MBE
My Beauty Expo

FLAGSHIP
2027 EDITION

My BEAUTY Expo 2027

OFFICIAL BROCHURE &
POST-SHOW IMPACT REPORT



"Connecting all spheres of Beauty! Where Africa Meets the World - The Global Stage for Beauty, Business & Innovation."

02-04
JULY 2027

Kyalami International
Convention Centre,
Midrand, South Africa

Show Statistics



300+	5,000+	5,000+ sqm	10+
Exhibitors	Professional Visitors	Exhibition Area	Participating Countries

My Beauty Expo (MBE) · 2027

About us.

"Our mission is to serve as Africa's premier international gateway for the beauty, cosmetics, wellness, and lifestyle sectors—anchoring South Africa as the continent's vibrant commercial hub. We are committed to unlocking intra-African trade under the AfCFTA mandate, connecting global innovators with regional markets, & empowering entrepreneurs by driving sustainable business opportunities, advanced manufacturing, & world-class trade partnerships across Africa and the global stage."

Introduction

My Beauty Expo is Africa's premier B2B and B2C trade platform connecting global manufacturers, brand owners, and exporters with regional distributors, retailers, and trade buyers. Positioned at the forefront of the beauty renaissance, MBE bridges local excellence with global competitiveness under the **AfCFTA** framework.

CONNECT WITH TOP INDUSTRY LEADERS AT THIS EXPO!
Exhibit or Visit the Second Edition of My Beauty Expo and take advantage of the world-class trade partnerships across Africa.

Visit our Website
www.mybeautyexpo.co.za

Who Should Exhibit ?

- **Cosmetics, OEM/ODM & Advanced Manufacturing Zone:**
  Finished cosmetics, raw and semi-processed materials, formulation, toll manufacturing, testing, regulation, printing, labeling, and processing machinery.
- **Agro-Processing & Natural Ingredients:**
  Specialized focus on agricultural processing for the cosmetic industry, highlighting botanical extracts, natural oils, & sustainable sourcing of African raw materials.
- **Beauty Zone (Salon, Spa & Wellness):**
  Skincare, anti-aging, aromatherapy, body care, dermatology, medi-spa, wellness products, accessories, and specialized equipment.
- **Hair Zone:**
  Professional hair color, care, styling products, tools, salon furnishings, and services.
- **Make-up & Education Zone:**
  Makeup products, tools, accessories, courses, and professional training.
- **Nail Zone:**
  Nail color, care products, tools, and salon furnishings.
- **Halal & Bumiputera Cosmetic Zone:**
  Dedicated exhibit zone highlighting Halal-certified cosmetics and products manufactured by the Muslim community.
- **Creative Industries & Lifestyle:**
  Jewelry, textiles, design, leather, fitness centers, cannabis and hemp products.

Global Participating Reach



Visitor Profile

Importers, Distributors, and Regional Agents

Beauty Therapists, Salon and Spa Owners

Hair Stylists and Salon Owners

Aesthetic Doctors, Dermatologists & Clinical Practitioners

Retailers, Department Store Buyers & Wholesalers

Manufacturers, Formulators & Chemists

Hotel Groups & Facility Managers

Digital Influencers, Press & Media Representatives

Market Insight:

The African Beauty Economy

Surging Regional Demand

Rapid annual growth in demand for premium beauty, personal care, and wellness products across residential and commercial markets.

AfCFTA Integration

Unlocking cross-border trade pathways to eliminate friction and scale Africa-to-Africa beauty commerce.

Manufacturing & Localization

Rising demand for local agro-processing, natural raw material sourcing, and advanced OEM/ODM manufacturing partnerships within Africa.

SPECIAL ATTRACTIONS, FASHION PARADE & LIVE STAGES

- **MBE Fashion Parade:**
  High-end fashion, haute couture, and trendy runway showcases acting as a major launching pad for emerging South African designers, offering a global view of color, fabric, and style trends.

- **Live Stage, Masterclasses & Expert Talks:**
  Dynamic live stage programming featuring deep-dive workshops, technical seminars, and expert led discussions covering market trends, regulatory updates, and cutting-edge formulations.

- **Live Demonstrations:**
  Free-to-attend interactive sessions giving attendees an in-depth look at new products, application techniques, and services directly from leading suppliers.

- **MBE Science & Technology Pavilion (Sc&Tech):**
  Africa's first Smart Beauty and Innovation Expo, integrating AI and Virtual Reality (AI Beauty Pods, Try-On stations, and 360-degree virtual booth tours).

- **Barber Competition & Men's Grooming Focus:**
  High-energy grooming battles, styling demonstrations, and influencer-led activations anchored alongside the outdoor MBE Car Show.









EDUCATION SYMPOSIUM AND B2B MATCHMAKING



MBE Education Symposium

Workshops:
Deep-dive sessions led by global experts on scientific and regulatory topics.

Technical Seminars:
Insights on personal care ingredients, agro-processed components, and cutting-edge formulations.

Formulation Lab:
Hands-on R&D sessions for master-level sensorial formulations in a purpose-built environment.



B2B Buyers Matchmaking Programme

Pre-scheduled 1-to-1 meetings connecting international and local buyers with sellers through a user-friendly digital platform paired with personalized concierge service.

Backed by proven metrics, achieving high meeting action rates (over 70%) and structured scheduling across dedicated industry categories.

Free access to the digital platform 24/7/365 to pre-arrange on-site meetings and secure high-value commercial leads.

Post–Show Impact & Highlights

- **Official Launch:**
  Inaugurated by key government trade representatives, industry association presidents, and international diplomatic delegates.

- **Exhibitor Feedback:**
  High satisfaction ratings among global and local brands, citing exceptional lead generation, immediate retail feedback, and strong return on investment (ROI).









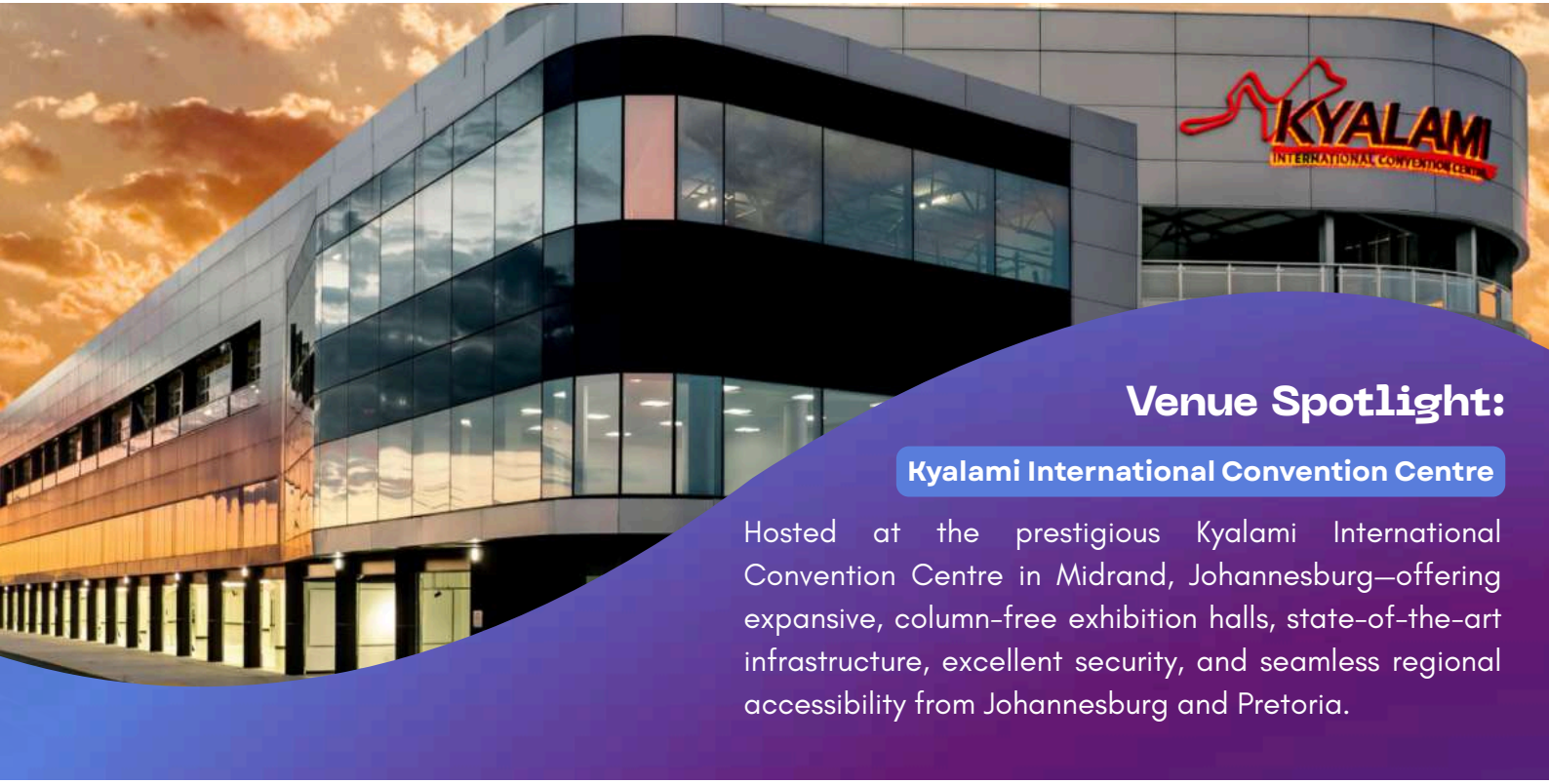
What Our Participants Say

"The exhibition has been amazing. I've met so many people and made valuable business connections throughout the event. We are looking forward to an even bigger presence next time."

— Trade Exhibitor Representative

"MBE provides unmatched access to African beauty brands and ready-to-export innovators. It is the definitive meeting place for the beauty trade."

— International Buyer



Venue Spotlight:

Kyalami International Convention Centre

Hosted at the prestigious Kyalami International Convention Centre in Midrand, Johannesburg—offering expansive, column-free exhibition halls, state-of-the-art infrastructure, excellent security, and seamless regional accessibility from Johannesburg and Pretoria.

Stand Packages Available

1

Floor Space Only

Raw space for custom-built exhibition stands.

2

Basic Shell Schemes

Packaged and non-packaged turnkey booth options.

3

Country Pavilions

Dedicated multi-national and regional institutional pavilions.

OFFICIAL CONTACT & BOOKING DETAILS

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ORGANISER

MBE My Beauty Expo

CO-ORGANISER / INTERNATIONAL PARTNER

synergice
Events Private Limited

Save the Dates:

02-04 July 2027

Kyalami International Convention Centre,
Midrand, Johannesburg, South Africa