

INTERNATIONAL
**COSMETICS, BEAUTY
AND HYGIENE**
EXHIBITION



POST-SHOW REPORT '26


**Parc des
Expositions
d'Abidjan**

CBH EXPO

EN CHIFFRE



Visitors

6450



Participating brands

95+



Conferences

40+



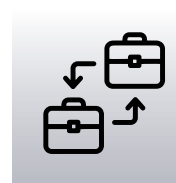
Participating Countries

14



Hosted Buyer

12



Hosted Buyer & B2B program

600+

Algeria, China, South Korea,
Côte d'Ivoire, United Arab Emirates,
France, India, Italy, Lebanon, Nigeria,
Sierra Leone, Switzerland, Tunisia, Türkiye



The International Exhibition of Cosmetics, Beauty and Hygiene was held **at the Abidjan Exhibition Center from April 16 to 18, 2026.**

The event brought together **local and international brands showcasing** the latest innovations in **cosmetics, personal care, perfumery, and hygiene products**. Over three days, the show welcomed industry professionals, including distributors, importers, manufacturers, retailers, and entrepreneurs from West Africa.

Organized with the support of institutional and sector partners, CBH Expo reinforced its position as a key trade platform for the development of the beauty and hygiene market in West Africa.

The show featured a Hosted Buyer program with targeted B2B meetings. Conferences and panel discussions were also held, bringing together speakers such as Sery Dorcas (Maria Pi Cosmetics), Lena Gnininvi (Kiko Milano Sub-Saharan Africa), Estelle Tehe (YOHOU Cosmétique), and Anne Soumah (Ayes Essentielle), covering topics related to market trends, brand development, and growth strategies.

In addition, hairstyling and cosmetics competitions helped energize the event by showcasing industry talent and trends.

**A SOLID FOUNDATION
FOR INTELLIGENT
GROWTH**



A BIG THANK TO OUR EXHIBITORS



A BIG THANK TO OUR PARTENERS

We extend our sincere thanks to all of our partners for their invaluable support in organizing CBH Expo 2026 and contributing to its success, actively helping to grow the event's reach and reputation across the region.

We would like to express particular gratitude to key institutions such as the Ministry of Commerce and Industry, CEPICI (the Côte d'Ivoire Investment Promotion Center), and the Côte d'Ivoire Chamber of Commerce and Industry (CCI-CI) for their essential contribution and commitment to promoting the beauty and hygiene sector in West Africa.

We also thank our sector and international partners, including TURCAF, ACTU BEAUTY, ANKA LONDON, BAAB, ELLE Côte d'Ivoire, and L'EcoDiplomate, as well as our media partners Life TV, Life Radio 107.7, RTI, NCI, and Radio Côte d'Ivoire, for their continued commitment and support throughout the event.



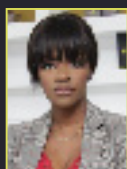
A NOTABLE OPENING AND INSPIRING CONFERENCES

The opening ceremony of **CBH Expo 2026** was held at the Abidjan Exhibition Center, bringing together key players in the beauty and hygiene sector and marking the official launch of the event. Following the ceremony, guests toured the exhibition space, discovering new innovations and engaging directly with exhibitors, creating valuable early business connections.



The conference and panel program featured speakers such as Rabia Diallo, Sery Dorcas, Lena Gnininvi, Estelle Tehe, and Anne Soumah, addressing topics related to brand strategy, market trends, and growth opportunities in West Africa.

OUR HIGH-PROFILE SPEAKERS



Awa Diara
Acne & Hyperpigmentation Specialist, Founder



Masha Akre
Beauty Editor-in-Chief, ELLE AFRIQUE



Aissata Diop
BeautyLab Founder, Abidjan



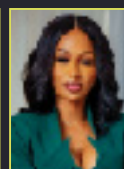
Sandrine Kouao
Architect of the African Cosmetics Industry



Mariama Bakayoko
CEO, Africa Natural



Rabia Diallo
Journalist, Personal Branding & Communications Specialist



Sery Dorcas
Founder, Maria Pi Cosmetics



Lena Gnininvi
Sales Manager, Sub-Saharan Africa



Estelle Tehe
Founder, YOHOU Cosmétique



Anne Soumah
Founder, Ayes Essentielle



Deeja Sorho
Presenter



Mme N'dri Agathe Donh
Co-founder, Yolenti's Cosmétique



Dr Florence Edwige Douzoua
Epouse Nanga Founder, centre Florence du cheveu



Mme Soro Marie Cecilia
Africa Director, VPM-I pharmaceutical product promotion & Distribution



Hermann Kouadio
Founder, Actubeauty.com media outlet



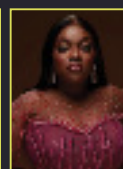
Nicole Fandohan
Founder, Nuages d'Sens



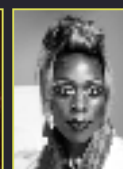
Richmond Koffi
Perfumer & Founder, Maison Richkoff



Amanda Didière Kouma
Founder, Didis Hair Institutes



Essi Christelle
President, Lamci



Balassama Nallah Sangare
Artistic Director, Trainer



Willy Tanoh
Professional Makeup Artist, CEO, Magic Touch



Marie Helena Adon
CEO, LENA BEAUTY Best West Africa Makeup Artist 2025



Leticia N'CHO TRAORE
President, LN Consulting



Mme Fatou Seck
Director, FS Consulting



Marie-France Kouadio
Managing Director, Maison5 Etoiles PRO (Entrepreneur)



Hafou Touré
Founder, HTS Partners



Mathilda Angoua Kouame
Pharmacist & COO, Plein Sud



Guy-Assane Yapy
Journalist /Economist, Publication Director



Gona Jean Cyrille Ahoua
Promoter and Manager, GONA



Fleur Sandrine Aphanou épouse Niamien
Nasset Bridal Store Manager



Christel Yapobi Tano
Fashion Editor-in-Chief, Elle Afrique



Judicael Wahooie
Founder, Judicael Wahooie



Isabelle Andoh Vieyra
Fashion Designer, CEO of Ys brand And, co-founder & director of technique de Studio 4

PROGRAMME HOSTED BUYER & B2B MATCHMAKING

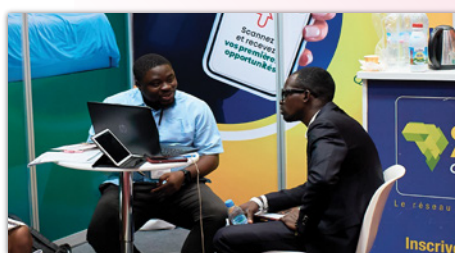


CBH Expo Côte d'Ivoire, the Hosted Buyer program gave participating companies a valuable opportunity to connect directly with local players. This initiative enabled targeted B2B meetings, fostering concrete partnerships and opening the door to one of Africa's most dynamic beauty and hygiene markets.

The show welcomed delegations from several countries in the region, bringing together leading distributors, importers, retailers, and industry professionals, giving exhibitors a strategic platform to build strong relationships and explore high-potential markets across the sub-region. As part of the 2026 edition of



This direct, personalized format built trust and led to meaningful exchanges turning simple introductions into concrete results.



At the same time, dedicated B2B meetings took place throughout the exhibition, allowing participants to engage face-to-face with potential partners. These sessions provided an ideal setting for presenting products and services, exploring collaboration opportunities, and building lasting business relationships. For many, these meetings



marked the beginning of promising partnerships in a beauty and hygiene sector that is growing rapidly across West Africa.

Burkina Faso • Mali • Senegal • Gabon • Ghana • Benin • Togo • Guinea • Niger • Liberia • Sierra Leone • Cameroon

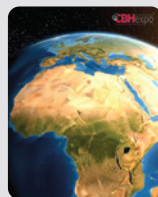
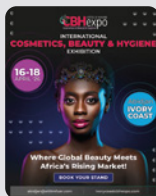
MARKETING COMMUNICATION



OFFICIALS PARTENERS



DIGITAL ADVERTISING



17M+ VIEW

INSTAGRAM, FACEBOOK,
LINKEDIN, GOOGLE, YANDEX



EMAIL MARKETING CAMPAIGN



25,000+ SEND EMAILS



SMS / WHATSAPP / CALL CENTER / RADIO

SMS / WHATSAPP / CALL CENTER / RADIO

+8000 +12000 +5000

240+ ADVERTISING SPACES



PRESS COVERAGE



VIP & GENERAL INVITATIONS



20,000+ INVITATIONS ENVOYÉES



DIFFUSION GRAND PUBLIC MAINSTREAM BROADCAST



20+ APPARITIONS



OUTDOOR BILLBOARD



200+ BILLBOARD



ACTIVITIES & EVENTS



THE LAUNCH OF CBH EXPO AND THE SPECIAL EVENTS BRINGING TOGETHER INDUSTRY PLAYERS WAS SUCCESSFULLY CARRIED OUT.

GALERIE



GALERIE



GALERIE



TESTIMONIALS FROM OUR EXHIBITORS!



El Paradis "As El Paradis, we lived through this show as if in a wonderful dream. The smiles on people's faces when they came to our booth to try our products were our greatest reward. The visitors we met had a simply perfect profile; we were with an audience that seeks out and understands quality. Sharing our vision of beauty in such a high-caliber setting was incredible. Thank you to everyone who supported us — see you next year at this wonderful show!"



wittybelle®

2. Victoreks - Gökhan Karabucak

"The regional market is currently quite untapped; many products are not yet available or well known here. This presents enormous opportunities for manufacturers like us. Last year, we personally experienced how the lack of Far Eastern manufacturers in the medical field created an advantage for us. Now we're looking for a strong distributor in the cosmetics field. One of the show's greatest strengths is the strong interest from neighboring countries. Many high-potential visitors from Senegal, Guinea, Ghana, and especially Burkina Faso visited our booth."



KAERA "Hello! CBH Expo 2026 was a huge success for KAERA, thanks to record attendance and an outstanding visitor profile. Thank you for this wonderful initiative — we will definitely be back next year! Be sure to follow our KAERA Cosmetics pages, because KAERA is the home of beautiful women. A big thank you to everyone."

KAERA—
Le secret des belles femmes

4. Bargello – Gülay Miğirdağı

"We took part in the CBH show in Côte d'Ivoire for the first time, through Atılım Expo's organization. Every step of the organization was flawless, and one of the things that satisfied us most was the visitors' very high purchasing potential. We found the Ivorian market highly impressive, both in terms of purchasing power and population density. At this show in Abidjan, we met an audience that was eager to do business and had a visionary approach to building partnerships with Türkiye. Throughout the show, we held numerous discussions about distribution channels, franchising, and wholesale sales."

BARGELLO



Cosmo Cosmetics "At Cosmo Cosmetics, we had the opportunity to meet leading industry professionals and beauty enthusiasts here. Traffic at our booth never slowed down from day one. One of the things that pleased us most was that the visitor profile matched our target audience exactly and was of very high quality. We won't miss such a successful event that reaches the right audience, and we'll be back next year with the same enthusiasm. Thank you to everyone who contributed to this event."

COSMO®
Made For Every You

tilla™

Tilla "We are very proud to be part of this wonderful event with the Tilla brand. The connection we built with visitors over these past few days, and the sincere feedback we received, show just how much we're on the right track. The show's visitor profile was both highly professional and perfectly aligned with our vision. After this very successful experience, we're happy to announce that we'll be back again next year. Stay tuned for our latest news!"



TESTIMONIALS FROM OUR EXHIBITORS!



3. Mad Parfüm – Özgür Özbulut

"Today, in Côte d'Ivoire, we are taking part in a highly productive trade show. Africa is one of Mad Parfüm's key strategic markets, which is why we place great importance on our presence in the region. We have previously been active in the markets of Senegal, Ghana, and Nigeria; today we are participating for the first time in this valuable exhibition in Côte d'Ivoire. Côte d'Ivoire is one of the most economically developed regions in Africa, with strong commercial potential. We are fully satisfied with the visitor profile at our booth: professional buyers who understand the region and master its business dynamics."

MAD
PARFUMEUR



MARIA PI "This show is much more than just an event: it is the realization of a concrete vision — one that boldly affirms Africa's place, and Côte d'Ivoire's in particular, on the global stage of beauty, skincare, and hygiene. What we have built here goes beyond a simple exhibition; it is a true movement, driven by a new generation that chooses to create, innovate, shine, and boldly assert itself. I want to thank each and every one of you for your contribution to this human and professional journey. It was an honor to share these intense and inspiring moments. This is only the beginning, and we already look forward to seeing you at future editions. Thank you all."



1. Golf Kimya - Hasan Ünver

"Having experienced various exhibitions around the world, I can already tell that this one will be among the highest-quality events in Africa. We are here with Atılım Expo's support at every step. The density of participants and the show's customer potential are very satisfying. There's an atmosphere that speaks to the entire African market, with visitors coming especially from neighboring countries like Senegal and Mali. I hope this process proves beneficial and productive for everyone."

Golf
New Generation Cosmetics



Plein Sud "As the Plein Sud family, we truly enjoyed being part of this prestigious show. Thanks to the high quality of the visitor profile, we not only built excellent new business contacts but also had the chance to introduce our brand to the best audience in the region. Having our innovative solutions appreciated by such a discerning audience was highly motivating. We are already looking forward to taking part in next year's event."



5. Mr.Oxy – Ahmet Nuri

"Côte d'Ivoire is not just a market within West Africa's business ecosystem; it is a strategic regional hub that opens onto the entire region. Its infrastructure and level of development, above regional standards, make it an ideal exhibition location for Turkish exporters. The qualified visitor profile we observed at this year's event proved that the show is not just an exhibition space but the heart of high-volume B2B collaboration. The professional buyer audience that visited our booth, with their strong business vision, brought within reach the commercial potential of a vast geographic area stretching from Senegal to Ghana, and from Benin to Burkina Faso."

mr. OXY

International Exhibition of Cosmetics, Beauty and Hygiene



01-03 April 2027



Abidjan, CÔTE D'IVOIRE



SEE YOU

NEXT TIME AT

OUR TRADE SHOW



RESERVE YOUR BOOTH

Découvrez notre site

