



## INTERNATIONAL EXHIBITION

Tanzania's prime International event for the entire beauty & cosmetics industry.

**06 - 08 DECEMBER 2019**

Diamond Jubilee Hall, Dar Es Salaam



## The main sectors of the exhibition:

**Beauty & Cosmetics:** Personal Care, Skin Care, Color Cosmetics & Makeup accessories, Fragrance, OEM & Raw materials, Ingredients, Machinery & Packaging equipment.

**Hair Products & Equipment:** Hair cosmetic products, Tools of the trade, Cosmetics for hairdressers, Wigs and hairpieces, Decorative & Promotional aids, Wellness products for hairdressers, Hair Care Equipments, Training institutes for hair.

**Wellness & Spa:** Spa Products, Spa Equipment & Accessory Suppliers, Pool Spa Suppliers, O.E.M's, Aesthetic, Fitness & Wellness Services, Spa Education Centers / Spa Schools, Spa & Well-Being Book Sellers, Architects & Interior Designers, Certified Natural & Organic Spa Product Suppliers

**Fitness:** Indoors & Outdoors fitness equipment, Commercial & Home fitness equipment, Sportswear, Footwear & ACC, GYM facilities.

**Health and Pharmaceutical:** Pharmaceutical Machinery, Biological Engineering, Biopharmaceuticals, Pharmaceutical Water Treatment Equipment, Cleaning Technology & Eq, Process Technology & Control System, Packaging Machinery.

[www.beautyafrikaexpo.com](http://www.beautyafrikaexpo.com)



## The Event:

Beauty Africa Expo is the prime international beauty & cosmetics trade event in the region attracting visitors from 12 African countries. Exhibitors from 15 countries have already confirmed participation at the exhibition.

The exhibition is organized by Grow Exhibitions, the largest trade exhibitions organizer in Africa that hosts 14 trade events in 11 African countries annually.

## Why Tanzania?

Tanzania is the major distribution hub to the 500 million consumer market of East Africa as it has one of the busiest ports in the region that caters to the surrounding landlocked countries. With its own population of approximately 57 million, it is one of the best countries to target in Africa as it boasts of a long history of peace and political stability. It is one of safest places to travel with business booming & having a fast growing economy compared to other countries in the region.

## Why Exhibit?

Beauty Africa Expo is the global platform that aims to connect International Companies to showcase their products and services with the developing market of Tanzania & other East & Central African countries. It will provide wider opportunities for International and Tanzania Enterprises to stand out with their distinctive products & explore the current requirement of the market.

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### General & Market Information:

With a population of over 500 million, the East Africa economy is the best performing in the African continent as revealed by the latest report by the (ICAEW) dubbed Economic Insight: Africa. "East Africa's Gross Domestic Product (GDP) will grow by 6.3% this year significantly more than the continent's other regional economic communities," reads the report. With the demand for both conventional and natural and organic beauty & wellness products growing every year, this sector continues to grow and evolve each year at a more than steady pace in the growing economy. From makeup and body care to sanitary products, fragrances, homecare products and detergents, packaging solutions, equipment and fitness supplies, salons and spas supplies, Beauty East Africa is the perfect platform for penetrating the promising Eastern Africa business community and launching new products to the region.

### The Exhibition Venue:

The exhibition will be held at DIAMOND JUBILEE HALL, the perfect venue for hosting International trade exhibitions in Dar-Es-Salaam. It is spread over a vast area. Diamond Jubilee Hall Exhibition centre is one of the most attractive place for buyers and visitors as they are able to see the new brands and products under one roof. Its exhibitions attract trade visitors from Tanzania and the neighbouring countries such as Uganda, Somalia, Kenya and Ethiopia.

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### Benefits of Participation:

- ⇒ Inviting Prospective Clientele
- ⇒ Products Launching
- ⇒ Live Demonstrations
- ⇒ Finding New & Updating Old Distributors
- ⇒ International Exposure
- ⇒ Advertising

### Target Audience & Publicity

BEAUTY AFRICA EXPO 2019 is estimated to attract over 6,000 visitors within and outside the country including Manufacturers, Importers, Exporters, Traders & Distributors, Senior Government Officials / Buyers, and SME's.

A special publicity program is mounted in collaboration with our publicity consultants and it will include press advertisement and editorial coverage, press releases, press conference and briefs, radio & TV interviews and coverage, posters, banners, and visual materials, exhibition catalogue, exhibition press review.

### Advertising & Sponsorship:

Several Options are available for exhibitors/non exhibitors to promote their products by:

1. Advertising in the Exhibition Guide
2. Advertising on Invitations, Event Bags, Banners
3. Advertising In Newspaper, Radio & TV advertisements

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### Exhibition Days & Timings:

**06 - 08 DECEMBER 2019 ( 3 DAYS )**

10 AM - 01 PM Trade Visitors & Invitees Only  
02 PM - 06 PM Trade & General Visitors

### Accommodation:

Dar-Es-Salaam offers both economical and luxury hotels, apartments. Major International chain of hotels includes names such as Sheraton, Holiday Inn, Serena, etc. The organiser's provide special tailor-made packages including accommodation, transportation etc on request.

### Visa Application Procedure:

Available at the airport on arrival for most nationalities. The organiser can assist in processing of entry visas for all the exhibitors and trade visitors, particularly of nationalities whose countries high commission are not present in Tanzania. The following nationalities are advised to contact the organiser, for visa application at least ONE MONTH prior to the exhibition – Afghanistan, Bangladesh, Ethiopia, Eritrea, Iran, Lebanon, Mali, Mauritania, Nigeria, Pakistan, Palestine, Senegal, Somalia, Sri Lanka, Yemen and Stateless persons or persons with refugee status.

### Contact Details:

#### Grow Exhibitions

P.O. Box: 103574, Dubai, UAE.

Tel: +971 4 3964906

Fax: +971 4 3964904

Email: [expo@growexh.com](mailto:expo@growexh.com)

Web: [www.growexh.com](http://www.growexh.com)