



# MOROCCO BEAUTY EXPO 2019



**From 13 to 16 June 2019**

**THE INTERNATIONAL FAIR OF CASABLANCA**

**4<sup>rd</sup>** EDITION OF THE INTERNA-  
TIONAL EXHIBITION OF  
BEAUTY AND WELLBEING

Organizer



# MOROCCO BEAUTY EXPO 2019

Morocco Beauty Expo 2018 was a great success, which allowed Atelier Vita to organize, at the Casablanca International Fair, the 4<sup>th</sup> edition of the International Beauty and Wellness Fair "Morocco Beauty Expo 2019", from to June 16, 2019. This event aims to position itself as the reference event in the presentation of new technologies and interna-

tional trends of the Aesthetics and Beauty industry. It is in this context that professional visitors will benefit from a rich and varied program of meetings, competitions, workshops, competitions, conferences and trainings planned by the organizing committee in partnership with the best international and local experts and professionals of the sector.

## TECHNICAL SHEET

**Name of the exhibition:** Morocco Beauty EXPO 2019

**Name** : International Beauty and Wellness Fair  
«Morocco Beauty Expo 2019 »

**Date** : from 13 to 16 June 2019

**Location** : Casablanca International Fair

**Type** : Trade Show and General Public

**Edition** : 4<sup>th</sup> edition

**Character** : National and International

**Number of visits expected** : 10 000 visitors

### Concurrent events:

- 3<sup>rd</sup> International Hairdressing Festival
- Spa Conferences
- Shows and animations
- Casa'art Fashion Show
- Celebrity Studio

## VISITOR PROFILES

- Beauty Professionals
- Distributors
- Hairdressing and beauty salons (Men & women)
- Beauty Salons (Men & Women)
- Pharmacies - Drugstores
- Spas
- Hotel establishment
- Concept stores
- Organic distribution networks
- Fitness Coach / Fitness Club
- Industrialists and manufacturers in the sector
- Importers
- Distributors and resellers
- Wholesalers
- Pharmacists
- Para-pharmacists
- Dermatologists
- Massage Center
- Medical institutions / clinics
- Professional beauty schools
- General public
- News agencies

## EXHIBITORS PROFILES

- Cosmetics
- Hair care products
- Beauty Institutes
- Esthetic appliances and equipment
- Pharmacies - Drugstores
- Equipment for beauty salons
- Professional furniture
- Hairdresser
- Hairdressing equipment
- Nail products
- Aesthetics and Wellness Center
- Hygiene & body care
- Beauty accessories
- Nutricosmetics
- Makeup
- Spa and well-being
- Furniture / decoration
- Organic cosmetics
- Dermopigmentation
- Professional training
- Accessories
- Devices
- Design
- Labeling
- Machines
- Conditioning
- Treatment equipment
- Hotel establishments
- Chain of shops
- Supermarket / Importer / Distributor / Agent
- Jewelry
- Married area





«Morocco Beauty Expo 2018» was an exceptional edition, with its rich program, its guests, Egyptian and Moroccan Stars, exhibitors and visitors. Indeed, the main highlights of Morocco Beauty Expo 2018 are:

- **Inaugural session** : Unmissable moment of the fair, has seen the presence of fifty Egyptian stars, Moroccan, several influencers and experts in the field. In addition, Morocco Beauty Expo 2018 has paid tribute to: **Said NACIRI**, **Fatimazahra LAAROUSSE**, **Docteur hassan TAZI**, **Jawad BINGO**...
- **Cinéma**: Broadcasting for a premiere of **Ahmed EL SAKKA**'s latest film "HOROUB IDTIRARI" with the presence of several Moroccan, Egyptian and International press artists. Not to mention, we had the pleasure of taking this opportunity to pay tribute to **Ahmed EL SAKKA** and **Aziz DADAS**.
- **Festival and spectacle of the hairstyle**: knew the participation of about thirty schools and hundreds of candidates during the competitions with the awarding of the great prizes and trophies.
- **Show and Animation**: Sixty Star in the field of Hairdressing and Make Up have made their Show in front of professionals and the general public.
- **Married Area** : Space that brings together all stakeholders in the world of married (Stylists, Caterers, Negaufa, Wedding Planner ...).
- **Parade of Fashion Casa'Art** which was attended by Moroccan, Tunisian, Egyptian and Jordanian stylists, on the same occasion, it was paid homage to the great Egyptian actresses:

- **Abla FAHITA**
- **Manal SALAMA**
- **Liqaa SOUIDANE**
- **Nihal ANBER**



## BALANCE SHEET 2018

<b>Name of the exhibition :</b>	Morocco Beauty Expo 2018
<b>Name</b>	: International Beauty and Wellness Fair «Morocco Beauty Expo 2018»
<b>Date</b>	: from 04 to 08 April 2018
<b>Location</b>	: Casablanca International Fair
<b>Edition</b>	: 3 <sup>rd</sup> edition
<b>10 participating Arab delegations:</b>	Morocco, Egypt, Jordan, Iraq, Palestine, Algeria, Tunisia, Oman, Lebanon, Kuwait.
<b>Exhibitors</b>	: 62 national and international exhibitors
<b>Character</b>	: National and International
<b>Net area of the fair</b>	: 1200 sqm
<b>Number of Visitors</b>	: 4182 visitors

### Concurrent events:

- International Hairdressing Festival
- Fashion show
- Spa Conferences
- Shows and animations



## PHOTOS BEAUTY EXPO 2018



### Partners:



# MOROCCO BEAUTY EXPO 2019

## Spa Conference Program in Figures



## Coiff program in Figures



## IMPACTANT COMMUNICATION:

- Website dedicated to the event
- Urban display
- Media inserts
- Partnerships with the specialized press
- Radio Spot
- Promotional video
- Social media



## BOOTHS



**Option 1**  
Naked booth



**Option 2**  
Equipped stand

Organizer:



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