



## INTERNATIONAL EXHIBITION

Kenya's prime International event for the entire beauty & cosmetics industry.

**15 - 17 MAY 2026**

Sarit Expo Centre, Nairobi

### The main sectors of the exhibition:

**Beauty & Cosmetics:** Personal Care, Skin Care, Color Cosmetics & Makeup accessories, Fragrance, OEM & Raw materials, Ingredients, Machinery & Packaging equipment.

**Hair Products & Equipment:** Hair cosmetic products, Tools of the trade, Cosmetics for hairdressers, Wigs and hair-pieces, Decorative & Promotional aids, Wellness products for hairdressers, Hair Care Equipments, Training institutes for hair.

**Wellness & Spa:** Spa Products, Spa Equipment & Accessory Suppliers, Pool Spa Suppliers, O.E.M's, Aesthetic, Fitness & Wellness Services, Spa Education Centers / Spa Schools, Spa & Well-Being Book Sellers, Architects & Interior Designers, Certified Natural & Organic Spa Product Suppliers

**Fitness:** Indoors & Outdoors fitness equipment, Commercial & Home fitness equipment, Sportswear, Footwear & ACC, GYM facilities.

**Health and Pharmaceutical:** Pharmaceutical Machinery, Biological Engineering, Biopharmaceuticals, Pharmaceutical Water Treatment Equipment, Cleaning Technology & Eq, Process Technology & Control System, Packaging Machinery.

### The Event:

Beauty Kenya is the prime international Beauty & Cosmetics trade event in the region attracting visitors from 10 African countries. Exhibitors from 18 countries have already confirmed participation at the exhibition.

The exhibition is organized by Grow Exhibitions, the largest trade exhibitions organizer in Africa that hosts 14 trade events in 11 African countries annually.

### Why Kenya?

- ⇒ Kenya is the gateway to the entire East & the Central African region having one of the busiest ports, Mombasa
- ⇒ Imports rose by 14.5 per cent in 2024.
- ⇒ The Port of Mombasa recorded a growth of 11.7 per cent in total cargo throughput handled from 22.3 million tonnes in 2023 to 24.9 million tonnes in 2024.
- ⇒ Total air passenger and cargo traffic handled at the airports rose by 7.9 and 6.8 per cent, respectively in 2024
- ⇒ The country's Gross Domestic Product (GDP) is estimated to have expanded by 5.3 per cent in 2024
- ⇒ The Performance of the Kenya Shilling was quite stable against major currencies in Africa ( 1 USD = 129 Kenya Shillings, Jan 2025 )

#### **General & Market Information:**

With a population of 44 million, Kenya is the land of contrasts, as it is described, covers an area of 583,000 sq.Km which is roughly the size of France. Kenya is believed to be the perfect combination of modern and natural beauty. Known worldwide for its wildlife and safari destination, it also boasts of the mighty Mount Kenya, several savannahs, lakes and beaches, excellent climate & hospitable people. Kenya shares borders with five nations, which are Tanzania (769Km), Uganda (933Km), Sudan (232Km), Ethiopia (830Km) and Somalia (682 Km). Kenya's biggest investment is mainly in the agricultural sector where most of its exports come from. Kenya's major trading business partners are Britain, Germany, France, USA, Japan, United Arab Emirates, Saudi Arabia, Uganda and India.

#### **The Exhibition Venue:**

The exhibition will be held at Sarit Expo Centre, westlands, the perfect venue for hosting International trade exhibitions in Nairobi. It is situated in the central business district of Nairobi. The exhibitions attract trade visitors from all the sectors of Kenya and the neighbouring countries such as Uganda, Somalia, Tanzania and Ethiopia. It offers high standard facilities, equipment & services. The exhibition centre also offers round the clock security, press & media rooms, information centre, Toilets & lavatories, warehouse and restaurants.

#### **Participating Countries:**

Participating countries are Belgium, Canada, China, Columbia, Denmark, France, Germany, Hong Kong, India, Italy, Kenya, Malaysia, Pakistan, Saudi Arabia, South Africa, Tanzania, Thailand & UAE.

#### **Summary of Last Exhibition:**

The exhibition was attended by exhibitors from 18 countries. The exhibitor survey indicated prospective and confirmed business transactions worth US\$ 24 million approximately while 6,600 business / trade visitors were estimated to have visited the exhibition.

#### **Statistics of Previous Event:**

⇒ FOREIGN EXHIBITORS	85 %
⇒ KENYA EXHIBITORS	15 %
⇒ FOREIGN VISITORS	14 %
⇒ KENYAN VISITORS	86 %
⇒ TRADE VISITORS	72 %
⇒ GENERAL VISITORS	28 %

#### **Advertising & Sponsorship:**

Several Options are available for exhibitors/non exhibitors to promote their products by:

1. Advertising in the Exhibition Guide
2. Advertising on Invitations, Event Bags, Banners
3. Advertising In Newspaper, Radio & TV advertisements

#### **Exhibition Days & Timings:**

**15 - 17 MAY 2026 ( 3 DAYS )**

10 AM - 01 PM Trade Visitors & Invitees Only  
02 PM - 06 PM Trade & General Visitors

#### **Accommodation:**

Nairobi offers both economical and luxury hotels, apartments. Major International chain of hotels includes names such as Stanely, Intercon, Hilton, Serena, etc. The organiser's provide special tailor-made packages including accommodation, transportation etc on request.

#### **Visa Application Procedure:**

Available at the airport on arrival for most nationalities. The organiser can assist in processing of entry visas for all the exhibitors and trade visitors, particularly of nationalities whose countries high commission are not present in Kenya. The following nationalities are advised to contact the organiser, for visa application at least ONE MONTH prior to the exhibition – AFGHANISTAN, IRAQ, SRI LANKA, BANGLADESH, PALESTINE, SUDAN, SOMALIA, NIGERIA, LEBANON, ETHIOPIA ETC.