhibitors from 52 countries and more than 28,632 business visitors from 120 countries.

Dubai today is a very essential regional hub between Asia, Europe and Gulf. Traditionally it has been a popular base for many enterprising Indian businessmen and traders. Beauty and personal care is a massive market in Middle East particularly for international cosmetics and toiletries manufacturers with UAE and Saudi Arabia in the Gulf leading the way in terms of market size. This is the only exhibition for trade which attracts business visitors from the Gulf cooperation council and other Middle East countries. Dubai continues to be the India's trading partner, Beautyworld Middle East offers a horizon to meet new business partners, find new market, enhance market and sales share and cultivate new business opportunities.

The products groups represented at the show include **Hair nail accessories, cosmetics, shampoos, hair drying attire, nail care accessories, skin care products, nail design, anti-ageing products, facial care make up, slimming treatment, incense sticks, perfumed candles, fragrance oil, room fragrances, tanning products, dental whitening products, bottles, jars, sprays, caps , aerosols, dispensers, label, packaging machinery, wrapping material, essential oil, UV filters, thickeners, emulsifiers, professional equipment & spa, ear piercing, massage beds, machinery, packaging & raw material and accessories** etc.

The show highlights would include walk of Beauty, Nail it, Face it, tone it, hair education by salon educators, spa and salon management summit and workshop on natural and organic cosmetics.

The stands are available in the form of bare space and modules of 9 sqm and multiples thereof. The rentals are under finalization and they will be informed to you in due course. Space will be offered on first-come-first served basis under MDA scheme. In case, you are interested to participate in this important and prestigious international trade fair in Dubai you are requested to kindly confirm your space requirement alongwith a duly filled in application form alongwith advance participation charges of Rs.50,000/ by demand draft drawn in favour of 'India Trade promotion Organisation' payable at New Delhi. For further clarification, please feel free to forward your queries by e-mail to rc@itpo.gov.in Tel. No. 011-23371725 or mobile: 09711282377 or rashmipanwar@itpo.gov.in, or rashmiitpo@gmail.com Tel no 91-11-23378131 or mobile no. 09540521032.

Your prompt action will help us in planning India pavilion in a more efficient and effective manner to make your participation fruitful and memorable .

Thanking you,

Yours faithfully,

(Ramesh Chandra)
Senior Manager