



ABIDJAN

BEAUTY COLOR AFRICA
INTERNATIONAL TRADE FAIR
OF COSMETICS AND BEAUTY IN AFRICA

FEBRUARY 10 TO 12, 2017

Beauty • Hairstyle • Wellness • Fashion



EDITO

AFRICA THE NEW ELDORADO OF BEAUTY

With a market estimated at 6.93 billion Euros in 2012 and approximately 10% annual growth compared to barely 4% in the international market, according to the World Retail Congress Africa 2013, the African continent is the new Eldorado for cosmetic giants. A recent study found that it should achieve 10 billion € in 2017.

The beauty market in Africa is mainly haircare and toiletries. Facial products and makeup are still marginal but growing quickly (just 6%-7% each of the market).

Also, consumers often alternate between buying local brands and international brands which suit the local population's different lifestyles, habits and purchasing power.

The beauty market in Africa divides into two categories – local products and international products.



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The middle class in Sub-Saharan Africa :
300 million people (34% of the population) – over a billion people in 2060 (source: African Development Bank).



African skincare and beauty market growth :
6.9 billion Euros and +10.5 billion Euros in 2017 (source: Euro-monitor/Roland Berger)



Turnover for major consumer goods brands on the African continent : 7.1 billion € Unilever (OC & C)



Sub-Saharan African cosmetics sales :
+ 120 million products with 683 million Euros in revenue (2013). 52% increase (Source: L'Oréal report in 2012).

The Ivory Coast's middle class, foreign multinationals and many retail outlets (from shopping centres to luxury boutiques) gives the country a head start over other French-speaking African countries with the opening of Fnac and the first Beauty Success franchise.

Seize this incredible opportunity to infiltrate the West African market with Beauty Color Africa





BEAUTY COLOR AFRICA YOUR FAIR

CONCEPT

Beauty Color Africa is the ultimate fair for beauty, fashion and wellness professionals as well as top retailers, manufacturers, hair stylists and distributors.

Not only is it a fantastic platform for communication, networking and business opportunities but it is also the place to unearth new trends and innovations in beauty, haircare, skincare & spa and wellbeing.

Why Beauty Color Africa?

90% of trade in Africa still goes through the traditional routes of peddling, markets and street stalls. As of now, Beauty Color Africa is the ultimate event for you to meet, explore and bond with a mainly rural population with no access to modern retail.

- Find retailers and distributors
- Source new partners
- Launch your brand/range
- Reach a target market in West Africa
- Promote your brand image
- Tap into local media

→ THE FAIR'S WORLDS

ENTERTAINMENT AREA

Hair and makeup shows, catwalk, body-painting, beauty contest (makeup, nail art etc.)

HAIRCARE AREA

Beauty products, anti-frizz and smoothing products, extensions, wigs, accessories, demonstrations, battles, awards, prize giving etc.

CONFERENCE AREA

Over 20 guaranteed unique workshops/conferences and lessons

COSMETICS AREA

Products for the face, anti-aging, body, baby, teenager, men, organic, makeup, fragrance etc.

FASHION AREA

Designs for men and women, lingerie, shapewear, jewellery etc.

BEAUTY AREA

Beautician/Spa, manicure/pedicure, nails, tattoos, makeover, lash extension, teeth whitening etc.

NUTRITION AREA

Diet and health, dietary supplements, weight loss etc.

EVENT AREAS

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EXHIBITORS

ATTEND BEAUTY COLOR AFRICA

The ultimate in cosmetics/beauty

Abidjan is the economic capital of French-speaking West Africa with a population of 5 million and a swelling middle class. It is also the ultimate destination for fashion and beauty in Africa. This future-forward city blends modern times in harmony with the splendour of nature.

Drawing on our expertise and understanding of African and multicultural clients, we would like to invite you to meet several thousands of avid visitors looking for new products and purchases.

Whether you already sell in Africa or you're a start-up brand looking to launch, come to Beauty Color Africa and infiltrate the new continent for beauty and fashion!

Visit and :

- Increase your turnover
- Diversify your customers
- Build your contacts
- Get people talking about you: present your new products, innovations etc.
- Forecast trends & market demand
- Assess your products' efficiency
- Test the market

Boost your visibility: stand out from the crowd, become a sponsor !

Conferences, shows, business meetings, visibility on Beauty Color Africa's website, custom promotional material, banners...

Choose your sponsorship package for Beauty Color Africa !





SOFITEL ABIDJAN HÔTEL IVOIRE

In a cultural melting pot, built and extended along the water, the Palais des Congrès - Sofitel Abidjan Hôtel Ivoire is a legendary and important oasis that's constantly changing.

This fantastic conference centre, shortlisted by the World Luxury Hotel Awards 2015, looms majestically over an idyllic setting of water and plant life...it towers above the Ebrié Lagoon and Plateau nestled in the stylish Cocody neighbourhood near the golf course and embassies.

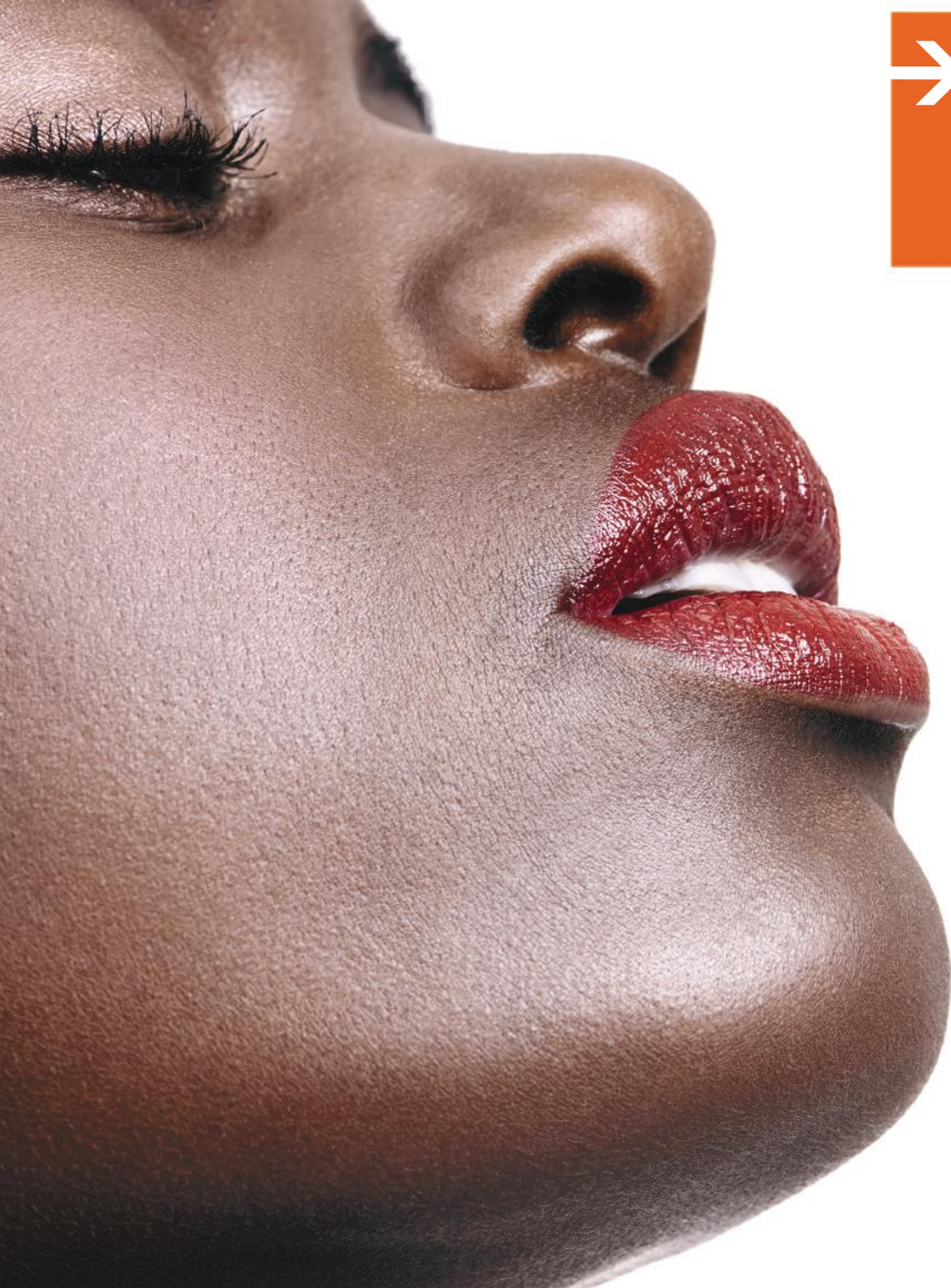
The Sofitel Abidjan Hôtel Ivoire also has a choice of two restaurants which blend African magic with the flavours of French cuisine.

A PRECIOUS ROOM

The corridor runs from the Sofitel Abidjan hôtel Ivoire's lobby to the **Palais des Congrès**. This bright and extraordinary conference centre, designed by President HOUPHOUËT-BOIGNY, symbolises two animals rooted in African history: the snail (shape) and tortoise (roof) which both move slowly towards their destination without ever looking back.

The dome's metallic and colourful structure adds a contemporary touch to the otherwise classic Ivory Coast setting whose versatile staging creates Beauty Color Africa's unique signature.

The incredible attention to detail provides the best in technology and comfort for all attendees.



RELEVANT & DIVERSIFIED MARKETING

Beauty Color Africa is organising extensive media coverage. The aim is to attract and guarantee you as many potential clients as possible by :

- A poster campaign with over a hundred outdoor billboards
- Buying advertising space (TV, radio etc.)
- Specialist press and online partnership
- Direct marketing operations
- A Community Manager team for our social networks
- A dynamic internet platform with a heavy mobile focus for top rankings
- Press releases/Press pack in English/French/Portuguese sent to a decision-maker database throughout the African continent
- A continental and international visitor promotion schedule
- Over 100 personal invites sent to our VIP buyers, distributors, retailers and importers
- A custom VIP schedule

COMMUNICATION

Plus :

- + Over 100,000 contacts targeted by newsletters
- + Over 50,000 leaflets distributed during street marketing operations
- + Over 500 guaranteed radio and TV ads
- + Over 20 influential bloggers providing coverage

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PROFESSIONAL VISITORS & THE GENERAL PUBLIC

Beauty Color Africa is a unique fair devoted to the cosmetics and beauty market in West Africa. It's a great chance for brands and professionals to meet distributors, retailers, importers and buyers from all over the sub-region.

Beauty Color Africa is also a fantastic opportunity to reach the African general public. African consumers, the 300 million belonging to the middle class, are discerning when it comes to product quality. They must be affordable and reliable.

The invitees from the general public that we give you the chance to meet are mainly female, multi-generational and are looking for information and new trends.

They attend the fair to :

- **Buy and experience** products and services
- **Research and unearth** new products
- **Discuss and learn** about the latest innovations and trends
- **Receive personal advice**
- **Experience an exceptional event**

PUBLIC





Looks are particularly important to African women. Middle class women may go to the hair salon two or three times a month and they are happy to spend three times more on their body than on their face.

African female beauty vs. Caucasian female beauty :

9 x more on haircare

7 x more on makeup

5 x more on face and skincare

4 x more on health and nutrition

But fashion and wellness aren't just the woman's domain in Africa; men are also among attendees at Beauty Color Africa.

Innovate and introduce your unique brands in this market to them !

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BEAUTY COLOR AFRICA AWARDS

The space of launching of the new beauty trends

A jury of international and local experts combined to discover the best of the industry, they dedicate of their time and of their expertise to estimate and bring a professional opinion on the starts-up of the beauty.

Brands carefully selected are discovered by the buyers and the African and international distributors who compose the jury.

A jury of exception in search of new innovating brands and new concepts.

Beauty Color Africa Awards

Innovation Prize

Beauty Color Africa Media

Favorite Price of the Press

Beauty Color Africa Favourite Blog

Price of the Blogger

UNPUBLISHED

LE RENDEZ-VOUS NOMADE
AFRO ATTITUDE

Salon de la mode, de l'art, du design et de la musique

ESPACE CHARENTON 337 rue de Charenton 75012 Paris
M^e Porte de Charenton

SAMEDI 26 AVRIL 11H à 23H
DIMANCHE 27 AVRIL 11H à 19H


70 créateurs dont Admiral T avec sa collection Wok Line. Avec la participation de Sonia DERSION et de Delphine II.



Prévente dans les points de vente habituels (Fnac, Virgin, Carrefour...)
www.afroattitude.com - info@afroattitude.com

AMINA, TRAC, AFRICA, MINT, etc.

5/6 Juin 2010
les Dock Paris



Afro Attitude
le rendez-vous nomade

TIKEN JAH FAKOLY - SALIF KEITA - MOKOBÉ
THIERRY CHAM - SINGULA - KERY JAMES
PASSI - THOMAS NJIGOL ET PLUS ...

www.afroattitude.fr

MARCHÉ de NOËL TROPICAL 2^{ème} ÉDITION
PARIS - HALLE FREYSSINET
DU 7 AU 11 DÉCEMBRE 2011

PARIS - HALLE FREYSSINET - PARIS 13^{ème} (M^e CHEVALERET, LIGNE 6)

GRAND MARCHÉ DE NOËL TROPICAL COUVERT
AVEC PLUS DE 100 EXPOSANTS POUR UNE
FIN D'ANNÉE TOUT EN COULEURS !

AMINA, MINT, etc.

SONIA ROLLAND MARRAINE DU BEAUTY COLOR - 2011 -



WWW.BEAUTYCOLOR.FR

DU 14 AU 19 DÉCEMBRE 2011
HALLE FREYSSINET - PARIS

BeautyColor

COIFFURE • BEAUTÉ • BIEN-ÊTRE

AMINA, MINT, etc.

BEAUTÉ • MODE • VITALITÉ • BIEN-ÊTRE • ARTS DE VIVRE

BEYOND COLOR
LE SALON QUI AIME TOUTES LES FEMMES

Votre Weekend Shopping à Paris! **ENTRÉE 12€**


SAM / DIM / LUN
8/10 JUIN 2013
PORTE DE VERSAILLES

WWW.BEYONDCOLOREXPO.COM



Paris 16.17.18 SEPT 2013

COS MEETING
www.cosmeeting.com



COS MEETING
BUSINESS MEETINGS



THE ORGANISERS

Beauty Color Africa is the latest event from the experts in fairs devoted to the multicultural beauty industry, Marina Marâ Marville and her creative international team. She was part of the teams at Comexposium and Informa Beauty, international companies in the top 5 event planners in the world.

After 10 years of managing professional and public events such as BEAUTY COLOR, BEYOND COLOR, COSMEETING, BOUCLES D'EBENE and FOIRE DE PARIS, Marina Marville is continuing to innovate and stay a step ahead of the trends by launching this new concept to suit the African market.

She wholeheartedly believes that Africa is the place to be and has founded her first African branch, Marâ Africa. She is bringing all her expertise to give professionals access to information that is constantly updated in the world of fairs, sales and marketing.



CONTACT

Get all the latest news from Marâ & Associés !

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AFRICA



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