



POST SHOW REPORT

معرض الإمارات للعطور والعود Emirates Perfumes and Oud Exhibition

أكتوبر 04 - 13
October

مركز اكسيو الشارقة Expo Centre Sharjah



Organised by:

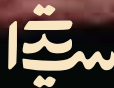


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Emirates Perfumes and Oud Exhibition



معرض الإمارات للعطور والعود



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

During the 10 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

Days
10

Brands Displayed

500 +

local, regional, and global
brands, elite experts,
innovators, and young
entrepreneurs

Exhibition
Space
8,000
sqm

Exclusive
Pavilions
**Emiratis for Ouds
and Perfumes**

**Sharjah Business
Women Council
(SBWC)**

Footfall
25,000+

Co-Located
Forum
**Emirates Perfumes
Forum**

Products On Display

Hair Mist

Oud

Oud Oil

Perfumes

Scented Candles



Showstoppers



- ❖ Exclusive & rare perfumes from the UK, Italy, France
- ❖ Perfume brand Hind Al Oud, affiliated with Mohamed Hilal Group, presented the exhibition's most expensive perfume, priced at AED 3,985 for a 50 ml bottle.
- ❖ Emirati fragrance company "Soul" made a standout debut at the exhibition, showcasing five varieties of premium oud wood, all sourced from 100% natural materials without any dyes or artificial enhancements.
- ❖ The "Sheikha" fragrance, formulated with premium Cambodian oil.
- ❖ The "Ain" perfume, which incorporates luxurious Brishetin oil alongside a selection of high-end aromatic oils.
- ❖ Omani Alrawnaq Perfume company captivated visitors with a diverse display of Omani frankincense and fragrances, alongside exclusive fragrance collections, including the "Naseem" perfume from the "Khareef Salalah" line.

A Few Glimpses Of The Exhibition



Co-Located Forum



ملتقى الإمارات للعطور
EMIRATES PERFUMES FORUM

AN EXCLUSIVE MEET WITH MASTER PERFUMERS

Toufik Jabban | Marc Daniel Heimgartner
Nathalie Feisthauer

Discussions centered on key topics:

- ▶ The future trajectory of the fragrance industry
- ▶ Advanced techniques for perfume processing, storage, and manufacturing in line with high-quality standards
- ▶ The importance of innovation in aromatic blends
- ▶ The art of seamlessly merging smoke, oils, and fragrance sprays to craft a distinct signature in the field



5 أكتوبر 2024 | برنامج الملتقى
October | FORUM AGENDA

Registration التسجيل	12:00 PM to 4:30 PM
Opening & National Anthem الافتتاح والسلام الوطني	4:30 PM
Chairman Speech كلمة رئيس مجلس الإدارة H.E. Abdullah Sultan Al Owais سعادة عبدالله سلطان العويس	4:40 PM
First Session الجلسة الأولى {Speaker متحدث} Toufik Jabban توفيق جبان {Moderator مدير الجلسة} Sinan Al Nuaimi سنان النعيمي	4:45 PM
Panel Session الجلسة الحوارية {Speaker متحدث} Marc Daniel Heimgartner مارك دانييل هايمغارتنر {Speaker متحدث} Nathalie Feisthauer ناتالي فيستهاور {Moderator مدير الجلسة} Sinan Al Nuaimi سنان النعيمي	5:15 PM
Awards التكريم	5:50 PM

Exclusive Pavilions

Emiratis for Ouds and Perfumes Pavilion:

The dedicated platform is an initiative launched by the Sharjah Chamber with the aim to foster and promote Emirati talent in the growing perfume industry.

Sharjah Business Women Council (SBWC) Pavilion:

The council promoted the Emirati perfumes industry regionally and globally, reinforcing its commitment to advancing the success of Emirati women in business.

Exhibitor Testimonials

Oudna Perfumes

This platform has simplified our access to a broad customer base.

Dukhan Al-Oud

This is our 2nd participation in the Emirates Perfumes and Oud Exhibition, and it has allowed them to showcase a collection of distinctive perfume blends.

Oud Boutique

An exceptional exhibition, showcasing a diverse range of participants and exhibitors. The second edition was even more remarkable than the first. We sincerely thank the organizers for this outstanding event, and we are certainly looking forward to participating in the third edition.

Ash Oud

We are very satisfied with our first participation in this exhibition, which exceeded our expectations due to the high visitor turnout.

Czar Perfume

The exhibition is very beautiful, comfortable, and spacious, with everyone feeling happy and joyful.

Atyab Almarshoud

The organization is outstanding, and we extend our gratitude to the Sharjah Expo Center management for organizing this exceptional event.

Twaq perfume

This is the second edition of the exhibition, with a well-organized venue and excellent service. We extend our thanks for the outstanding organization.

Raffle Draws / Contests

RAFFLE | Shop & Win

1 raffle coupon against each
purchase of Dhs. 500

iPhone 15 Pro Max

10 winners



RAFFLE | Instagram Contest

Follow – Share – Tag

#EmiratesPerfumesandOudExhibition

iPhone 15 ProMax

1 winner

Marketing & Promotional Activities



3000
VIP E-Invitations

900,000+
SMS

600,000+
Email Broadcasts

Social Media Reach

65 million
Impressions

27 million
Reach

Marketing & Promotional
Activities - PR & Advertising

USD 5 million

Media Reach

270 Arabic coverage

230 English coverage

PR & Advertising coverage
across several media types

Newspaper: **250** clippings

TV: **97** clippings

Radio: **56** clippings

Website: **800** clippings

500
radio spots in
22
major broadcasting stations

Influencers Reach
75+ million

Outdoor Advertising
in prominent locations
around the UAE

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MARK THE 2025 DATES

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للعطور والعود

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October
Expo Centre Sharjah



TO RESERVE YOUR SPOT - ENQUIRE NOW

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