

Press release

19 March 2020

Beautyworld Middle East postponed to August 2020

Gareth Wright
Tel. +971 4 3894 573
gareth.wright@uae.messefrankfurt.com
www.ae.messefrankfurt.com
www.beautyworldme.com

Safety and wellbeing of exhibitors, visitors, first priority for organiser Messe Frankfurt Middle East amid Covid-19 pandemic

Dubai, UAE: Beautyworld Middle East 2020, the region's largest international trade fair for beauty products, hair, fragrances, and wellbeing, has been postponed to August 2020, organiser Messe Frankfurt Middle East announced today (X March).

The 25th edition of the annual three-day event, which was scheduled to take place from 31 May – 2 June, will now take place from X – X August 2020 at the Dubai World Trade Centre.

The postponement comes amid ongoing international uncertainty around the Covid-19 pandemic which is sweeping the world, with global governments fighting to contain the virus' spread. Exhibitors and visitors have expressed their concerns around travel restrictions that would limit the ability of many stakeholders to attend the show in May.

"We support the measures that governments are implementing to contain Covid-19," said Simon Mellor, CEO of Messe Frankfurt Middle East. "The uncertainty around travel restrictions globally meant thousands of international visitors and exhibitors wouldn't be able to attend Beautyworld Middle East 2020 at its original dates."

"We're also conscious of our duty of care, and reiterate that the safety and well-being of exhibitors and visitors is the highest priority as we navigate these challenging times in response to the Covid-19 pandemic.

"The decision to postpone what is one of the most important trade fairs on the beauty industry's calendar is not something we have taken lightly, but under the current circumstances, this is the right decision.

"We're carefully watching and taking the advice of the relevant local and global authorities and assure our stakeholders that all appropriate health and safety measures will be in place when Beautyworld Middle East opens later in the year."

Messe Frankfurt Middle East
Dubai, United Arab Emirates

Mr. Mellor said all exhibitor contracts are still valid and stand positions unchanged for Beautyworld Middle East 2020, adding that the the showpiece event will be notable for being the most comprehensive in its 25 years' of existence in terms of value-added features.

“The brand new Beautyworld Middle East Awards will spearhead a long list of special events this year, while Front Row, the Beauty Business Conference, Quintessence, and Nail It! will all return, ensuring the tens of thousands of visitors are inspired, educated, informed and energised,” he added.

“As passionate advocates for the social and economic benefits of meeting face to face at events, we are committed to staging yet another successful show in August.”

Beautyworld Middle East covers the six product groups of Hair, Nails, and Salon Suppliers; Cosmetics and Skincare; Personal Care and Hygiene; Machinery, Packaging, Raw Materials, and Contract Manufacturing; Fragrance Compounds and Finished Fragrances; and Natural and Organic.

The 1st Beautyworld Middle East Awards attracted more than 250 entries contesting 15 awards across 10 categories, with the shortlist of 60 to be announced in the coming weeks. The winners will be celebrated at a dazzling, evening gala dinner event at the conclusion of the first day of Beautyworld Middle East at the Ritz Carlton DIFC.

The three-day Front Row returns for its 2nd year with an interactive programme of live makeup and hair demonstrations, interspersed with bold shows presenting the biggest and best trends and innovations in global beauty.

Other regular popular features back in 2020 include the 5th edition of Quintessence, an exclusive showcase of niche perfumes; the Nail It! nail art competition, and three-day Beauty Business Conference. More information is available at: www.beautyworldme.com

-ENDS-

Beautyworld Middle East
XX-XX August 2020
Dubai World Trade Centre

Information for journalists:

<https://beautyworld-middle-east.ae.messefrankfurt.com/dubai/en/press.html>

Beautyworld Middle East in social media:

Facebook: <https://www.facebook.com/beautyworldME/>

Twitter: <https://twitter.com/beautyworldme>

Instagram: <https://www.instagram.com/beautyworldme/>

LinkedIn: <https://www.linkedin.com/company/beautyworldme/>

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,600 employees at 30 locations, the company generates annual sales of some €733* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).*

For more information, please visit our website at: www.messefrankfurt.com

** Preliminary figures for 2019*

About Messe Frankfurt Middle East

Messe Frankfurt Middle East's portfolio of 16 exhibitions includes Automechanika Dubai, Automechanika Jeddah, Automechanika Riyadh, Beautyworld Middle East, Beautyworld Saudi Arabia, Hardware + Tools Middle East, Intersec, Intersec Saudi Arabia, Gifts & Lifestyle Middle East, Light Middle East, Materials Handling Middle East, Materials Handling Saudi Arabia, Middle East Cleaning Technology Week, Paperworld Middle East, Prolight + Sound Middle East, and SPS Automation Middle East. The subsidiary also organises a series of conferences and seminars including Digital Next, Think Light, and the International Conference on Future Mobility. In 2019, Messe Frankfurt Middle East exhibitions combined featured 6,282 exhibitors from 68 countries, and attracted 150,545 visitors from 156 countries. For more information, please visit our website at www.messefrankfurtme.com