

Beauty Africa

Exhibition & Conference



Show dates:
7 - 9 October 2015
Eko International Convention &
Exhibition Center, Lagos, Nigeria



1,209
visitors

32
exhibitors

500+
products showcased
at the event

8
Workshops &
Seminars

27
expert speakers
from across the
world

78+
hours of education &
hands-on-training
sessions

THE REGION'S
LARGEST EVENT
DEDICATED TO
**BEAUTY AND
WELLNESS**

www.beautyafrikaexhibition.com



EXHIBITION

32 influential beauty brands were at the launch of Beauty Africa Exhibition and Conferences, showcasing the newest products and services on the market to over 1,200 attendees from across West Africa. Beauty Africa provided a unique platform for these key industry players to demonstrate the latest collections of cosmetics, top-of-the-range wigs and extensions, as well as the latest skincare ranges. Across three days, the exhibitors had the opportunity to showcase their products, meet and network with new clients and to promote their brands through our official beauty bloggers who were on site to witness the buzz of Beauty Africa.

MARKET FACTS

- ▶ In 2014, the Nigerian industry generated over **\$35 billion** where skin care has a market share of **33%**, hair care has **25%**, make-up has a market share of **17%** and fragrances has **17%**.
- ▶ **77%** of Nigerian women use skin enhancement products – the highest percentage in the world.
- ▶ The local makeup/cosmetics industry in Nigeria has an estimated annual value of **\$1.6 million**
- ▶ The liquid haircare market is expected to grow by **5%** from 2014 to 2018 in Nigeria alone

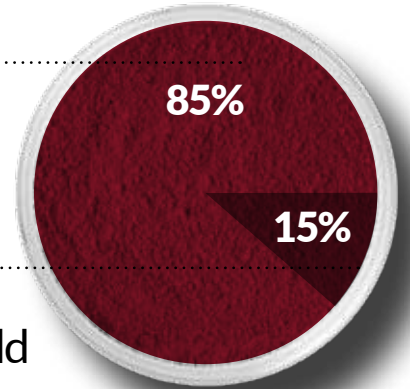
NEW FOR 2015

- ▶ Increased exhibition space to **2,000sqm**
- ▶ Over **75 local and international exhibitors**
- ▶ New workshops on skin enhancement, aesthetics... and many more...
- ▶ Simultaneous live demonstrations

EXHIBITOR BREAKDOWN BY REGION

85%
Nigeria

15%
Rest of world



SURVEY RESULTS



2014 SPONSORS

Platinum Sponsors



Gold Sponsors



Silver



Official Event Partner



Official Modeling Agency



Official Media Partners



CONFERENCE

The first event of its kind, Beauty Africa Conference featured 3 action packed days of beauty, haircare and skincare sessions. From business talks to lectures and live demos, industry experts gathered to showcase the latest trends, styles and techniques within the beauty industry.



BUSINESS TALKS:

Each day kicked off with the interactive Business Talks, hosting regional and international industry experts from each of the sectors. Some of the main discussion points were on how to market yourself as a key player in Nigeria's beauty industry, how to build a sustainable business and also how to enhance your training and infiltrate the international beauty market. The panel discussions allowed interactivity from the delegates where they could ask questions and interact with the panel of world renowned experts.



THE LECTURES AND WORKSHOPS:

The afternoon featured the lectures and live workshops. The lectures discussed the theory behind some of the live demonstrations.

There were lectures on the top beauty looks for West African women, airbrushing, editorial makeup, hair styling techniques, cutting techniques, blow drying mistakes, age-defying principles, medical solutions for acne, as well as pigmentation & scarring. Each afternoon then concluded with hour-long live demonstrations led by top experts in the industry.

MEET THE EXPERTS

Top experts from the makeup, haircare and skincare industries took part in this action-packed 3 day conference. They gave their views and opinions in the interactive business talks, as well as giving formal lectures on techniques they have acquired and finally demonstrating their skills and methods on real life models.

BEAUTY



Khuraira Musa
President and
Celebrity
Makeup Artist,
Khuraira
Cosmetics



Funmi Odegbami
Managing Director,
MiNK London



Eryca Freemantle
Global Beauty
Ambassador for
Women of Colour
& Strategic Industry
Intelligence



Oke Maduewesi
CEO & Managing
Director, Zaron
Cosmetics



Bimpe Onakoya
Makeup Artist,
Bimpe Onakoya
Makeup
& Loreal



Fatima Mamza
Makeup Artist and
Founder, Mamza
Beauty Limited



**Lola Maja-
Okokevoh**
Makeup Artist
& Owner,
Sacred Beauty



**Tara Fela-
Durotoye**
Makeup Artist &
Creative Director,
House Of Tara

HAIRCARE



Ugo Igbokwe
Celebrity
Hairstylist &
Owner, Make
Me Salon



**Dionne
Smith**
Celebrity
Award
Winning
Hairstylist



**Aislynn
Adewale**
Master Stylist
& Educator
American
licenced
cosmetologist
(The hair
whisperer)



Daisy Obiano
Managing
Director
Capelli Salon



John Ojukwu
Master Stylist
Educator
and Platform
artist, British
Licenced
Cosmetologist

SKINCARE & SPA



**Pamela Olatunji
Bello**
Owner, and Laser
technician, Bnatural
medical Spa and
Laser Centre



Ameera Abraham
CEO and Creative
Director,
The Nail Bar



Ufuoma Koloko
Owner and Managing
Director, UK Skincare
Academy



**Elaine Okeke-
Martin**
President,
Spa & Wellness
Association of Africa

VISITORS

Visitors attending the Beauty Africa Exhibition and Conferences had the chance to explore key beauty brands from across the world, purchase the latest cosmetics, as well as trying out the services on offer including eyelash extensions, blow dries, makeovers, and more. Attendees were also treated to free facials and massages, as well as goody bags from the world renowned beauty brands L'Oreal and Design Essentials. The attendees also had the chance to listen to and meet with the experts from the beauty world, who were there to educate the audience on the skills, techniques and methods needed in the African makeup, hair and skincare sector.



REASON FOR VISITING



- 23%** To keep up-to-date with new products
- 19%** To establish new business contacts
- 18%** To learn new industry trends and techniques
- 14%** To attend the workshops
- 13%** To meet up with industry colleagues
- 9%** To find a specific product or service
- 4%** Other reasons



VISITORS WERE INTERESTED IN



SURVEY RESULTS

80%
of our visitors confirmed they will attend Beauty Africa 2015



80%
of our visitors learned about new products



73%
of our visitors were successful in establishing new contacts and relations for the future



MARKETING & PROMOTION

Print

The Beauty Africa marketing strategy consisted of a print advertising campaign extending across the leading international and regional beauty and cosmetics publications, magazines and newspapers - a total of 32 adverts appeared as part of the campaign, covering a range of the most renowned titles.

Website

Our websites provide the best online platform for communication to beauty, haircare and skincare professionals across the globe. The Beauty Africa website attracted more than 102,362 visits and 81,506 unique visitors.

Direct Mail

Visitor invitations were mailed across West Africa to beauty professionals, inviting them to Beauty Africa 2014. More than 4,000 contacts were carefully selected from our extensive and growing database.

Email Marketing

Our targeted and extensive email campaign was our most comprehensive to date. We have carefully analysed the results and trends to build and grow the data for the 2015 event.

SMS

With mobile technology at the forefront of communication, our SMS reminders and easy registration messages reached out to more than 10,000 contacts across Nigeria.

Beauty Salons and Spas Mailing

Posters, invitations and show information flyers were sent to more than 300 selected Salons and Spas in the West African region, helping to promote the event to beauty professionals within their workplace.

Social Media / Digital

Through the active use of social media, Beauty Africa has built a strong following and presence. Our integrated digital campaign achieved an outreach to over 80,000 prospects across various platforms, including Facebook, Twitter, Instagram and blogs.

Bloggers

More than 20 established beauty bloggers with over 50,000 followers posted about Beauty Africa, promoting the show and its exhibitors.



Official Event Bloggers



The Fashion Engineer



ABOUT US



informa

life sciences exhibitions

Informa Life Sciences Exhibitions is part of Informa Exhibitions and runs the healthcare portfolio of products including 21 exhibitions and more than 100 conferences yearly covering African, Middle Eastern and Asian markets. Over the course of the year, the events attract over 5,000 exhibitors, 100,000 visitors and 15,000 conference delegates.

In addition to the events, the division also publishes 4 healthcare magazines and offer Dothealth, an on-line healthcare portal showcasing over 40,000 healthcare companies.



AfroCet Ltd has been specially incorporated to launch Informa events in to the Sub Saharan African marketplace. It's management launched the very first Medic Africa meeting back in 1986 and has long and extensive experience at running successful events throughout Africa. Through sister company PSG communications Ltd, Afrocent Ltd also publish the region's leading publication, Africa Health Journal.

For further information about AfroCet or any of our events please visit www.beautyafrikaexhibition.com

Beauty Africa
Exhibition & Conference



**60% Already
Booked for 2015
BOOK YOUR
SPACE TODAY!**

7-9 October 2015
Eko International Convention &
Exhibition Center, Lagos, Nigeria

For more information contact

+ 971 (0) 4 4072733
or +234 803 40 40009
beautyafrika@informa.com

Organised by

informa
life sciences exhibitions

