



# EGY BEAUTY AFRICA

Co-located with



بالتزامن مع

THE LARGEST EXHIBITION FOR BEAUTY, COSMETICS, AND SKIN & HAIR CARE, EXHIBITION IN EGYPT & AFRICA

# VISITOR PLANNER

**25-27 April 2026**

Egypt International Exhibitions Center - New Cairo  
مركز مصر للمعارض الدولية - التجمع الخامس

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[www.egybeautyafrika.com](http://www.egybeautyafrika.com)

OPENING DAY 25 APRIL: FROM 12 PM TILL 8 PM  
26 - 27 APRIL: FROM 11 AM TILL 8 PM

الافتتاح 25 إبريل: من 12 ظهراً حتى 8 مساءً  
26 - 27 إبريل : من 11 صباحاً حتى 8 مساءً

- 25 & 26 April for trade visitors only.
- 27 April open for the general public.
- Direct buying and selling is not permitted.
- Under 21 are not permitted to enter the Exhibition.

- يوم 25 & 26 إبريل للزوار التجاريين فقط.
- يوم 27 إبريل للجمهور العام.
- البيع والشراء المباشر غير مسموح.
- غير مسموح بدخول المعرض للأطفال أو لمن هم أقل من 21 عام.

# LETTER FROM THE ORGANIZER

Welcome to Egy Beauty Africa 2026

On behalf of Universal Exhibition and Conferences, it is my great honor to welcome all exhibitors and visitors to the 7th Edition of Egy Beauty Africa, alongside Egy Perfumes Africa and Det Chem Africa.

Over seven years, we have worked diligently to create a dynamic platform that brings together leading manufacturers, innovators, and industry experts under one roof.

It is deeply rewarding to witness how Egy Beauty Africa has evolved into a landmark event, recognized across Egypt, the African continent and the world for its influence and reach.

The exhibition has consistently shown significant growth in both exhibitor and visitor participation, a trend that continues to inspire us to expand our impact and reinforce Egypt's position as a central hub for the beauty, personal care, and chemical industries in Africa.

Egy Beauty Africa 2026 will be hosted once again at the Egypt International Exhibition Center (EIEC) in New Cairo, covering an impressive 20,000 sqm of exhibition space, in presence of over 300 top-notch exhibitors, introducing the latest innovations and trends in the industry.

This year, we are expecting record visitor turnout, making the event an even more valuable platform for networking, knowledge exchange, and business growth.

For the first time, Egy Beauty Africa 2026 will feature two landmark conferences: A conference dedicated to Cosmeceuticals, looking forward to bridging science and market applications in skincare and beauty, and a Detergents Export Conference, focusing on strategies and opportunities for exporting detergents and chemicals to Africa.

Additionally, the Det Chem Museum Competition will return this year, celebrating creativity and craftsmanship in the fragrance industry.

Such events will provide unmatched professional insights and opportunities for industry stakeholders to connect, learn, and expand their businesses.

We sincerely appreciate the trust and loyalty of our valued exhibitors, who are our true partners in success. Likewise, we are committed to exceeding the expectations of our visitors by delivering an exceptional and highly professional experience that meets all their business needs.

As we continue this journey of growth and innovation, we welcome you again in Egy Beauty Africa 2026, where opportunities, insights, and connections come together to shape the future of the industry.



*Ashraf Emam*  
Exhibition Managing Director

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# GENERAL INFORMATION

## Admission

Admission to Egy Beauty Africa is restricted to professional trade visitors only. Children under the age of 16 are not permitted to enter the exhibition. Admission is free of charge to professional trade visitors who have registered online or produce valid business card when registering onsite.

## Opening Hours

Saturday 25th April 2026 12 PM - 9 PM  
Sunday 26th April 2026 11 PM - 9 PM  
Monday 27th April 2026 11 PM - 9 PM

## Car Parking

Ample car parking spaces are available adjacent to the venue.

## Catering

Catering points offering a selection of hot and cold meals, drinks and light refreshments are located throughout the venue.

## Disabled Access

All exhibition halls, meeting rooms and public areas are accessible by wheelchair. Toilets with disabled access are available throughout the venue.

## First Aid

For medical attention, please report to the organizer's office located beside registration desk.

## Organizer's Office

The organizer's office is located beside registration desk.

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# GENERAL INFORMATION

## Prayer Rooms

Male and female prayer rooms with washing facilities are located on Plaza 1 between hall 1 and hall 2.

## Press Office

The press office is located next to Organizer's Office.

## Prohibitions

The organizer reserves the right to refuse admission or to order the expulsion of any person whose conduct, in their opinion, renders this course of action necessary. Canvassing for orders by unauthorized person is prohibited and will necessitate expulsion. No handbills or placards may be affixed to any part of the building or site area. No material, printed or otherwise, may be distributed in any part of the site without the express permission of the organizer.

## Smoking

In accordance with the law, smoking is prohibited throughout the venue.

## Toilets

Ladies and gent's toilets are located throughout the venue and can be accessed from the mezzanine level and the foyer of hall.

## Disclaimer

Details published in this guide are based on information supplied by exhibitors. The organizer can accept no responsibility for inaccurate or misleading information, although every effort has been made to ensure that information is accurate at the time of printing. The catalogue and all the data contained within it is the sole property of Universal Trade Fairs and may not be copied or used for any purpose without the express permission of Universal Trade Fairs.

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# REASONS TO ATTEND



## The biggest beauty platform in Africa

Be part of the largest exhibition for cosmetics, haircare, perfumes, and beauty industries in Egypt & Africa.



## Meet global brands & exhibitors

Connect with 350+ exhibitors from 28+ countries showcasing the latest products and technologies.



## Powerful networking opportunities

Meet distributors, wholesalers, salon owners, and decision-makers—all in one place.



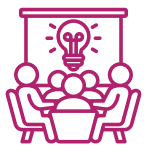
## Real business opportunities

Join thousands of pre-arranged B2B meetings and discover partnerships that drive real deals.



## Discover the latest trends & innovations

Explore cutting-edge beauty solutions, from skincare and haircare to cosmeceuticals and packaging.



## Learn from industry experts

Attend workshops, conferences, and live demos led by top professionals in the Beauty, Chemicals, and Perfumes industry.



## Access African & Middle East markets

Position your brand in one of the fastest-growing beauty markets globally.



## Meet qualified buyers from across Africa

Engage with hosted buyers and expand your reach beyond local markets.

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# WHO WILL YOU MEET



**Global & regional beauty brands**



**Distributors & wholesalers**



**Importers & exporters**



**Retailers & beauty shop owners**



**Salon owners & beauty professionals**



**Dermatologists & cosmetologists**



**Industry experts & trainers**



**Hosted buyers from across Africa**



**Investors & decision-makers**

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# EGY BEAUTY AFRICA IN NUMBERS

**+350  
EXHIBITORS**

**28  
EXHIBITORS  
COUNTRIES**

**6  
PAVILIONS**

**+25,000  
VISITORS**

**55  
VISITORS  
COUNTRIES**

**1 - 2  
HALLS**

## COUNTRY PAVILIONS



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# EXHIBITORS FLOORPLAN



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# EXHIBITORS LIST

COMPANY	COUNTRY	Product GROUP	HALL
Fragrance Science	Spain	Fragrance & Perfumes	2
IBERCHEM	Spain	Fragrance	2
HG Concentrate	France	Fragrance	2
Technico Flor	France	Fragrance	2
TOURNAIRE SAS	France	Packaging flavor and fragrances	2
Vitalfarco Hair Cosmetics	Italy	Hair Cosmetics	1
ARTFACE CO LTD	Republic of Korea	Cosmetics Goods	1
BRYZE CO., LTD	Republic of Korea	Hair Care, Skin Care	1
Bstarlit Co.,Ltd.	Republic of Korea	Skin Care, Make up, Body Care	1
DONGDONGGURIMOO Co.,Ltd	Republic of Korea	Skin Care	1
Enhance B Co., Ltd.	Republic of Korea	Skin Care	1
FRMADCOS CO., LTD	Republic of Korea	Hair Care, Skin Care	1
G-Med Co., Ltd.	Republic of Korea	Skin Care	1
JD T&T	Republic of Korea		1
JOYLIFE Co., Ltd.	Republic of Korea	Skin Care	1
knok by Kmonds	Republic of Korea	K-Beauty	1
MR INNOVATION CO., LTD	Republic of Korea		1
REWIND LAB	Republic of Korea	Skin Care, UV Products, Beauty Devices	1
SOOANATURAL CO.,LTD.	Republic of Korea	Skin Care	1
VALEN LIFE	Republic of Korea	Cosmetics - Skin&Body Care Products	1
WHAIN GLOBAL LAB Co.,Ltd	Republic of Korea	hair care, body care, and skincare	1
EVANS (HANGZHOU) CHEMICAL TECHNOLOGIES CO.,LTD	China	Chemicals and raw materials	1
GUANGZHOU AILUSI MACHINERY CO.,LTD.	China	Cosmetics production equipment	1
GUANGZHOU AMY PLASTIC TUBE CO.,LTD	China		1
GUANGZHOU JIAZEKAI PACKING PRODUCTS CO.,LTD	China	Cosmetics Packaging	1
GUANGZHOSHUI CHENFENG INTERNATIONAL HAIR CARE TOOLS CO.,LIMITED	China	Hair care products	1
GUANGZHOU SHANGYE HEALTH TECHNOLOGY CO., LTD.	China	Beauty tools & cosmetics	1
GUANGZHOU UNIT FRAGRANCE TRADING CO., LTD.	China	Chemicals & Raw Materials Perfumes & Fragrances	1
GUANGZHOU XINGUOHUA PACKAGING PRODUCTS CO.,LTD.	China	Cosmetics Packaging	1
GUANGZHOU YETO MACHINERY CO., LTD	China	Cosmetics Packaging	1
HAIFENG PACKAGING CO., LTD.	China	Cosmetics Packaging	1
HANGZHOU JARSIN CHEMICAL TECHNOLOGY CO., LTD.	China	Chemicals and raw materials	1
HUNAN RESUN AUWAY INDUSTRIAL CO.,LTD.	China	Chemicals and raw materials	1
NINGBO GAOZI MEI DAILY PRODUCTS CO., LTD.	China	Beauty equipment	1
NINGBO HAN-YUM IMPORT & EXPORT CO., LTD	China	Cosmetics Packaging	1
NINGBO YONGXIANG PLASTICS INDUSTRY CO.,LTD	China	Cosmetics Packaging	1
QINGDAO SEVYN HAIR PRODUCTS CO.,LTD	China	Hair Products	1
QNTAS SCIENCE AND TECHNOLOGY LTD.	China	Cosmetics Packaging	1
SHANG HAI BUAN TRADING CO.,LTD.	China	Chemicals and raw materials	1
SHENZHEN NEW GAIN IMPORT & EXPORT LTD	China	Hair care products	1
SMANA (GUANGDONG) INTELLIGENT BIOTECHNOLOGY CO.,LTD	China	Cosmetics & Skin Care Products	1
SUZHOU VANKY LUXPACKAGING CO.,LTD.	China	Cosmetics Packaging	1
XUZHOU LIVLONG GLASS PRODUCTS CO., LTD.	China	Cosmetics Packaging-Perfume Packaging	1
YIWU CITY GEMEI ELECTRIC APPLIANCE CO.,LTD	China		1
YIWU WETELL IMPORT AND EXPORT CO.,LTD	China	Personal care products	1
YIWU XICHENG PLASTIC INDUSTRY CO., LTD	China	Cosmetics Packaging	1
YUYAO YUNTIAN SPRAYER FACTORY	China		1
ZHEJIANG MILA PLASTIC INDUSTRY CO., LTD	China	Cosmetics Packaging	1
ZHUJI CITY XIANGYI NEW MATERIAL CO., LTD.	China	Cosmetics Packaging	1
EPSTOM EGYPT FOR CHEMICAL TRADING	Egypt	Detergent & Chemicals	2
Arcadia Fragrance & Flavour	Turkey	Fragrance	2
ATAMAN KIMYA A.S	Turkey	Chemicals	2
Beauty Eurasia	Turkey	Exhibition	1
EDH FRAGRANCES & FLAVORS	Turkey	Fragrances & Flavors	2
ELSO FLAVOR & FRAGRANCE	Turkey	Fragrance	2
Flora Fragrance	Turkey	Fragrance	2
LA REİNE ESANS VE AROMA SANAYİ TİCARET ANONİM ŞİRKETİ	Turkey	Fragrance	2

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# EXHIBITORS LIST

COMPANY	COUNTRY	Product GROUP	HALL
Seluz Fragrance & Flavor Company	Turkey	Fragrance	2
AL-CAN EXPORTS PRIVATE LTD	India	Packaging	2
ARJUN BEESWAX INDUSTRIES (INDO HERBS)	India	Cosmetics - Raw Materials - Manufacturers	1
IMPERIAL FRAGRANCES & FLAVOURS PVT. LTD.	India	Fragrance	2
INDO GSP CHEMICALS PRIVATE LIMITED	India	Fragrance - Raw material	2
J B FRAGRANCES & FLAVOURS PVT.LTD.	India	Fragrance	2
Pragati Glass	India	Packaging Cosmetics	2
ROSSARI BIOTECH LIMITED	India	Raw Materials	2
TAKEMOTO YOHKI INDIA PRIVATE LIMITED	India	Cosmetics, Skin Care, Haircare	1
Cosmetica Algeria	Algeria	Exhibition	1
GPH - Global Perfumes House	Algeria	Perfumes	2
Radiante De Luxe	Indonesia	Cosmetics & Skin Care	1
Olivia	Pakistan	Hair Color and Cosmetics	1
I.P.One co.,Ltd	Thailand	Home Care, Fabric Care and Personal Care	2
SIGMA DETERGENT INDUSTRIAL CO	Jordan	Detergent	2
Almas perfume	Saudi Arabia	Perfumes	2
ALREHAB PERFUMES	Saudi Arabia	Perfumes	2
Dkhoni by Dkhoon AlEmiratia	Saudi Arabia	Perfumes	2
ESBEE TRADING LLC	UAE	FMCG in Personal Care	1
GL Factory FZC	UAE	Nail Care	1
Music flower	UAE	Cosmetics	1
Studex for trading	UAE	Ear Piercing, Piercing Supplies and Fashion Ear studs.	1
Luxurious Personal Care	UK	Personal Care	1

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# EXHIBITORS LIST

COMPANY	COUNTRY	Product GROUP	HALL
2H For Trading & Supplies	Egypt	Cosmetics	1
ABS Pharma	Egypt	Skin Care	1
Adchem Egypt	Egypt	Chemicals Raw Materials	2
AFAQ For Manufacturing And Trading	Egypt		1
AKNAN	Egypt	Fragrance	2
Alexent	Egypt	Fragrance	2
Alex Gold For Perfumes and Cosmetics	Egypt	Cosmetics	1
AL Masriya Business Development	Egypt	Detergent	2
Aqua Do'r (Maison De Maa)	Egypt	Perfumes & Fragrances	2
Arab Company for Industrial Detergents High Lux	Egypt	Detergents	2
Asma Plast	Egypt	Packging	1
Avuva	Egypt	Skin Care	1
AYG		Analytical instrumentation sector	2
B&Z United	Egypt	Personal care	1
BG Pharma	Egypt	Pharma	1
Bio Soft	Egypt	Natural hair / Skin care products	1
BioTron	Egypt	laboratory equipment	2
Boshara Perfumes	Egypt	Perfumes	2
CareZone	Egypt	cosmetics and personal care	1
Chi (Farouk Systems Manufacturing, FSM)	Egypt	Hair Care Products	1
Clean and More	Egypt	Detergents	2
CRC-Cosmetics Research Center	Egypt	cosmeceutical skin treatment products	1
Delta Aromatic	Egypt	Fragrances	2
Demo Pack for Printing	Egypt	Packging	1
Dermacy Labs	Egypt	Pharma	1
Dermaelle	Egypt	Pharma	1
Diwan Fragrances	Egypt	Perfume	2
Dizurde	Egypt	Skin Care	1
Dodge Cosmetics	Egypt	Cosmetics	1
Dr. Jo scientific office	Egypt	Hair Care	1
Dunia Plast	Egypt	Packging	1
Egesco for Soap and Personal Care Products	Egypt	Soap and Personal Care Products	2
EgyCotton for cotton Products	Egypt	Cotton products	1
Elbana for cosmetics packages	Egypt	Packging	1
El Mahrousa Packging	Egypt	Packging	1
El Mahrousa Plast	Egypt	Packging	1
El Nile Company For Oil And Detergents	Egypt	Detergents	2
El Sharkasy (Golden Man)	Egypt	Perfume	2
EMAC	Egypt	Chemicals	2
EOS	Egypt		1
Essences et Parfums Egypt	Egypt	Fragrance	2
First Plast	Egypt	Packging	1
Fresh Pharma	Egypt	Personal care	1
Fridal	Egypt	Fragrances & Personal Care Products	2
General Aromatic	Egypt	Perfumes	2
Global Industries Guide	Egypt		1
Go Grean MANUFACTURE OF PERSONAL AND HOME CARE PRODUCTS	Egypt	Detergent	2
Harraz for Food Industry and Natural Products	Egypt	Natural Products	1
Hiet	Egypt	Personal care	1
iCare Pack for Manufacturing Plastic Bottles	Egypt	Packging	1
IDA	Egypt		1
In Source	Egypt		1
Integrated Cosmetic Industries-ICI	Egypt	Cosmetics	1
kaline	Egypt	Spray & Cosmetics	1
Kamena Products Corporation	Egypt	Fragrances & Personal Care	1
Kandeel Industry and Trade	Egypt	Cosmetics Industry and Trade	1
KMT Pharma	Egypt	Pharma	1
Korea Shop ABC	Egypt	Cosmetics & Skin Care	1
KREDE PLAST	Egypt	Packging	1
LORD For Trade and Industry	Egypt	Grooming products	1
Mab Chemical	Egypt	Detergent	2
Madar Group Egypt	Egypt	Chemicals	2
Madxia Pharmaceuticals	Egypt	Skin / Hair Care	1
MAM76	Egypt	Hair Care	1
MarGold (Sky Limited)	Egypt		1
MASTER PET for Industrial Investment	Egypt	Packging	1

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# EXHIBITORS LIST

COMPANY	COUNTRY	Product GROUP	HALL
Memwa	Egypt	personal care, home fragrance, fine fragrance	1
Merge packaging	Egypt	Packging	1
Metaweh Plast	Egypt	Packging	1
Mood	Egypt	Hair care & Skin Care Products ,body splash	1
NASM Pharma	Egypt	Skin Care	1
Nawah Scientific	Egypt		1
Nikim Special Chemicals	Egypt	Skin care	1
Novastarling	Egypt		1
NOVATRA GENERAL TRADING L.L.C	Egypt	Cosmetics	1
NR essentials.	Egypt		1
Nunya Secrets	Egypt	Skin care / Hair Care	1
Ocean Fragrance	Egypt	Fragrance	2
Oleo Misr	Egypt	Chemical	2
Ovanza for Manufacturing & Trading Cosmetics	Egypt	Cosmetics	1
Pack pro for plastics	Egypt	Packging	1
Prima Pens & Packagng	Egypt	Packging	1
Pumplast Industries	Egypt	Packging	1
Qmaizen Quality Consultancy	Egypt	Service	1
Queen Natural for natural oils & herbs	Egypt	Natural Oil	1
Redachem Egypt	Egypt	Chemicals	2
Romessence Parfums	Egypt	Fragrance	2
RoseMary Paris	Egypt	Perfumes	2
Roxa	Egypt	Laser Machine	1
Sclinic		Cosmetic Clinic	1
Selina Edible Oil	Egypt	Oily Soap	1
Semak (Brand for pharmaceuticals Industries)	Egypt	Cosmetics	1
SFA	Egypt	Fragrance	2
Silk Route	Egypt	Cosmetics & Personal Care	1
Smartec	Egypt	Pharma	1
Smart entrepot	Egypt	Skin care	2
SWISS EGYPTIAN CO.(SESIK)	Egypt	Oral and personal care products	1
Target for Chemicals Industry & Trade	Egypt	Chemicals	2
Traderea	Egypt	Service	1
Turath	Egypt	Pharmaceuticals	1
United Egyptian Company for Oil and Soap Industry	Egypt	soap & Oil	2
United for kitchen sponge and home care	Egypt	Home Care	2
Vegas Perfume,Cosmetics & Incense	Egypt	Incense, Perfumes & Cocmetics	2
Venus chemicals group	Egypt	Chemicals	2
Vini Egypt Limited	Egypt	Spray	1
Viochem For Trading And Industry	Egypt	Chemicals	2
Virgen Plast Pet	Egypt	Packging	1
Willy Group	Egypt	Chemicals	1

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# DET-CHEM CONFERENCE

The EGY Beauty Africa - DetChem Africa 2026 Conference is a leading regional event for the detergents, chemicals, cosmetics, and fragrance industries, the conference brings together industry leaders, experts, and decision-makers to explore the latest trends, technologies, and export opportunities across African and regional markets. It offers a valuable platform for networking, knowledge exchange, and business growth.

## SPEAKERS



**Dr. Mohammed Farid**  
Minister of Investment and Foreign Trade



**Eng. Ashraf Emam**  
CEO of Universal Exhibition, Organizer of EGY Beauty Africa



**Dr. Eng. Sherif El-Gabaly**  
Chairman of the Chemicals and Detergents Division at the Federation of Egyptian Industries



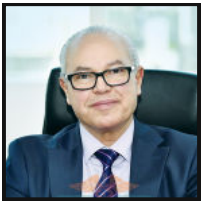
**Major General Essam El-Naggar**  
Chairman of the General Organization for Export and Import Control



**Dr. Abdulaziz El Sherif**  
Minister Plenipotentiary Head of the Egyptian (Commercial) Commercial Service



**Dr. Mohye Hafez**  
Chairman of the Export Council for Medical Industries



**Dr. Gamal Ellaithy**  
Chairman of the Chamber of Pharmaceutical Industries, Cosmetics, and Medical Supplies



**Dr. Maged George**  
Head of the Cosmetics Division at the Chamber of Pharmaceutical Industries



**Mr. Omar Abdelrahim**  
CEO of Delta Aromatic



**Eng. Tarek Abou Bakr**  
CEO of Fridal Fragrances



**Eng. Sameh Sabry**  
Supply Chain Director at Unilever Mashreq - Middle East & North Africa



**Dr. Gamal Abdulaziz**  
General Manager at Arma Group HQ



**Mr. Mohammed Ghanem**  
Conference Moderator



**Mr. Osama Ali**  
CEO of Alexent



**أ.د. قرني عبدالله خليل**  
مدير مركز الأبحاث وتطوير الصناعات الصيدية والكيمائية - المركز القومي للبحوث فرع 6 أكتوبر



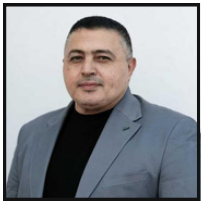
**Eng. Ahmed Abaza**  
CEO of Target for Chemicals



**Eng. Moataz El-Dsouki**  
Regional Manager at Reda Chem Company



**Mrs. Dalia Ghamrawi**  
Sales Director of Fragrances for North Africa and the Levant at Givaudan



**Mr. Mohamed Awad**  
CEO of Boshara



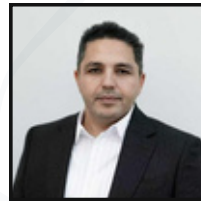
**Mr. Ahmed Sameer**  
Fragrance Expert



**Mr. Ahmed El-Sawi**  
Fragrance Expert



**Dr. Mahmoud El-Nagdy**  
Fragrance Expert



**Mr. Waleed Awad**  
CEO of Boshara



**Mr. Ahmed Fatouh**  
CEO of Chemix Lab

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# COSMECUTICALS SUMMIT 2026

The Cosmeceuticals Summit, held alongside EGY Beauty Africa 2026, brings together pharmacists, dermatologists, investors, and brand owners to explore the latest innovations and trends in cosmeceuticals.

It offers expert insights, valuable networking opportunities, and a platform to discover new partnerships and business growth opportunities across the Egyptian and African markets.

## SPEAKERS



**Dr. Wael Saudi**  
Prof. of dermatology - consultant of dermatology & aesthetics



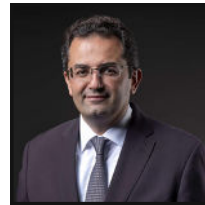
**Dr. Amr Osman**  
Co-Founder of Turath Pharma



**Dr. Mahmoud Farrag**  
Co-Founder | GM Parkville Pharmaceuticals



**Dr. Ahmed Abouelenin**  
Co-Founder & CEO of Pharma Zad Group



**Mr. Omar El-Shenety**  
Managing Partner at Zilla Capital



**Dr. Menna Khaled**  
Co-Founder the Q Clinic | Content Creator



**Dr. Nancy Adib**  
Master of Dermatology & Aesthetics



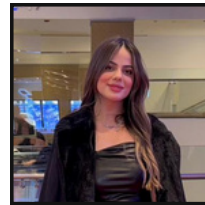
**Mona Abouelsoud**  
TV Presenter



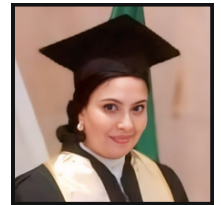
**Dr. Haidy Adel**  
Commercial Manager | Marketing Expert In El-Ezaby



**Dr. Hamdy Shaaban**  
CEO&Founder | Vivant Cosmeceutical Manufacturing



**Passant Adly**  
Brand Ambassador of | Turath Pharmaceuticals



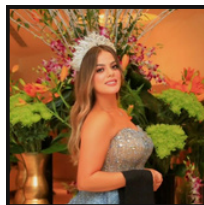
**Dr. Nermeen Abdelnaser**  
CEO Nasm Pharma



**Dr. Mohamed Yousry**  
Regional Business mentor - Mena Region AI & Pharmaceutical Digital Transformation Expert



**Dr. Mahmoud Bahgat**  
Marketing Consultant & Founder of the Private Label Club & Founder of European Business Services Company



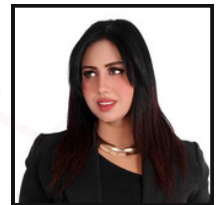
**Passant Adly**  
Content Creator | Miss Arab World 2023



**Mr. Begad Mohamed**  
Cosmetics Lab Head, Nawah Scientifics



**Mr. Ahmed Elawady**  
Marketing Manager, Nawah Scientific



**Dr. Farah Alaa**  
Egy Beauty Africa Cosmeceuticals Summit Coordinator | TV Presenter

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# CHI HAIR STAGE SHOW



The CHI Hair Stage Show returns to EGY Beauty Africa 2026, bringing an exceptional live experience that blends creativity, education, and innovation in the world of hair styling.

Across 3 dynamic days, CHI experts will take the stage to deliver live demonstrations showcasing the latest techniques in hair care, cutting, coloring, and professional styling — all in an interactive, high-energy environment.

## THE SCHEDULE

Time	Day 1 (25 April)	Day 2 (26 April)	Day 3 (27 April)
<b>From 12:00 To 12:45</b>	<b>Official Opening: Welcome Speech and Vision for Innovation</b>	<b>CHI Enviro Technique: Formulation Science and Eco-Friendly Solutions (Trainer Mohamed)</b>	<b>Modern Cutting Techniques: Contemporary Salon Haircuts (Trainer Tarek)</b>
<b>From 1:00 To 1:45</b>	<b>Chi Color Master Basics: Color Theory and Formulation (Trainer Fady)</b>	<b>Gray Coverage (COLOR MASTER): Advanced Techniques and Correction (Trainers Fady &amp; Ahmed)</b>	<b>Deep Dive into CHI Enviro Colors: Application Methods and Benefits (Trainer Ahmed)</b>
<b>From 2:00 To 2:45</b>	<b>Precision Cutting Techniques: Enhancing Modern Coloring Services (Trainer Amal)</b>	<b>Modern Highlighting Techniques: Creative Placement and Contemporary Dimension (Trainer Razmig)</b>	<b>Professional COLOR MASTER: Balayage, Toning, and Color Correction (Trainer Fady)</b>
<b>From 3:00 To 3:45</b>	<b>Updo Hairstyles: Bridal and Special Occasion Styling (Trainer Razmig)</b>	<b>Professional Haircut Shapes: Fashion-Driven Techniques (Trainer Doaa)</b>	<b>Professional Talk: Latest Global Hair Trends (Special Guest)</b>
<b>From 4:00 To 4:45</b>	<b>Live Show: Coloring and Balayage Techniques (Tarek &amp; Mohamed)</b>	<b>Live Show: Creative Haircut Transformations (Razmig &amp; Tarek)</b>	<b>Live Show: Runway Styling Looks (Razmig &amp; Ahmed)</b>
<b>From 5:00 To 5:45</b>	<b>FANTASIA Show: Creative Up-Do Hairstyles (Anna &amp; Martha)</b>	<b>Editorial-Style Up-Do Show (Anna &amp; Martha, with Fady)</b>	<b>Innovative Modern Up-Do Hairstyles (Anna &amp; Martha)</b>

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# CHI CERTIFIED EXPERTS



**ANNA CANTU**  
USA



**FADI MEHANNA**  
LEBANON



**RAZMIG AYVAZIAN**  
LEBANON



**TAREK GERGES**  
LEBANON



**AHMED ZAKARIA**  
EGYPT



**MOHAMED ELMASAREI**  
EGYPT



**DOAA BADR**  
EGYPT



**AMAL ABDEL-RABBO**  
EGYPT



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# PERFUMES WORKSHOP

The Perfume Workshop at Egy Beauty Africa is one of the specialized experiences in the fragrance industry across Egypt and Africa. It offers both educational and hands-on insights into the fundamentals of perfume creation, blending techniques, and the latest market trends.

Held under the exclusive sponsorship of "Perfume Exchange," the workshop combines practical knowledge with professional expertise, making it a distinctive platform for gaining deeper understanding of the art and science of perfumery.

## SPEAKERS



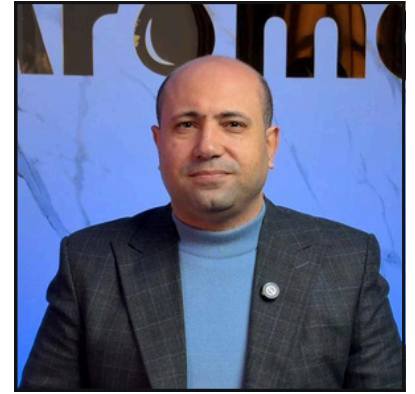
**Dr. Mohamed Tharwat**

Founder & owner of Perfumery Dr. M  
Tharwat – Fragrance Design &  
Manufacturing Company



**Dr. ElBasyouni Abdullah**

Pharmacist specialized in natural  
cosmetic formulations and essential  
oils  
Founder and Owner of BM Aroma



**Mr. Mosaad Hassan**

Owner of the Perfume Makers  
Academy in Cairo  
For education and training in  
perfume design and manufacturing

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PERFUMS



## EGY PERFUMES AFRICA SPONSORS



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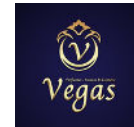


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DKHONI

**الرحاب للمطور**  
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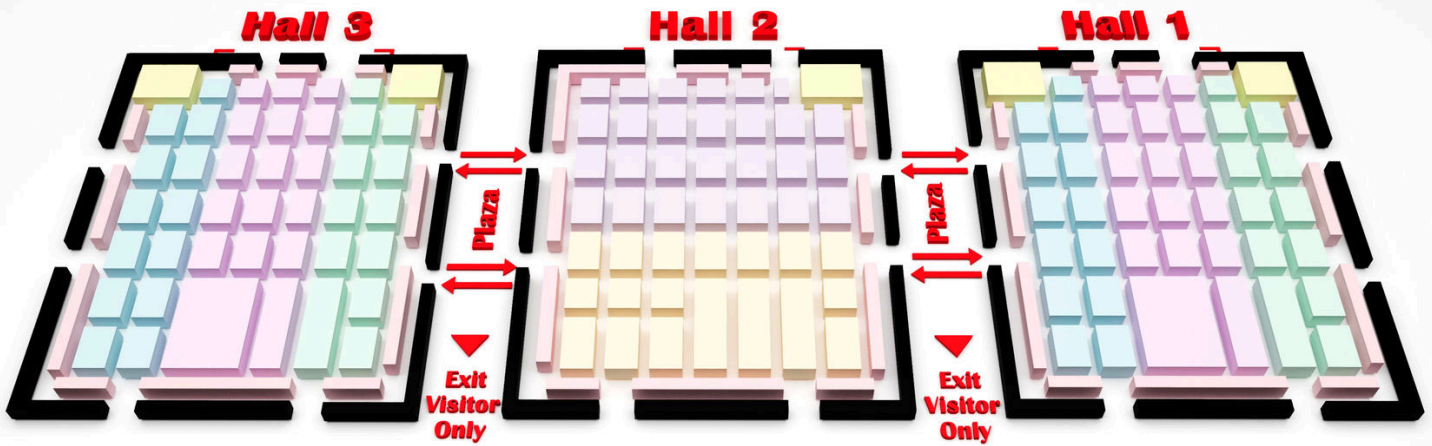


# NEXT YEAR EDITION

## 24 - 26 April 2027

Egypt International Exhibition Center - New Cairo

مركز مصر للمعارض الدولية - التجمع الخامس



Venue map			
Cosmetic & Skin Care Products & Hair Care Product	Hair Stage Show & Nail Competition Area	Fragrances	Machinery
Cosmeceutical Cosmetics	International Countries Pavilion	Perfumes	Area B2B Area
Beauty Professional	Packaging	Chemicals Raw Materials & Detergents	Workshops Area

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**EGYPT INTERNATIONAL EXHIBITIONS CENTER - NEW CAIRO  
EIEC HALL (1) & HALL (2) & HALL (3)**

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