



## Shellac & Forest Products Export Promotion Council (SHEFEXIL)

1. Name of the Event: **Beauty World Middle East Exhibition, Dubai, UAE.**
2. Purpose of the event (with anticipated outcome) :
  - (i) To showcase Indian products suitable for the Middle Eastern and African market of all Shellac and lac related products, Ambrettolide, Essential oils etc for the Cosmetic and Beauty industry
  - (ii) To initiate relationships with potential buyers from Dubai and other neighboring countries
  - (iii) To cement relationships with current buyers from Dubai and other neighboring countries
  - (iv) To receive leads and business
  - (v) To study the market dynamics of Dubai, middle east, Africa and neighboring countries
  - (vi) To study the product development requirements of Cosmetics and Beauty market to dovetail into the Manufacturing and Product development strategy of the industry
3. Country : Dubai ( UAE )
4. Date of Event : May 8<sup>th</sup> to 10<sup>th</sup>, 2018.
5. EC Approval (in brief) :
6. (a) Assistance Approved : Rs. 17,50,000/-  
(b) Release of 1<sup>st</sup> installment (in Rs.) : Rs. 8,75,000/-  
(c) 2<sup>nd</sup> instalment, if any (in Rs.) : Rs. NIL  
(d) Remaining amount pending for release (in Rs.) :
7. Brief description of the event :

SHEFEXIL was participating for the first time in Beauty World Middle East exhibition at Dubai, UAE. This year, Beauty World hosted as many as 1736 exhibitors from 62 countries in its 23<sup>rd</sup> edition. It is the largest international trade fair for beauty products, hair, fragrances, and wellbeing in the Middle East and Africa. The impressive international essence is underlined by the presence of 24 country pavilions, including debut pavilions from Peru, Palestine and Russia.

Developing markets such as Middle East and Africa are among the fastest growing in the beauty industry, driven by rising disposable incomes and younger people, who are connected and aspire to use the best products available.

Beauty world Middle east covers the key product groups of Hair, Nails and Salon Supplies, Cosmetics and Skincare, Machinery, Packaging, Raw materials & Contract manufacturing, Fragrance compounds & finished fragrances, and personal care and hygiene.



## 8. Details of the Indian Participants

- (i) No of participants : 10 firms all member exporters of SHEFEXIL i.e.
1. MR. ATUL GUPTA, PROPRIETOR, M/S. HENNA HERBS & THINGS ( IEC No. 0507007999 )
  2. MR. GAURAV MITTAL, PARTNER, M/S. AROMATIC & ALLIED CHEMICALS ( IEC NO. 0693005084)
  3. MR. SURESHKUMAR SARDA, DIRECTOR, M/S. SARDA BIO POLYMERS PVT. LTD. ( IEC NO. 0312072651 )
  4. MR. SURESHKUMAR SARDA, DIRECTOR, M/S. BIO SOLS INDIA PVT. LTD. ( IEC NO. 0310023963 )
  5. MR. SANJAY AGGARWAL, M/S. MONTE ORLEANS INCORPORATION ( IEC NO. 0504089668 )
  6. MR. FAUZAN MALIK, M/S. S.MOHD AYUB MOHD YAQUB (PERFUMERS) PVT.LTD. ( IEC NO. 0603001700 )
  7. MR. RAHUL DEVKULE, M/s. FCA TURNKEY PROJECTS PVT. LTD. ( IEC NO. 'AADC3103F )
  8. MR. NIKHIL AGRAWAL, EXPORT MANAGER, M/S. D.MANO HARLAL (SHELLAC) PVT. LTD. (IEC NO. 0288018702)
  9. MR ASHISH SARAF, M/s. MANORAMA INDUSTRIES PVT. LTD. ( IEC No. 1105004457 )
  10. MR. ANIL GOEL, PARTNER, M/s. JKH EXPORTS ( IEC No. 0389062219 )
- (ii) Brief profile of each participant : All were Exporters of Facial Kits, Face Creams, Henna, Hair Colour, Soaps, Cosmetics, Shellac, Ambrettolide, Essential oils, Moisturizers, Sun screen, Shellac, Ambrettolide, Anti-ageing creams, Massage oils, face oils, face wash and Beauty Salon products.
- (iii) Participants' feedback in brief : There is substantial market potential, as visitors from other and neighboring countries also attend the fair. Several new contacts were made and new enquiries generated. There could be need for some product development in some cases to garner the market better.

## 9. Details of Buyers/visitors:

- (i) No of visitors / foreign buyers : 272
- (ii) Brief profile of visitors / buyers : Distributors, Beauty Salon Owners, Perfume companies, Importers of Creams, Cosmetics, ready perfumes, raw materials, herbal products, Beard oils, essential oils, Organic essential oils, Skin care products and Beauty Salon treatments
- (iii) Visitors' feedback in brief : Evinced interest in the Indian products



**10. Business generated :**

- a. **No of enquiries : 4+ 3+5 +10+10+ 10 = 42**
- b. **No of MOU's negotiated / signed : N/a**
- c. **Orders booked / Leads generated : N/a**
- d. **Total business generated : Firm Orders \$ : N/a**

**11. Brief note on export potential of the country / product ( as per industry feedback ) :**

Overall, good potential.

However, there is demand for high value, Value added products :

- a) **Ambrettolides – this is the base of the perfumes, deodorants, talcum powder, tablet soap, shampoo, conditioner, bath shower gel, etc. While Indian exporters are more adept at exporting Aleuritic Acid, if we can move towards Ambrettolides, we would find a large market. Ambrettolides retail for USD 500-650 per kg ( i.e. Rs 34,000 to Rs 44,000 per kg )**

- b) **Additives for Nail Polishes :**



In Beauty world exhibition held in May, 2018 we saw Nail Polish being sold at 980 AED for 6 bottles. ( approximately Rs 18000/- for 6 bottles ). Therefore, 60ml of Shellac nailpolish being sold at Rs 18000. Therefore 1000 ml of Nailpolish may fetch Rs 300,000.per 1 ltr.

However, Seedlac is being sold at Rs 240 per kg and Shellac at Rs 270 per kg. There is a huge gap in price realization at the two extreme ends of the Value Chain. And as an Industry, we must make efforts to move to the higher end of the value chain.

12. Outcome analysis by Council / Trade Bodies (reflecting the achievement and trade benefits, failure etc.)

- a. Indian products suitable for the Cosmetic and Beauty market of Dubai, Middle East and Africa – i.e. Henna, essential oils, lac based raw materials were showcased successfully.
- b. New relationships with potential buyers – approx 150 new contacts established
- c. Old relationships with current buyers from Dubai and other neighboring countries were consolidated – 120 existing relationships renewed
- d. Business leads and firm business – 42 enquiries received.
- e. Market dynamics of Dubai and neighboring countries studied, and potential of the market was assessed as being of high potential
- f. Need for product development to serve this growing market segment was felt by the Exporters

13. Specific inputs from the Council

Hall 5 or 6 or 7 or 8 would have been more suitable for Cosmetics and Beauty products.

14. Photos attached as evidence (SHEFEXIL Pavilion photo attached).

Due to the large size of Images, it is being attached to the email.