

# Saudi Health & Beauty



The only meeting point for KSA's Beauty and wellness industry

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

3rd - 5th December, 2017  
Hilton Hotel - Jeddah, Saudi Arabia

## Saudi Arabia's 4<sup>th</sup> International Health & Beauty Exhibition

Organiser:



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## Introduction

**Saudi Health & Beauty** is the only meeting point for KSA's professional Beauty and Wellness industry.

The show will attract thousands of visiting distributors, wholesalers, retailers, Salons owner's, hair stylists, makeup artists and buyers who come to see a vibrant showcase of exhibitors.

**The show is still the only business event dedicated to the health, beauty and wellness** sector in Saudi Arabia since it was launched in 2014.

Saudi Health & Beauty 2016 was held in Hilton Hotel giving it a more sophisticated appearance as well as elevating visitors' quality. Featuring **Organic Zone** for the first time showcasing trendy natural products, it also featured **Beauty Me Zone** drawing over 180 hairstyle professionals, **Educational Beauty Courses & Activities** with more 76 attendees, the **1st Hairstyle Competition** of its kind in Saudi Arabia and **Saudi Business Matchmaking Program** which succeeded in connecting exhibitors with their targeted buyers, which resulted in strong growth in popularity across Saudi Arabia, So does the visitors numbers - increasing by 42% and 40% in trade visitor since 2015.

**Saudi Health and Beauty 2017** will be held from the 3rd to 5th of December in Hilton Hotel – Jeddah Saudi Arabia

**BOOK YOUR STAND RIGHT NOW!**

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Show Manager

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## WHY Saudi Arabia?

- Saudi women spend \$3,800 (14,000 SAR) on average per year on cosmetics.
- Personal Beauty market the highest per capita in the world (\$17bn total)
- Health & Beauty Market (Retail & Service) is the largest in the Middle East, with over 12% growth
- Hospitals now providing Med spa, beauty treatments
- The cosmetic clinic sector has grown tenfold in 5 years.
- Beauty and wellness products and services market which is worth more than US\$2bn
- Saudi Arabia accounts for 41.6 % of the MEA beauty market, with consumers having spent \$4.8 billion on beauty products last year. It is followed by Iran and the UAE, which have spent \$3.5 billion and \$1.4 billion, respectively.
- High levels of discretionary income: Strong demand for premium women's fragrances in Saudi Arabia US\$121million
- Importance of special occasions, in particular weddings which are a multi-billion-dollar industry growing at 20% annually.

## WHY SHB 2017?

- SHB is the only professional trade show for health and beauty sectors in KSA
- Enter the largest cosmetics beauty markets in the MENA region
- Generate new sales leads and meet with potential buyers through the Saudi Business Matchmaking Program, which will connect you with 1,788 Saudi buyers and investors
- Launch new unique product or services in our Beauty Activity Zone which gathered over 777 Salon Owners, Hairstylists and Make Up Artists





## 2016 SHOW IN NUMBERS

**3,600** SQM  
GROSS SPACE

**73**  
Exhibitors

**14**  
Countries

**+185**  
Brands

**+ 4269**  
Unique Visitors

**+ 1788**  
Trade Visitor

(42% increase on visitors from last year)

## 14 COUNTRIES

Including KSA, France, Italy, Germany, USA, UAE, Kuwait, Singapore, Jordan, Korea, China, Pakistan, Poland, UK

KSA



UK



USA



UAE



KUWAIT



ITALY



GERMANY



POLAND



SINGAPORE



KOREA



CHINA



PAKISTAN



JORDAN



EGYPT



I'd like to congratulate and thank SHB team for their growing success through the years, amazing management, hard work and their much appreciated help for Nazih Group all throughout the event

**Wisam Hamad**  
General Manager  
Nazih Group - KSA

## Exhibition Main Sectors

### EXHIBITOR PROFILE

Beauty Zone	Health, Wellness & Spa Zone	Organic Zone
Professional Cosmetics and Equipment	Professional Equipment and Consultancies for Spa	Organic beauty products
Personal Cosmetics for Retailing and Distribution	Nutrition & Organic Food	Organic Skincare Products
Fragrance Products	Vitamins & Supplements	Organic hair Products
Hair & Nail Products	Alternative health therapies	Organic Supplements
Cosmetic Surgery centers	Wellness & Spa Centers	Organic Spa Treatments
	Fitness Clubs	
	Relaxation products	
	Weight loss products	



I want to extend my gratitude to all of the SHB team for hosting such an amazing exhibition and most importantly how great and professional they were throughout the entire process. I absolutely loved the show, the team, and Saudi Arabia, too. I can't wait to be back soon

**Eric Asare**  
President  
Eve Organics-USA

## VISITOR PROFILE

• Investors	• Hospitals
• Retail Stores	• Hotels
• Distributors	• Hyper & Supermarkets
• Beauty Salons	• Medspa Professionals
• Spa & wellness centers	• Pharmacies
• Aesthetics clinics and cosmetic surgery centers	• Make-up Artist & Hair stylist
	• Top beauty celebrates

“ We thank Sunaidi exhibitions and conferences and the Saudi Health and Beauty team. The amount of visitors and attendance was great. We’re so happy with our first participation in the exhibition and we’d love to participate in the upcoming years

**Mr. Ahmed Abdulhaq**

Marketing Manager  
Al-Sewaidi Trading Company - KSA



**95% of exhibitors were satisfied with the quality of visitors**

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## SHOW FEATURES

**Saudi Business Matchmaking Program** a dedicated telemarketing team to invite decision makers and industry professionals

### Program Benefits

- 1) Help you meet your target visitor
- 2) Schedule your business meetings at Saudi Health & Beauty Exhibition
- 3) Improve your efficiency and meet your business objectives

### For more information or to make an appointment with your buyers:

Contact: Business Matchmaking Coordinator  
sbmp@sunaidiexpo.com  
+966566266565



The Hall is crowded, the attendance is great, the exhibitors are from all around the globe, it's a successful event

### Lama Aqeel

Fashion Designer & Model  
(visitor - KSA)



**95% of exhibitors successfully met all of their business objectives at the event**

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Saudi Health  
& Beauty

Beauty Me  
zone Demonstration  
Competition  
Education  
*Ladies only area*

## BEAUTY ME ZONE ladies only area



- The **Beauty Me Zone** will once again feature the latest beauty trends and Innovation presented by international hairstylists sponsored by Nazih for The 2nd time
- Beauty Activity Zone** is where the exhibitor can showcase their latest product launches & services.
- Hairstyle Competition** will also be featured for the 2nd time in Saudi Health & Beauty, gathering the best hairstylists in Saudi Arabia from famous salons to compete and be evaluated by an organized committee



### Trade visitors in 2016 such as

- Batterjee Factory for Cosmetics
- Zimmo Trading Co.
- Al Musbah Group
- Al Ajran Trading Est.
- Beauty Stars Co.
- SAAC Group
- Al-Hilal Trading Co.
- Al-Hodaithy Group
- Al Batool International Trading Co.

### Exhibiting Potential Buyers

- Unilever
- P&G (Al-Naghi)
- Nazih Group
- Sewaidi Trading Co.
- Tawaya Medical Co.
- Fahad Al Amoudi Corporation
- Al-Nahdi Medical Group

**(100% of visitors were satisfied with their overall experience in SHB 2016  
99% of visitors would return to visit SHB 2017)**



## Price & Stand Option

### Space Only

- A+. SAR 1700 / 455 USD
- A. SAR 1500 / 400 USD
- B. SAR 1400 / 373 USD
- C. SAR 1200 / 320 USD

### Organic Zone Packages

- SAR 16,125 / 4,300 USD
- Price includes stand design, furniture and registration fee  
( 1 table, 3 chairs, 1 counter, 1 plastic waster bin )

### Stand Packages

- A.** SAR 265 / 70 USD  
Traditional build wooden shell scheme basic  
( 1 table, 3 chairs, 1 counter, 1 plastic waster bin )
- B.** SAR 320 / 85 USD  
Traditional build wooden upgrade shell scheme  
( 1 table, 3 chairs, 1 counter, 3 shelves, 1 country flag, 1 plastic waster bin )

### Registration fee

- SAR 1500 / 400 USD  
(Includes administration, online promotion, printed catalogue, operations & electricity)



## SHB 2017 will support you with

- Visa application support
- Custom clearance support
- Travel arrangement
- Sales support
- Marketing collaboration
- PR support
- Customized sales and marketing material
- Customized email campaigns
- Social media support

## Exhibit today!

### Manna AlJabarti

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