

beautyworld
MIDDLE EAST

wellness & spas
MIDDLE EAST

2009 Post Show Report

June 07 – 09, 2009

Dubai International Convention
and Exhibition Centre



Beautyworld and Wellness and Spas Middle East in 2009



The current economic downturn has had very little impact on the beauty and spa industries as clearly illustrated at the 14th annual Beautyworld and Wellness and Spas Middle East, which took place from June 7th-9th 2009 at the Dubai International Convention and Exhibition Centre.

It appears that despite the tough financial climate, the demand for products and services within the beauty and spa industries continues to grow with no sign of abating, as consumers remain committed to spending and not compromising when it comes to their beauty, health and well-being.

Further highlighting this trend, Beautyworld and Wellness and Spas Middle East welcomed over 650 international exhibitors and 15,089 visitors this year, impressive figures that clearly reaffirm the belief that the beauty and spa industries are still holding strong with tremendous potential despite the worldwide recession.

Over the course of the following pages, we aim to provide you with an extensive overview of all the facts and figures pertaining to Beautyworld and Wellness and Spas Middle East 2009.

We hope you find the report informative and should you require any further assistance, please don't hesitate to contact us.

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28,144 sqm devoted entirely to beauty and wellness!

Cementing its position as a leading international event, Beautyworld and Wellness and Spas Middle East 2009 welcomed exhibitors from over 40 different countries. An impressive 22 country pavilions occupied space and the majority of those participating plan to exhibit again next year.

"The results have generally been very positive and we plan to expand our pavilion for 2010."

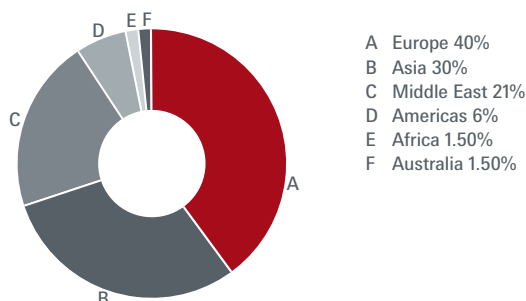
Barcelona Chamber of Commerce, Exhibitions International Promotion, Jaume Almirall



656 industry leaders from 44 countries worldwide showcased their brands, products and services to key decision makers at Beautyworld and Wellness and Spas Middle East.

Companies from Europe occupied 40% of exhibition space.

Regional breakdown of exhibitors



Fact: 94.5% of the exhibitors intend to exhibit again in 2010.



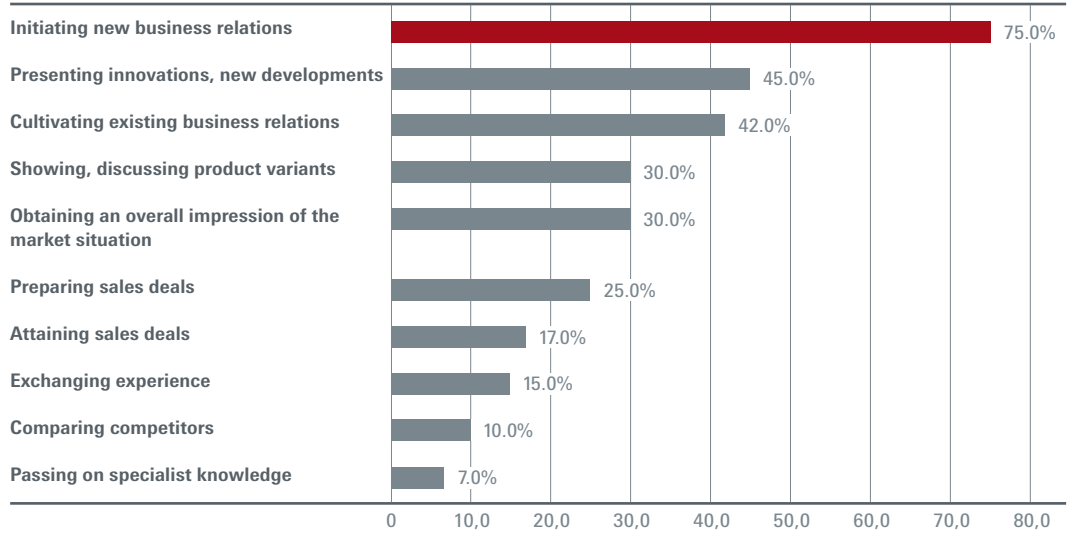
Each year over 90% of exhibitors re-book for the following year!

To initiate new business relations was the exhibitors' main objective for participating at Beautyworld and Wellness and Spas Middle East 2009. Second and third most frequently indicated were the aims of presenting innovations and new developments and cultivating existing business relations.



Exhibitors' main reasons for exhibiting at the show

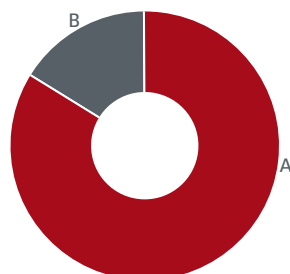
(all figures in %)



"We unlocked trade leads from Saudi Arabia, Tunis and from local companies in Dubai, Fujairah and Abu Dhabi. The exhibition offered us a good opportunity to meet the right people, potential contractors and real players in the market."

Finex Spa Solutions, Ms. Norma Nasr

How successful was the show in terms of meeting your objectives?



A Extremely successful / adequate 84%
B Dissatisfied 16%

84% of exhibitors felt that the show was successful in terms of meeting their objectives

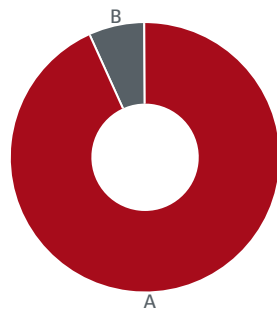
Over 85% of exhibitors rated the return on investment from exhibiting at the show as excellent!

"Our visitors this year are fantastic! We had a series of meetings with decision makers from spas and hotels across various countries. The organisers have been incredibly supportive and we feel we have benefited a lot from this exhibition."

Turkuwait / Vumkuwa Academy, Wim Verstrekem, Business Owner



How satisfied are you with the competence and decision-making authority of the visitors?



- A Extremely satisfied / satisfied 93.6%
- B Dissatisfied 6.4%



Over 93% of exhibitors were satisfied with the visitor target groups and the competence and decision making authority of those visitors.



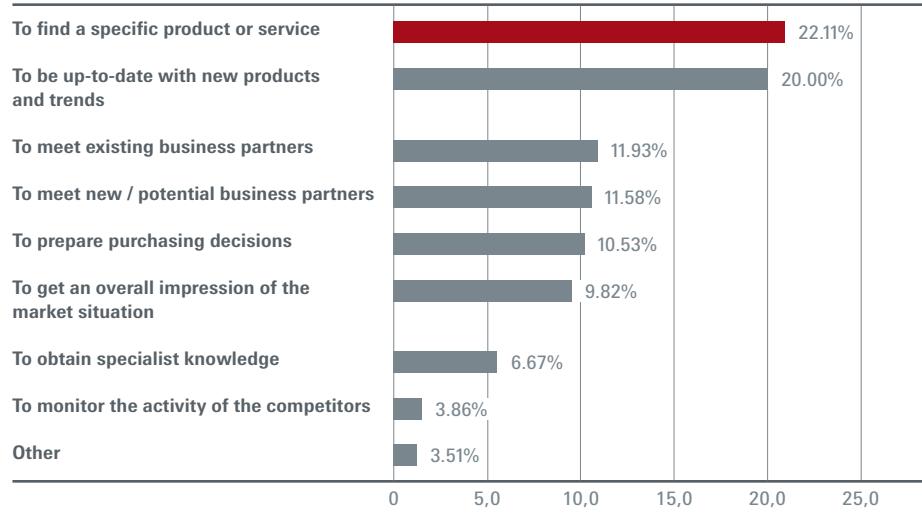
15,089 visitors from 92 countries attended Beautyworld and Wellness and Spas Middle East!

With such a wide array of products and services from all over the world, visitors came to Beautyworld and Wellness and Spas Middle East primarily to find a particular product or service as well as to educate themselves and keep up-to-date with the current market trends.

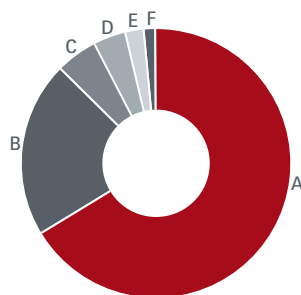


What are your main reasons for attending this show?

(all figures in %)



Regional breakdown of visitors



A	UAE	66.59%
B	Middle East	20.92%
C	Europe	5.05%
D	Asia	4.03%
E	Africa	2.11%
F	Other	1.3%



Reflective of the region's strong beauty and wellness market, over 80% of the visitors came from the Middle East



Over 94% of visitors would recommend the show to their industry peers!

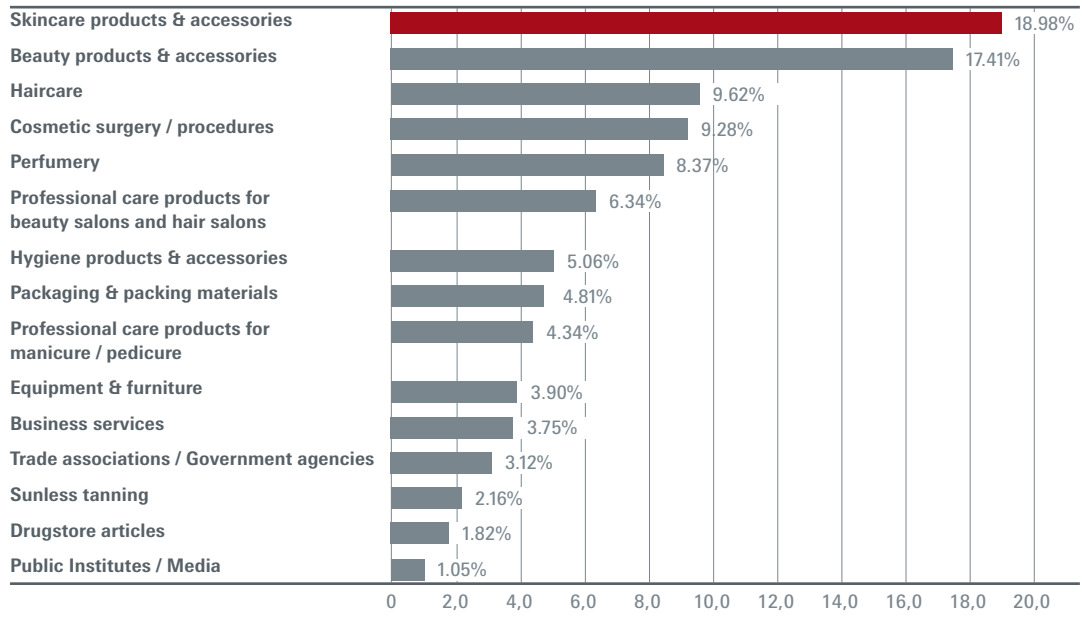
"I am really impressed with the quality of exhibitors at the show this year. I have come across lots of new, interesting products and will be keeping in touch with quite a few of the exhibitors."

Lindsay Ralston, Beauty and Spa Consultant



What are your main areas of interest at Beautyworld Middle East?

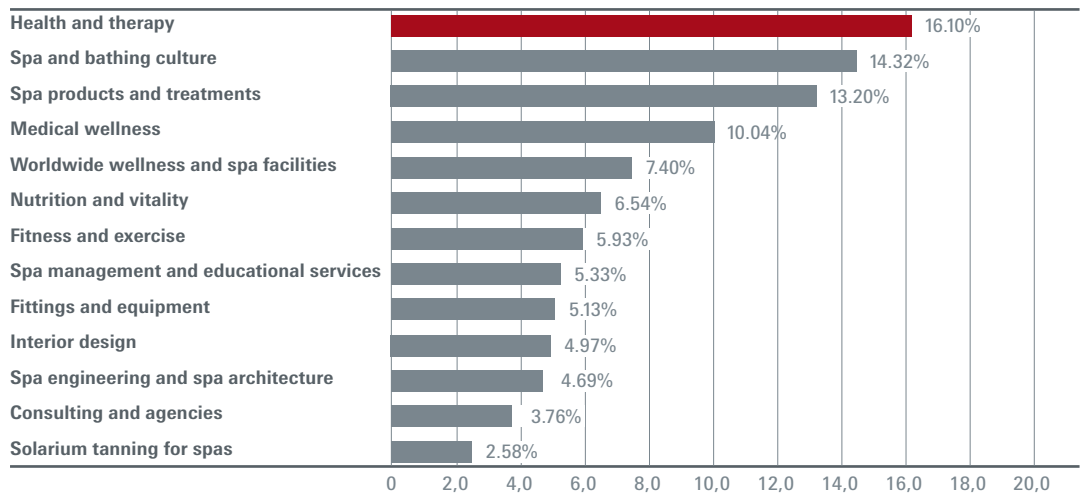
(all figures in %)



Skincare products and accessories generated most interest for the visitors, while in the Wellness and Spas section, health and therapy was the sector that appealed most.

What are your main areas of interest at Wellness and Spas Middle East?

(all figures in %)



Show highlights



Orchid Beauty Awards

The Orchid Beauty Awards, presented for the first time by Elements Beauty Concepts, was introduced at the 2009 edition of Beautyworld and Wellness and Spas Middle East. This prestigious awards programme invited applications from the region's top spas, beauty salons, male grooming salons, hair salons and nail bars, and awarded the most worthy in each category with an array of spectacular gifts and a bespoke trophy, not to mention the valuable recognition and honour associated with the title.

The 2009 winners are:

Spa of the year:
Talise Spa

Beauty Salon of the year:
Elche Natural Beauty Retreat

Men's Grooming Salon & Spa of the Year:
The Gentleman's Spa

Nail Salon of the Year
N. Bar

Hair Salon of the Year
Loft 5th Avenue

Walk of Beauty

The 2009 Walk of Beauty was, yet again, a huge success. The show featured the most talented professional hairdressers and make-up artists from

the GCC region performing live on stage in an interactive and exciting environment. In addition, the show also incorporated fashion elements from the industry.

NIVEA Skin Science Express

NIVEA Skin Science Express presented their products and services at the 2009 Beautyworld Middle East Exhibition in a very innovative fashion. This feature offered visitors a selection of sample treatments that can be found at the new NIVEA HAUS Dubai, which is located in the Dubai Mall.

Inspiration Arena

The Inspiration Arena offered visitors an educational platform to learn about the latest industry products and trends through seminars and workshops presented by leading international professionals.

Beauty Queens

The 2009 edition of the Beauty Queens featured three elegantly dressed models strutting down the bustling exhibition halls showcasing a range of distinguished products. This year, the garments were sponsored by the French Fashion University, the models were sponsored by The Look Models, and the make-up and hair were sponsored by Maison de Joelle.

Dates for 2010: June 1 – 3

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