



BEAUTY
WEST AFRICA

EXHIBITION DATES:

November 21 - 23, 2018

EXHIBITION VENUE:

The Landmark Centre,
Lagos, Nigeria

“

In Nigeria, the beauty and personal care market could reach €2.5 billion by 2017.

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Beauty and personal care market in Africa

- L'Oreal

Bringing *the World*
of Beauty to Africa.

Gold Sponsor



GERMAINE DE CAPUCCINI

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BtoB Events are proud to bring to Lagos – Beauty West Africa 2018. The exhibition will bring some of the leading brands and products that the industry has to offer to the epicentre of the African beauty market – Lagos, Nigeria.

BtoB Events are proud to bring Beauty West Africa 2018 to Lagos. The exhibition will host leading brands and products from across the beauty and cosmetics industry.

Beauty West Africa will act as the perfect platform for companies from around the world to meet, and do business, with the largest distributors, suppliers and importers from across West Africa – not to mention the consumers!

Nigeria's beauty and cosmetics industry has huge potential. The population of close to 200 million people is one of the youngest on the planet, and one where there is a growing expectation and value around looking good.

With an increasing middle-class demographic, the growing demand for products in the field is expected to grow year on year for decades to come.

The cosmetics and personal care markets in Nigeria have grown as much as 11% year on year (connectnigeria.com).

With the Nigerian economy showing strong growth it is an exciting time for foreign business' looking at investing in the region.

We look forward to seeing you all at Beauty West Africa on November 21 - 23 at the Landmark Centre.

Beauty West Africa Team

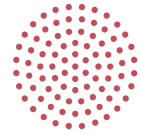


Population growth, increasing consumer awareness and lifestyle changes due to urbanisation are boosting demand for beauty and personal care in Africa.

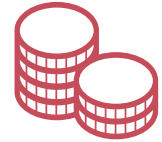
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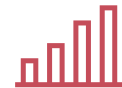
WHY NIGERIA?



Nigeria is the most populated country in Africa with a population of over 180million people. Lagos, the commercial hub of the country, alone has over 21 million people and is the largest city in Africa.



Lagos State GDP alone is \$131 billion making it the 6th largest economy in Africa.



Nigeria now has the fastest growing middle class in the world (54 million 2017) – Deloitte.

\$13.2 bn

The African Beauty market was estimated to be worth in 2017.



of Nigerian cosmetic and beauty care products are imported – Nigerian Bank of Industry



increase in expenditure on cosmetics by Nigerian women seen since 2012.

Who Exhibits

Beauty West Africa will host exhibitors from across the world and will cover 1,200sqm of exhibition space at Nigeria's premier exhibition venue – The Landmark Centre. The exhibition will play host to over 100 companies from across the world showcasing the latest products and services in the fields of:

- Cosmetics, skin care and make up
- Professional equipment and Spa
- Hair, nail and salon supplies
- Perfume and fragrance
- Personal care and hygiene
- Aesthetic surgery
- Machinery, packaging, chemicals, ingredients and manufacturing
- Business solutions



DID YOU KNOW?

The cosmetics and personal care markets in Nigeria have grown as much as 11% year on year.

(connectnigeria.com)

Who Visits

Beauty West Africa 2018 will see over 3,000 attendees from the west African beauty industry over the three days of the show.

Nigeria demonstrates two very different ways of business in the import and trade arena. The first is its traditional markets, still the largest importers of goods from across the world. However, there is now an increasing presence in shopping malls and retail outlets, similar to those in global shopping hot spots like London, New York and Dubai.

Beauty West Africa 2018 will host buyers and decision makers from both sectors, including:

- Salon owners
- Retail stores
- Make up artists
- Aesthetic clinics
- Distributors, importers and resellers
- Business owners
- Product users

Beauty West Africa will utilise the experience and contacts of the BtoB Events team to bring the top importers from the largest markets across West Africa. These include, The Trade Fair Complex, Onitsha and Idumota, responsible for thousands of tons of Beauty imports per year between them. The Market Chiefs and top importers will be hosted at the exhibition and will have scheduled meetings and tours throughout.

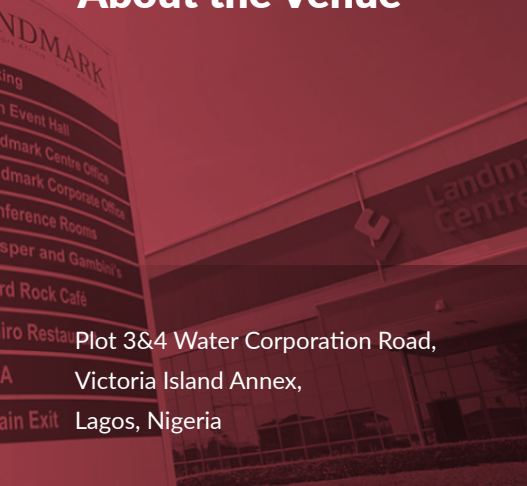
Show Features

Beauty West Africa will provide numerous interactive features onsite that go beyond the fundamentals of an exhibition. Three days packed full of presentations by the region's leading artists, celebrity stylists, social media guru's and celebrities. Do not miss this once-a-year opportunity to witness live demonstrations and talks covering the topics below:

- Business forums
- Fashion shows
- Make up master classes
- Exhibition tours
- Hair master classes
- Hosted buyers and pre-scheduled meetings
- Spa treatments



About the Venue



Plot 3&4 Water Corporation Road,
Victoria Island Annex,
Lagos, Nigeria

The Landmark Centre is Nigeria's premier venue for a range of events including exhibitions, conferences, concerts, trade shows and more.

With a potential capacity for over 25,000 people, the venue is the first choice for exhibition organisers from all around the world to use in Nigeria.

Located in the business hub and upmarket area of Victoria Island in Lagos, and

positioned right on the Atlantic Ocean coast, the venue has a truly iconic backdrop of the exhibition centre with its beautiful views of the ocean.

The venue has recently expanded into a second hall increasing its capacity to over 4,200sqm of exhibition space. It has also been boosted by the opening of numerous hotels and restaurants within a short walking distance, including a Hard Rock Café and The Sheraton Four Points Hotel.

About the Organiser

BtoB Events is a dynamic exhibition organiser, created by the former divisional director for Africa of a FTSE 100 organisation within the exhibition industry.

The company has a fast-paced ethos

with aggressive growth plans across the globe. With the wealth of experience possessed by the company founders within the exhibition industry and across the international market, having overseen exhibitions across 4 continents, BtoB Events is well placed to make a big impact on the global exhibitions industry.

Having previously overseen a portfolio of 8 exhibitions across Africa and being responsible for the launch of what was the regions largest beauty exhibition from 2014 - 2016, the experience in regional exhibitions is unrivalled globally.

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