
Brazil Puts on Show of Beauty and Culture at Beautyworld Middle East

Contributed by Isaura Daniel
Monday, 12 May 2008

Brazil wants to attract attention at Beautyworld Middle East, a beauty, cosmetics and perfumery sector fair to take place from May 18 to 20 in Dubai, in the United Arab Emirates. In this year's edition, in addition to the presence of 15 national companies as exhibitors, a Brazilian-style lounge will be organized as well.

The lounge will feature music, gastronomy, coffee, jewelry, fashion and handicraft. Everything will have a Brazilian twist to it. Models dressed by a fashion designer from the state of Bahia (NE Brazil) will circulate around the fair showcasing national cosmetics.

"The Brazilian lifestyle is well regarded abroad. Brazil is the country of peace, of happiness, the women are considered good-looking. We decided to use some of those things, which are ours by nature, as commercial attractions," explains Silvana Gomes, foreign trade analyst at the Brazilian Association of Toiletries, Perfumes & Cosmetics Industries (Abihpec).

The association organizes the actions with support from organizations such as the Brazilian Export and Investment Promotion Agency (Apex-Brazil) and the Arab Brazilian Chamber of Commerce.

This is the first time that Abihpec promotes actions of this type at the fair, to which it has been taking companies since 2004. The lounge, named Brazilian Lifestyle Lounge, will cover 60 square meters.

The products, such as coffee, jewelry, fashion and handicraft, will not remain on display in a systematic manner at the site, but will be part of the premises. "Handicraft, for example, is going to decorate the premises, the receptionists are going to wear attire, shoes and jewelry incrustated with Brazilian stones," explains Silvana.

In another action, named Beauty Queen, two models will walk around the fair carrying cushions, on which national cosmetics will be showcased as if they were jewelry. Products by four Brazilian companies in the sector will be on display: L'Ácqua di Fiori, Nunaat, Skala and Never.

The models are going to wear "Brazilian style" dresses designed by Márcia Ganem, from Bahia, according to Silvana. Márcia has more than 10 years' experience in the domestic and foreign markets and her work combines fashion, art and jewelry, with clothes featuring semi-precious stones and polyamide fibre.

The products in the lounge will not remain on commercial display, but catalogues and business cards for their purchase will be distributed to interested parties. Silvana explains that the idea is to make room for other Brazilian sectors as well.

Dubai, according to the analyst, is a market well suited to this type of action. Local importers, she says, usually distribute not only cosmetics, but also other products linked to the beauty and fashion sector.

Brazil will also have space for national companies at the Beautyworld Middle East. This year, the fair will count on the presence of Amazônia Natural, Betulla, Bonyplus, GUF, Kanechom, L'Ácqua di Fiori, Nazca, Neotrat, Never, Nunaat, Phytophilo, Quasar Esthétique, Skala, Sther Cosméticos and Vyvedas.

They are taking the latest developments in the segment to the Arab market. Brazil already exports cosmetics to the region, to countries such as the United Arab Emirates, Saudi Arabia, Qatar, Egypt, Yemen, Iraq, Lebanon, Jordan and Syria.

Last year, overall exports of hygiene, perfumery and cosmetic products totaled US\$ 537.5 million, according to data supplied by the Abihpec. Sales grew 165% between 2003 and 2007. In the domestic market, the industry's sales grew 7.4% in volume and 15% in revenues during that period.

Brazil is the world's third largest consumer of cosmetics. By 2010, industries should invest US\$ 100 million in expanding capacity, according to projections by the Abihpec.

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