



इण्डिया ट्रेड प्रमोशन आर्गनाइजेशन
India Trade Promotion Organisation

भारत सरकार का उद्यम
A Government of India Enterprise

संदर्भ
Reference :

दिनांक
Date :

फोन
Phone :

Subject: Beautyworld Middle East, 14th-16th May, 2017

Dear Sir/Madam,

We are pleased to inform you that India Trade Promotion Organization (ITPO) will be organizing India's national level participation in Beautyworld Middle East, Dubai to be held from May 14-16, 2017. The largest International Trade fair for Beauty products, hair, fragrances and well - being in the Middle East will take place at Dubai International convention and exhibition centre, UAE from May 14-16,2017. This B2B exhibition spread in an area of 52,945 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 2016 had presence of more than 1500 exhibitors and more than 37,000 business visitor visited the event. It is a leading trade show for cosmetics, Beauty products, Fragrances, Wellness and SPAs industry in the Middle East region.

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. The beauty and personal care market in UAE and Middle East in general is characterized by the international brands, youthful population, substantial disposable income and expanding retail landscape. 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-aging products, facial care makeup, 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, machines for spa, fixture fittings, ear piercing, massage beds, machines and accessories etc.

Middle East and Africa region is currently the world's fastest growing market for fragrances, hair care, colour cosmetics, skin care, men's grooming spa and wellness and its overall beauty and personal care market is expected to be worth US \$ 34.7 billion by 2020.

The stands are available in the modules of 9 sqm and multiples thereof. Subsidized rentals for a booth of 9sqm (shell scheme with display aids and spot lights) will be Rs 2.47 lakhs (tentative) and will be offered on first come first served basis. 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 along with advance participation charges of Rs 50,000 by RTGS/NEFT 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 the undersigned jseth@itpo.gov.in, jasdeepseth@gmail.com Telephone No: +91-11-23371630 or Mobile No. 9818128369.

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

Jasdeep Seth
Deputy Manager