

Emirates Perfumes
and Oud Exhibition



معرض الإمارات
للعطور والعود

Emirates Perfumes and Oud Exhibition

POST SHOW REPORT



Organised by:



Supported by:



Strategic Partner:



3-12 OCT
2025

Expo Centre Sharjah

www.uaeperfumeshow.ae

The Emirates Perfumes and Oud Exhibition captivated audiences with the finest fragrances of the Arab world and beyond.

For 10 remarkable days, Expo Centre Sharjah offered a curated sensory experience that highlighted the artistry, heritage, and innovation of the perfume world.

Opening Ceremony



Inaugurated by:

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





A Quick Snapshot

3rd edition | 10 days

Footfall **100,000+** visitors

Exhibition Space **8,000** sqm

Exhibitors & Brands **150+** exhibitors

500+ local, regional & global brands

Participation included elite experts, innovators, and young entrepreneurs

Key Fragrance-producing Countries:

Türkiye, China, Indonesia, Vietnam, India, Oman, Qatar, Kuwait, and Saudi Arabia



Highlights

EXTENDED HOURS

Last 4 days opened until 11:30 pm in response to strong public turnout

EXCLUSIVE PAVILION

Emiratis for Ouds and Perfumes

Sharjah Business' Women Council (SBWC):
Showcased local female-led homegrown brands including

- **Assam Oud**
- **Eman Store**
- **M3 Incense & Perfume**
- **Places Boutique**
- **Oris**
- **Lua Lua**

Products on Display

An immersive showcase of exceptional fragrance craftsmanship



Perfumes



Fragrances



Oud



Oud Oil



Scented
Candles



Hair Mist

Exclusive Finds

Tarakan
(Indonesia)



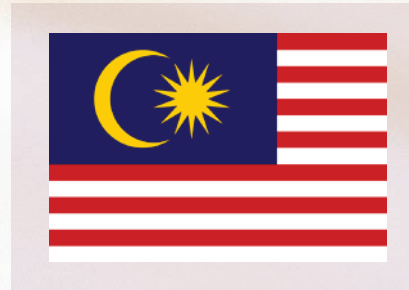
One of the world's most exclusive and rare oud chips valued at **AED 105,000 per kg**

Imphal Super
(India)



A sought-after high-grade oud priced at **AED 85,000**

Malino
(Malaysia)



Distinguished for its rich profile, offered at **AED 70,000**

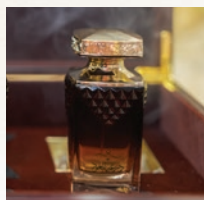
**Ouds on the
Verge of Extinction**
(Philippines)



Ultra-rare selection priced at over **AED 100,000 per kg**

2025

EVENT SNAPSHOTS



Emirates Perfumes
and Oud Exhibition

معروض الإمارات
العطور والعود



3-12 Oct



Exhibitors' Perspectives

”

We're always proud to participate at the Sharjah Expo. The event is exceptionally well-organised, with great turnout and strong support from the organizers. It's always a special experience, and we look forward to future editions.

Al Majed Oud
Sari Aljahni

”

We're a proud Kuwaiti brand, delighted to join the Sharjah Expo for the third time. The event is excellently organised with great turnout and atmosphere. We're happy to be part of it and look forward to future editions.

Mellure Perfumes
Aya

”

We're an Emirati brand, and this is our second year at the Sharjah Expo. The experience has been excellent with great visitor interest and outstanding organisation. We look forward to future editions.

Oudera
Bader Folath

”

We're an Omani brand from Salalah, and this is our second time at the Sharjah Expo. The organisation and atmosphere are excellent – truly one of the best exhibitions we've joined.

Al Rawnaq Perfumes
Awad Mohammed

”

We're happy to participate in the Sharjah Expo and showcase our latest collections. The organisation and hospitality are excellent, and we look forward to future editions.

Ateej
Mahmoud Jaber

Activation & Rewards

Shop & Win Raffle



Grand Prize:
Tesla Model Y
A major draw that boosted
visitor traffic and purchases



Instagram Contest

Follow. Share. Tag

Prize:
Diamond Ring
A high-engagement contest that
elevated online reach and visibility

Brand Exposure Highlights

1500+ VIP E-Invitations	900,000+ SMS broadcasts	600,000+ Email Broadcasts	60,000 WhatsApp messages
-----------------------------------	-----------------------------------	-------------------------------------	------------------------------------

Social Media Reach
80 million
impressions

PR & Advertising
campaign worth
USD15+ million

Media Reach
290 Arabic coverage
315 English coverage

PR & Advertising coverage

Newspaper: **289** clippings

TV: **9120** clippings

Radio: **570** clippings

Website: **900** clippings

Radio spots:
150 in 15 major broadcasting stations

Influencers Reach:
80+ million

Outdoor Advertising
in prominent UAE locations

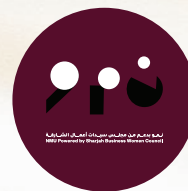
Thank you

To our Partners, Supporters, Sponsors & Well-wishers

Signature Jewellery Partner:



Strategic Partner:



Gold Sponsor:



Diamond Sponsors:



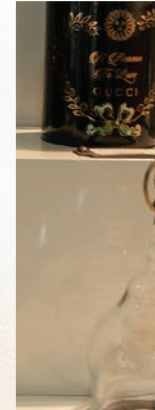
Organised by:



Supported by:



Get in Touch to Reserve Your Spot for 2026



Enquire Now

Hosam Mahmoud Elgohari

Event Manager

E: epoe@expo-centre.ae

M: +971 52 392 8235 | T: +971 6 599 1496