

أكتوبر 04 - 13 October

مركز اكسبو الشارقة Expo Centre Sharjah





Supported by:



### POST SHOW REPORT | LAUNCH EDITION 2023



معرض الإمارات عرض الإمارات عود 19 يوكور 29 Emirates Perfumes and Oud Exhibition

Emirates Perfumes and Oud exhibition enchants visitors with fragrances of the Arab region & the world

During the 9 day event, Expo Centre Sharjah was transformed into a paradise for those who love perfumes, offering a delightful experience for their senses.

Inaugurated By:

H. E. Abdalla Sultan Al Owais
Chairman
Sharjah Chamber of Commerce & Industry
and Expo Centre Sharjah

## A Quick Snapshot

Brands

500 +

local, regional, and global brands, elite experts, innovators, and young entrepreneurs Exhibition Space 4,0000 sqm

"Histoire du Parfum"
(Perfume Museum)

Footfall

20,000+
(Perfume lovers, scent experts, VIP Buyers, Press, Media & influencers)



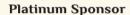
## Products On Display

- Hair Mist
- Und Oud
- Und Oil
- Perfumes
- **Scented Candles**

## **Brands On Display**

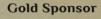
An ideal destination to launch your new products

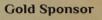






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Exclusive,
Rare And Priceless
Products Featured At
The Exhibition

- Exclusive & rare perfumes from the UK, Italy, France
- Special oud chips, nearing extinction, at a staggering price of Dhs. 100,000 per kg (total worth 10 million dirhams)
- Logs of oud valued between Dh 5,000 and Dh 50,000 per kg
- Oud oil priced at Dh 4,000 for a tiny 10 ml bottle (extracted from nearly 3 to 4 kilograms of oud wood)
- Valuable fragrances, rare ouds and ambers on display at 'Histoire du Parfum' museum
- Tiny Dh 2,000 perfume bottles

# Glimpses of the Show

















3000 VIP E-Invitations

900,000+ SMS

800,000+ Email Broadcasts

Promoted the event aggressively during our flagship Watch & Jewellery show

Social Media Reach

25 million **Impressions** 

13 million Reach

Marketing & Promotional Activities - PR & Advertising **USD 5 million** 

> Media Reach 250 Arabic coverage 110 English coverage

PR & Advertising coverage across several media types

Newspaper: 237 clippings TV: 80 clippings Radio: 35 clippings Website: 500 clippings

500 radio spots in 15 major broadcasting stations

Influencers Reach 24+ million

**Outdoor Advertising** in prominent locations around the UAE



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مركز اكسبو الشارقة | المحتوبر October | 4 - 13 October | Expo Centre Sharjah

For all your enquiries, please contact

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