

## For Some Brazilian Cosmetics Companies Arab is the Open Sesame for Exports

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The Arab world doesn't stop generating new business for Brazilian cosmetics industries. Vita Derm, Cless Cosméticos and Beauty Color are just some of the national companies that recently closed deals or are currently negotiating with the region.

Sector exports to the Middle East grew 48% last year when compared to 2004, from US\$ 4.8 million to US\$ 7.1 million.

The companies mentioned above participated in BeautyWorld Middle East, which takes place every year in Dubai, in the United Arab Emirates, and this year took place between May 22 and 24.

Brazilians should close deals of US\$ 10.77 million in the next 12 months after the fair. This figure was supplied by the Brazilian Association of Toiletries, Perfumes & Cosmetics Industries (Abihpec).

"One of the greatest triumphs of the national cosmetics industry in the Arab market is the segment of hair products, which represents 44% of the total exported to the region, followed by oral hygiene products and fragrances," stated João Carlos Basílio da Silva, president at the Abihpec.

Vita Derm, Cless Cosméticos and Beauty Color participated in the fair in Dubai with over 12 Brazilian companies. Apart from selling products, Vita Derm intends to train Arab professionals.

Vita Derm already operates in this manner in Portugal and the United States. A company aesthetician frequently travels to both countries to work on training courses that may demonstrate the correct way of using the products.

"We are negotiating with a large company that owns a training center," stated the foreign trade analyst at Vita Derm, Eliseu Simões Neto, regarding the training.

According to him, the company's target public is hotels, spas and beauty and aesthetics parlours. "It is a fantastic market. I was impressed with the potential for consumption of greater added value products, like those made by Vita Derm," he said.

This was the first Cless Cosméticos participation in the fair in Dubai. The shampoo, conditioner and hair treatment producer, based in the city of Barueri, in the interior of the state of São Paulo, already exports to the United Arab Emirates and Kuwait, and is negotiating with Saudi Arabia, Yemen, Egypt, Qatar and Lebanon.

Maurício Campos, the company business manager, explains that since it was established, in early 2005, the company focus abroad has been the Arab countries.

"Our strategy for victory on the Arab market was well thought up. We have already presented our products to the region in packages with text in English and Arabic," he explained.

With annual revenues of US\$ 34 million, the company exported around US\$ 700,000. The target for the beginning of the year of 2007 is sales of US\$ 1 million on the foreign market, being the main destination the Arab market.

Hair dye, shampoo and hair treatment producer Beauty Color, in turn, which is based in the city of Pinhais, in the interior of the state of Paraná, participated in the fair in Dubai for the third consecutive time.

"The fair this year was very good for us to meet new customers and proceed with business. It is important for our customers to see that we are present," explained Paulo Roberto Pontinha, the foreign trade manager at the company. Beauty Color already exports to Palestine, Jordan, Kuwait, the United Arab Emirates, Iraq and Saudi Arabia.

The Brazilian pavilion at BeautyWorld Middle East 2006, coordinated by Abihpec with the support of the Brazilian Export and Investment Promotion Agency (Apex), was visited by around 630 buyers from countries like Saudi Arabia, Singapore, Egypt, Iraq, Jordan, Lebanon and Syria.

The United Arab Emirates present one of the greatest levels of population growth in the world, with an annual average of 5%. Over 60% of the country inhabitants are under 25, representing a promising market for beauty products.

The buying power for sector articles in the region has been growing approximately 19% a year. Last year, purchases exceeded US\$ 2.1 billion.

The spaces turned to cosmetics retail grew on average 30% in the last three months and it is estimated that there are over 30,000 hairdresser salons in the region.

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