

معرض الشرق الأوسط للعطور

**MEFEX**

MIDDLE EAST FRAGRANCE EXPO

DUBAI 2023

A FRAGRANT WORLD CONNECTING PEOPLE



23<sup>rd</sup> - 29<sup>th</sup> JANUARY 2023

بالتعاون مع  
IN COLLABORATION WITH

**DUBAI  
SHOPPING  
FESTIVAL**



مهرجان  
دبي  
للتسوق

تنظيم  
Organized By



المروج للمعارض والمؤتمرات  
ALMURUJ EXHIBITIONS & CONFERENCES

# EVENT BRIEF



The Middle East Fragrance Expo (MEFEX) is one of the largest dedicated exhibitions in the fragrance industry. MEFEX (Dubai Edition) brings together local and international fragrance manufacturers and distributors

A perfect platform to network with trade professionals and fragrance aficionados. MEFEX showcases well-known and up-and-coming brands to end-consumers. It is the global stage for fragrance creativity, ingredients, technology, and business.

The unique 7 days B2B and B2C exhibition convene fragrance industry professionals, suppliers, brand marketers, influencers, and end consumers all under one roof.

# MEFEX PARTNERS

بالتعاون مع  
IN COLLABORATION WITH



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## INDUSTRY PARTNER



## MEDIA PARTNER



## HEALTHY PARTNER



# EXHIBITOR PROFILE



**French, Luxury and Niche Fragrances**



**Fragrance Designers**



**Private Label Perfume Manufacturing**



**Home Fragrances**



**Packaging Companies**



**Equipment & Material Suppliers**



**Distributors**



**Fragrance and Perfume Associations**









# FRAGRANCE FAMILIES





# WHY PARTICIPATE?

-  1 Build Brand Awareness
-  2 Demonstrate and Sell Products to New Customers
-  3 Network with Fragrance Industry Professionals
-  4 Strengthen Business Relationships
-  5 B2B and B2C forum where you can actually “SELL” to your targeted customers
-  6 Connect with Buyers of ingredients, fragrances and more



**Dubai Market is ranked as the largest and most important perfume market in the region**

**AED 920 Million**  
Dubai Perfumes Exports

**AED 2.91 Billion**  
Re-exports of Perfume from  
Dubai

**AED 3 Billion**  
of Dubai Perfume Imports

**AED 6.85 Billion**  
Dubai Foreign Trade Value of  
Perfumes

**25.371**  
New investors in the Perfume  
Market

**USD 1.6 Billion**  
Revenue Forecast  
in 2030

**AED 2.2 Billion**  
Spent by UAE Consumers

**6.6% CAGR**  
Growth Rate

# VISITORS PROFILE







## WHAT IS EXPECTED IN MEFEX 2023?

-  Variety of fragrances showcased
  -  Workshops and trainings
  -  Brand launching
  -  Raw material suppliers
  -  10,000+ Visitors
  -  70+ Exhibitors
- 

LET'S TALK



المروج للمعارض والمؤتمرات  
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FOR ANY QUESTIONS AND INQUIRIES:

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