



معرض الإمارات
للعطور والعود
Emirates Perfumes
and Oud Exhibition

أكتوبر 04 - 13
October

مركز اكسبو الشارقة Expo Centre Sharjah



Organized by:



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للعطور والعود
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

4,000
sqm

Exclusive Attraction

**"Histoire du
Parfum"**

(Perfume Museum)


Footfall


20,000+


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





Products On Display

 Hair Mist

 Oud

 Oud Oil

 Perfumes

 Scented Candles

Brands On Display

An ideal destination to launch your new products



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IHUNDRED





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



Marketing & Promotional Activities



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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For all your enquiries, please contact

E: epoe@expo-centre.ae | T: +971 6 5770000