



www.beautyasia.com.pk

INTERNATIONAL BEAUTY, COSMETICS & FITNESS EXHIBITION



14-17

December 2023

KARACHI EXPO CENTRE
PAKISTAN

Owner & Organizer



Supporters



Trade Development
Authority of Pakistan



Board of Investment
Govt. of Pakistan



Karachi Chamber of
Commerce & Industry

Strategic Partner



Pakistan China Joint
Chamber of Commerce &
Industry (PCJCCI)

Buyer's Database Partner



THE PERFECT PLATFORM FOR ALL BEAUTY PROFESSIONALS:

The leading beauty event in the region with its large visitor and exhibitor profile, Beauty & Fitness Asia will once again be showcasing the latest developments & achievements in the beauty sector. The event will witness the display of hundreds of brands, services and technologies covering a huge range of beauty products from color cosmetics, skin care, hair care, nail care, make-up, perfumery, fragrances, personal care and toiletries to the most up-to-date equipment and machines used in beauty and hair salons, as well as medical, aesthetic & dermatology, and spa & wellness centers. Beauty & Fitness Asia is the only B2B trade event dedicated to the growth of the beauty industry in Pakistan.

PAKISTAN'S BEAUTY INDUSTRY:

Pakistan's beauty, cosmetics & fitness industry is one of the few sectors of the country's economy that has boomed in recent years, the changing lifestyle and consumption patterns of households and the role of middle class working women, who are assumed to be fairly aware in the leading trend. As income levels are increasing, the desire to look good is on the rise so the consumers are increasingly spending on beauty and personal care products.

KEY REASONS TO VISIT:

- A window on the Pakistan's and International exhibits.
- Anticipate market trends
- Meet with never-seen-before beauty brands
- Source new beauty suppliers for your brand's development
- Find new partners and collaborators
- Expand your knowledge & network on the beauty sector

Highlights



BENEFITS AT A GLANCE



Meet New Business Partners
& distribution channels



Enter into New &
Expanding market



Meet Potential and Focused
Buyers & Collect Leads



Enhance Your Brand
Awareness & Visibility



Demonstrate Latest
Product & Technology



Understand Pakistan
Trends & Industry



Get Market Analysis

TESTIMONIALS



Faiza Beauty Cream

The show was very good this year, plenty of people approached us at our booth as they would like to know the latest trends in beauty products.



Shanghai Ruofan Biotech Co. Ltd

This is our first participation and we are totally satisfied that we had the chance to introduce our products to local market. Organization and exhibition both were very good.!



Pars Hayan - Iran

We export Beauty products to many countries; we plan to expand our existing market place in Pakistan through this exhibition. It was very fruitful participation.



House of Beauty

Exhibition was very successful and efficient. Pakistani market is the right place for us, we hope to participate this exhibition next year again, we advise all the companies in this sector to participate in this exhibition.!

VISITOR PROFILE:

- Beauty Salon / Centre / Studio
- Organic Shop
- Dermatology and Aesthetics Clinic
- Nail Salon
- Wholesaler/Supplier
- Beauty School / Academy
- Distributor / Agent
- Hair Salon
- Research Laboratory
- Other Retail Shops
- OEM / ODM / Toll Manufacturing
- Perfumery & Cosmetics Shop
- Fitness Centres / Clubs
- Chain Stores / Department Stores
- Spa & Wellness
- Manufacturer
- Bridal Studio
- Relevant Trade Association / Government

EXHIBITOR PROFILE:

Exhibitors are the Manufacturers, Distributors, Suppliers and Providers of:

- Personal Care Products
- Perfumery & Deodorants
- Professional Beauty & Hair Care Products
- Professional Beauty & Hair Equipment and Furnitures
- Cleaning & Hygiene Products
- Colour Cosmetics
- Natural Cosmetics
- Dermocosmetics
- Hair Care Products
- Baby Cosmetics
- Aesthetic Products & Equipments
- Raw Materials, Packaging & Machinery
- Private Label & Contract Manufacturing
- Nail Care & Nail Art
- Fitness Machines & Equipments
- Fitness Food Products
- OEM/ODM & Toll Manufacturing

TARIFF

Shell Scheme Stalls

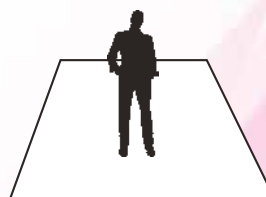
Min 9sqm (3mx3m) space
US\$350 per sqm.



Includes: 1 Octonorm shell, 1 information counter, 2 chairs, 3 spot lights (100) watts each, fascia name, carpeting, 1 power socket, single-phase 220 volts (50Hz) 5amp only.

Bare Space Inside Halls

Min 18sqm (6mx3m) space
US\$300 per sqm.



Includes: Bare space, 1 power socket, single-phase 220 volts (50Hz) 5amp only. Exhibitors are required to build their stands through the official stand contractors or their own.

****13% VAT is applicable on all booth rates**



EC Gateway

Member



Pakistan's # 1 Trade Fair Organizers
Ecommerce Gateway Pakistan (Pvt) Ltd

Beauty & Fitness Asia Secretariat

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