

# PRESS RELEASE

## COSMETISTA EXPO NORTH & WEST AFRICA,

EXPANDS EXPONENTIALLY DOUBLING VENUE SIZE

AND PARTICIPANTS IN 2024

**CASABLANCA, APRIL 19, 2024 - THE 7TH ANNUAL COSMETISTA EXPO NORTH & WEST AFRICA IS DOUBLING IN SIZE AND SCOPE.**

Due to increased interest from international vendors and the prominence of Morocco in the beauty and cosmetics industry, the 2024 COSMETISTA EXPO NORTH & WEST AFRICA will be held at the AMDIE trade center near Casablanca's majestic landmark, the Hassan II Grand Mosque from May 11 to 14. This state-of-the-art facility offers our vendors and visitors an advanced digital platform to connect Africa, Europe, America and Asia.

The largest beauty industry event on the African continent will have a significant international participation with displays highlighting Brazil, Turkey and Egypt. Poland is the featured country and is being honored with a large pavilion representing their contributions to the beauty and wellness industry.

"We are building on the resounding success and global recognition of last year's event," said Marina Sabir of Eventista, organizer of the expo. "As a result of the dynamic growth of Morocco's beauty industry and the global recognition of this event, we have expanded the number of exhibitors and increased the size of the venue."

The 2024 COSMETISTA EXPO NORTH & WEST AFRICA promises to be an unprecedented event in both its scale and quality of its exhibitors.

After the success of the 2023 event which saw more than 17,000 professional visitors (distributors, wholesalers, beauty salons, perfumeries, parapharmacies, online stores, spas, etc.) explore the 2,500 sqm of exhibition space, COSMETISTA EXPO NORTH & WEST AFRICA will now fill the Moroccan Agency for Investment and Export Development (AMDIE) trade center near Casablanca's majestic landmark, the Hassan II Grand Mosque.

COSMETISTA EXPO NORTH & WEST AFRICA positions itself more than ever as the essential "Made in Morocco" showcase for cosmetics, beauty and wellness products. The trade fair will highlight Morocco's global reputation as top producer of emblematic natural beauty products; most notably argan and prickly pear oils, ghassoul, rose water and even black soap.

Every year, Morocco gains greater visibility and market share by manufacturing high quality consumer products which conform to international standards. Moroccan cosmetics producers are committed to providing excellence and innovation while meeting the expectations of a global market looking for natural products from sustainable sources.

## THE BEAUTY SECTOR IN MOROCCO: AN INDUSTRY IN FULL INDUSTRIALIZATION

The success of the show confirms the well-being of an expanding industry positioned to qualitatively meet the demands of the skin care, hair care and hygiene market segments. Visitors will find a variety of participants operating across the entire industry: finished products, raw materials, packaging, equipment, training and even logistics. The move upmarket in Moroccan production is particularly attractive for large international buyers looking for high-quality natural products at competitive prices.

### HIGHLIGHTS OF COSMETISTA EXPO 2024

Cosmetista is organizing for the first time a Panel of Experts which will bring together industry leaders who will openly discuss the opportunities and challenges relating to the distribution and export of beauty and wellness products.

Institutional partners, including the Chamber of Commerce and Industry of Casablanca -Settat, Association Cosmétique Maroc COSMEM and the Moroccan Franchise Federation, will make the Cosmetista Expo North & West Africa a fruitful sharing experience.

In addition, the International Hairdressing Festival will provide a captivating show and top-notch demonstrations by world-renowned hairdressers.

### CORPORATE RESPONSIBILITY ABOVE ALL

As a leading forum for the beauty, cosmetics and wellness, Cosmetista Expo North & West Africa maintains a commitment to social responsibility. The Expo has invited beauty and wellness cooperatives located in regions affected by the earthquake last September in an effort to maximize their visibility and encourage international solidarity.



**COSMETISTA** EXPO  
NORTH & WEST AFRICA - CASABLANCA

#### PR Contact:

Tel. : + 212 (0)6 66 59 00 12

E-mail : [m.sabir@eventista.ma](mailto:m.sabir@eventista.ma)