



BEAUTY WEST AFRICA

2nd-4th February 2021
Landmark Centre, Lagos, Nigeria

SHOW BROCHURE & 2019 POST SHOW REPORT

AFRICA'S LARGEST PROFESSIONAL BEAUTY EXHIBITION & CONFERENCE

“Beauty West Africa is the best gateway to Nigeria. If you're looking to go to a West African market you have to start from this exhibition.”

Hany Sabet
Aromatic Flavours and Fragrances,
Egypt



INTRODUCTION

Beauty West Africa 2019 was a huge success with over 4,100 visitors and 170 exhibitors showcasing the world of beauty to the West African market. Now BtoB Events are proud to announce the next edition – Beauty West Africa 2021, which will be held on February 2nd–4th 2021 at Nigeria's premier exhibition venue – The Landmark Centre, Victoria Island.

We are delighted to say that due to the success of 2019, we will be extending the exhibition even more, now spanning into 3 halls meaning more exhibitors, more visitors and even more business. Beauty West Africa is the perfect platform for companies from across the world to come together under one roof and do business with West Africa's largest importers, distributors, retailers and other stakeholders across the billion dollar beauty sector. We are pleased to report that we have already received feedback from exhibitors, visitors and hosted VIP's alike that many new orders and partnerships were forged and concluded onsite. After the success of 2019 we look forward to welcoming you to Beauty West Africa 2021 where you can expect over 200 exhibitors and over 5,000 attendees – get ready for our biggest show yet.

NEW FOR 2021!

- ✓ Thousands of new beauty products
- ✓ New international Pavilions
- ✓ Bigger Exhibition – Now in 3 halls!
- ✓ More VIP Attendees
- ✓ More celebrity speakers

“Nigeria has always been a business hub for all our brands. When looking to penetrate Africa, Nigeria is the biggest market and that's the reason why businesses should exhibit at Beauty West Africa.”

Mohammad Aslam, Lyla Blanc, India, Gold Sponsor

2019 SHOW SUMMARY



4122
ATTENDEES



175
EXHIBITORS



100+
VIPs



30+
Press Houses &
Media Outlets



21
PARTICIPANTS



53
SPEAKERS



“BWA 2019 was a huge success. I got desired results. It was a great opportunity to network and it was a good opportunity to showcase our brand and leave an impression on people.”

Laide Denis Ademulegun,
Afro by Nature, Nigeria



THANK YOU TO OUR 2019 SPONSORS AND PARTNERS

Official Conference Partner



Conference Supporters



Conference Sponsors



Gold Sponsors



Conference Industry Partners



Show Partner



Supported by



Exclusive Spa Partner



Conference Media Partners



Media Partners



Media Partners



EXHIBITOR BREAKDOWN

Beauty West Africa 2019 hosted over 170 exhibitors from over 30 countries, cementing itself as the largest professional beauty trade show on the African continent. Our exhibitors showcased the latest in beauty, including makeup, hair styling, wigs and extensions, skincare, perfumes and fragrances, spa and professional equipment and more to thousands of visitors in attendance. Learn more about our 2019 exhibitors here...

"The best organised trade show we have participated in. The organisers and team have been such a pleasure to work with."

Katherine Middleton,
American Dream, UK

EXHIBITOR FEEDBACK



92%

Were happy with the number of visitors



95%

Were impressed with the quality of visitors



96%

Would recommend this exhibition to other companies



92%

Looking to book a stand for 2021

EXHIBITOR REGIONS

AFRICA 30%

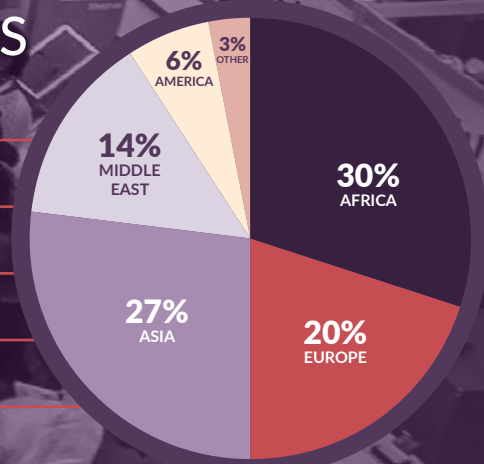
EUROPE 20%

ASIA 27%

MIDDLE EAST 14%

AMERICA 6%

OTHER 3%



"I would encourage all manufacturers who want to enter West Africa need to be at Beauty West Africa"

Roy Cooper,
Ampac USA

EXHIBITOR CATEGORIES



23%
Makeup & Cosmetics



21%
Haircare



21%
Skincare



18%
Perfumes & Fragrances



10%
Spa and Salon equipment



5%
Personal Care



2%
Other



"It's an instrumental gathering of lots of beauty businesses, manufacturers, retailers and everyone involved in the beauty stratosphere - providing conversion in one location, where we can exchange business contacts, trade and retail conversations"

Banke Meshida Lawal, BM PRO,
Nigeria



Did you know?

"Africa is becoming a magnet for foreign investment - rising consumer demand, aligned with annual growth of around 8%, is likely to add around \$1.1 trillion to African GDP by 2019"

Deloitte, 2018

VISITOR BREAKDOWN

See below the breakdown of who attends Beauty West Africa and find out exactly what types of beauty products our visitors want to see...

WHO ATTENDS:

IMPORTERS & DISTRIBUTORS **45%**

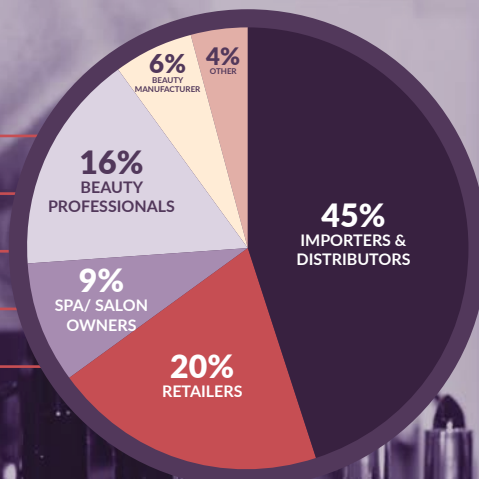
RETAILERS **20%**

SPA/SALON OWNERS **9%**

BEAUTY PROFESSIONALS **16%**

BEAUTY MANUFACTURER **6%**

OTHER **4%**



VISITORS WERE INTERESTED IN:



56% Makeup & Cosmetics



53% Haircare



51% Skincare



48% Personal Care



44% Nail Art



42% Perfumes & Fragrances



38% Beauty Services

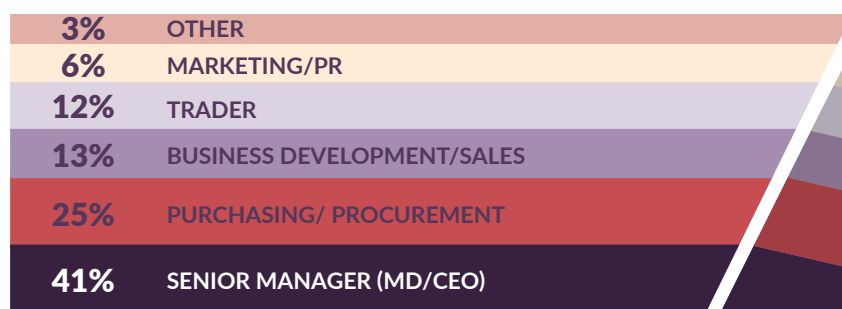


21% Spa and Salon equipment



4% Other

VISITOR JOB TITLES



“I would recommend visiting Beauty West Africa 100%, it is a good platform for networking and you can widen your horizons.”

Rita Ojeh, Skin Care professional

“Beauty West Africa has shown me what new beauty products are available from different countries. I've found some great new businesses who can supply me with beauty goods that I know will sell well”

Blessing Okoh, Nigerian Beauty Importer



BEAUTY WEST AFRICA CONFERENCE 2019

THE NIGERIAN MARKET

SPEAKERS INCLUDED:



Banke Meshida Lawal

CEO, BMPRO Make Up



Mrs. Bukky Adewunmi George

Founder / CEO Health PlusConcepts



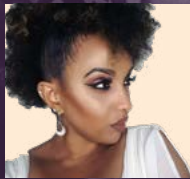
Dionne Smith

CEO, Coiffeur Group



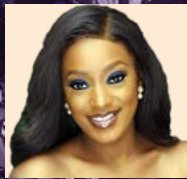
Tokunbo Chiedu

CEO Compass Consulting



Lola Maja

CEO SFX Store



Joycee Awosika

ORÍKÌ
Founder/CEO SOAR's Structure Guru



Ezinne Alfa

Founder of BeautyInLagos



Dr. Hilda Ashio Titiloye

CEO, Skin101ng



Beatrice Eneh

CEO, Nectar Beauty



Tale Alimi

CEO, Tale Alimi Global



Dr. Vivian Oputa

CEO, Derma Care



Hakeem Onilogbo

CEO, Hakeem Effect Concepts



"The African economy is home to around 821 million consumers rushing to buy a wide range of cosmetics and beauty products."
- Coppieters, 2018



"The beauty and personal care market in Africa will grow by \$6.20 billion during 2018-2022."
- Technavio, 2018



"The Nigerian beauty market is estimated at 1.4 billion dollars annually"
- Business Day 2018



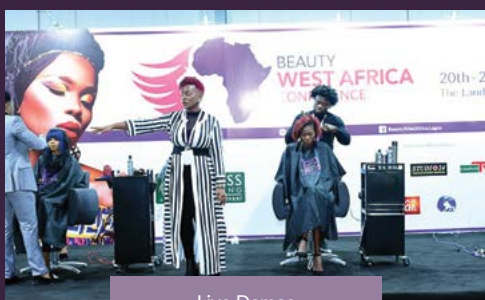
Nigeria is the most populated country in Africa with a population of over 180million people. Lagos, the commercial hub of the country, alone has over 21 million people and is the largest city in Africa.



Panel Discussions



Presentations



Live Demos



Showcases

OFFICIAL DAY 1 & DAY 2
CONFERENCE PARTNER



OFFICIAL DAY 3
CONFERENCE PARTNER



DON'T TAKE OUR WORD FOR IT...



“For us, BWA provided an amazing platform to interact directly with potential customers and industry leaders and influencers in the skin care industry.”

**Nkechi Ofoegbu
SN Skincare, Nigeria**



“At Beauty West Africa we enjoyed making business connections and had great feedback.”

**January G Johnson
Ebin New York, USA**



“From exhibiting at Beauty West Africa we have gained more wholesalers who are ready to sell our products in the Nigerian Market.”

**Tao Zhang, QianNiMei
Cosmetics, China**



“There's a massive market here, lots of potential with the country's economy and new companies, the opportunity is huge.”

**David Finch,
Naturally Tribal, UK**



VENUE INFORMATION



The Landmark Centre is West Africa's premier venue for exhibitions, conferences and trade shows. With a capacity for over 25,000 people, the venue is the first choice for exhibition organisers from all around the world to use in Nigeria.

The Landmark Centre is located in the business hub and upmarket area of Victoria Island, Lagos. Positioned right on the coast of the Atlantic Ocean the venue has a truly iconic backdrop of the exhibition centre with its beautiful views of the ocean.

The Landmark Centre is part of the newly formed Landmark Village. The Landmark Village provides world class facilities for exhibitors and visitors to wine

and dine long into the evening once the exhibition closes with 5 star dining at the Asian fusion restaurant Shiro, and the world famous Hard Rock Café. There is also the newly opened Landmark Beach club, which offers exhibitors the opportunity to soak in the sunshine whilst relaxing on a beach which is on par with any across the world.

CONTACT US FOR MORE INFORMATION ABOUT BEAUTY WEST AFRICA 2021



Book your stand today!



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