

Press release

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USA Pavilion achieves full sell-out at Beautyworld Middle East 2023

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USA brands return at a high level

Messe Frankfurt, Inc. is excited to announce the USA Pavilion's return to [Beautyworld Middle East 2023](#). The 27th edition commences October 29 to November 1, 2023, at the [Dubai World Trade Center](#), under the theme "Where Beauty, Means Business". The sold-out USA Pavilion, consisting of 47 companies, promises an immersive and captivating experience showcasing the nation's premier beauty and wellness products.

As exhibitors rejoin the international beauty community in Dubai, they aim to strengthen existing partnerships and forge new ones. According to Bruce Ellsworth the USA Commercial Attaché in the Middle East, this industry represents a \$6.8 billion dollar market opportunity and US companies are already exporting \$335 million of beauty and personal care goods to this region yearly. Under the USA brand, this edition will offer distinguished buyers direct access to some of the top USA companies, showcasing the hottest trends for 2024.

"I'm absolutely thrilled about the USA Pavilion's return to Beautyworld Middle East!" said Nia Lewis, International Sales Manager of the USA Pavilion. "Beautyworld Middle East is more than a trade show; it's a celebration of the artistry, creativity, and innovation that define the beauty industry."

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Beautyworld Middle East is the largest international trade fair for beauty, hair, fragrances, and well-being in the Middle East. Each year the event grows, attracting over 50,000+ buyers from 139 countries. The exhibition has played a vital role in the growth and development of the industry, with a solid representation of global products and brands.

Off the show floor, visitors can engage in an extensive program, the industry favorite being the [Beautyworld Middle East Awards](#). This year finalists include companies from the USA Pavilion, Diva Maker Hair Prosthetics for Best Hair Product of the Year and Palladio for Beauty Product of the Year. The expo will open with a spectacular start, as the award ceremony commences on opening night, October 31st.

Additional information on the event and other event related activities can be found on the [website](#).

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Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organizers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organizes events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organizing and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

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

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60

percent) and the State of Hesse (40 percent).

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* Preliminary figures for 2022

Messe Frankfurt North America is a subsidiary of Messe Frankfurt and is headquartered in Atlanta, GA. Messe Frankfurt North America produces and manages shows within the United States, Canada, and Mexico. The North American portfolio of events includes Texworld New York City, Apparel Sourcing New York City, Home Textiles Sourcing, Texworld Los Angeles, Apparel Sourcing Los Angeles, Tectextil North America, Texprocess Americas, The Clean Show, Formnext USA, SPS Smart Production Solutions Atlanta, Waste & Recycling Expo Canada, INA PAACE Automechanika Mexico, and Process Expo.

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