CBH expo
CÔTE D'IVOIRE
Cosmetics & Beauty & Hygiene

INTERNATIONAL

COSMETICS,BEAUTY AND HYGIENE

EXHIBITION



POST-SHOW REPORT '26

Parc des Expositions d'Abidjan

ATLMEXPO 25 ans
CCI-CÔTE D'IVOIRE
CCI CÔTE D'IVOIRE
CEPICI
turcaf
ACTUBEAUTY
BAAB
ELLE
L'EcoDiplomate
TAM-TAM
NOSTALGIE
RTI
nci
RADIO CÔTE D'IVOIRE

CBH EXPO
EN CHIFFRE

Visitors

6450

Participating brands

95+

Conferences

40+

Participating Countries

14

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

Hosted Buyer

12

Hosted Buyer & B2B program

600+



A SOLID FOUNDATION FOR INTELLIGENT GROWTH



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 Gninginvi (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.

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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.









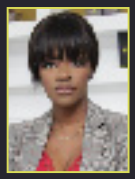






The conference and panel program featured speakers such as Rabia Diallo, Sery Dorcas, Lena Gninginvi, Estelle Tehe, and Anne Soumah, addressing topics related to brand strategy, market trends, and growth opportunities in West Africa.

OUR HIGH-PROFILE SPEAKERS



Awa Diara Acne & Hyperpigmentation Specialist, Founder



Masha Akré Beauty Editor-in-Chief, ELLE AFRIQUE



Aissata Diop Founder, BeautyLab Abidjan



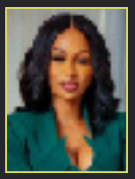
Sandrine Kouao Architect of the African Cosmetics Industry



Mariama Bakayoko CEO, Africa Natural



Rabia Diallo Journalist, Personal Branding & Communications Specialist



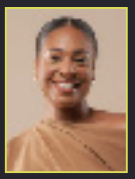
Sery Dorcas Founder, Maria Pi Cosmetics



Lena Gninginvi Sales Manager, Sub-Saharan Africa



Estelle Tehe Founder, YOHOU Cosmétique



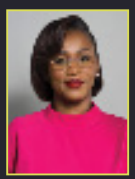
Anne Soumah Founder, Ayes Essentielle



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 pro;otion & Distribution



Hermann Kouadio Founder, Actubeauty.com media outlet



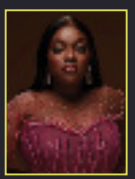
Nicole Fandohan Founder, Nuages d'Sens



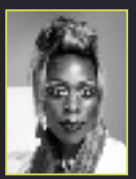
Richmond Koffi Perfumer & Founder, Maison Richkoff



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 Wahouie Founder, Judicael Wahouie



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

PROGRAMME HOSTED BUYER
& B2B MATCHMAKING







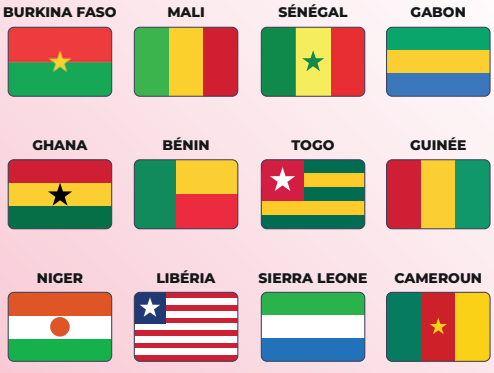
CBH Expo Côte d'Ivoire, the Hosted Buyer program gave participating companies a valuable opportunity to connect directly with local players. This initiative enabled targeted B2B meetings, fostering concrete partnerships and opening the door to one of Africa's most dynamic beauty and hygiene markets.

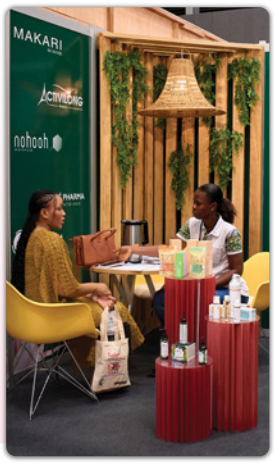






The show welcomed delegations from several countries in the region, bringing together leading distributors, importers, retailers, and industry professionals, giving exhibitors a strategic platform to build strong relationships and explore high-potential markets across the sub-region.
As part of the 2026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

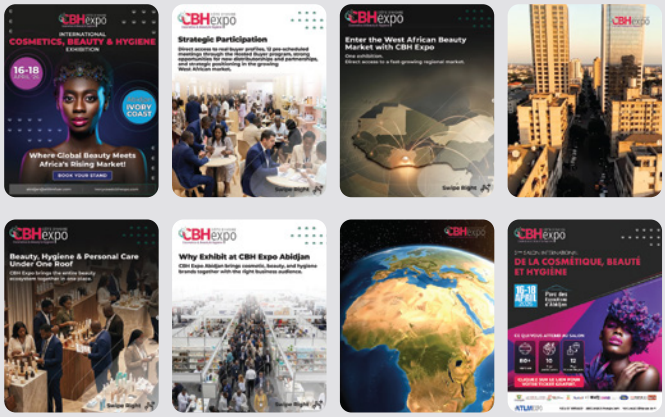
MARKETING COMMUNICATION

OFFICIALS PARTENERS

MINISTERE DU COMMERCE ET DE L'INDUSTRIE | CCI-CÔTE D'IVOIRE | CCILCI | CCI TUNISIE CÔTE D'IVOIRE | CEPICI | CISAO | turcaf

ACTUBEAUTY | ANKALONDON | BAAB | ELLE AFRIQUE FRANCOPHONE | GO AFRICA online | L'EcoDiplomate | TAM-TAM | Lifetv | Life radio 107.7

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+ ADVERSTISING SPACES

PRESS COVERAGE



VIP & GENERAL INVITATIONS



20,000+ INVITATIONS ENVOYÉES

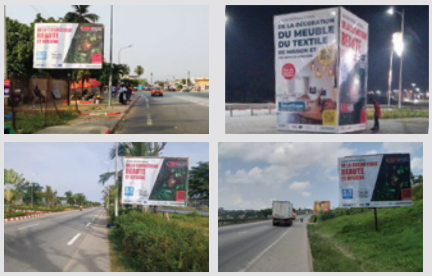
DIFFUSION GRAND PUBLIC

MAINSTREAM BROADCAST



20+ APPARITIONS

OUTDOOR BILBOARD



200+ BILBOARD

ACTIVITIES & EVENTS



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

GALERIE


VICTORIA'S
Health Products
white belle


mipa
8


OXY
VICTOIRE!


DENTYGEL
VICTOIRE !
VICTOIRE !
Blanchit et élimine les taches
SIVOP
Babilov
Chaque soin est un câlin
GBH
NOUVEAU KIT DÉFRISAGE
Beauty House


CBHerbal
Maria Pi
~ Cosmetics ~
GLOW
COLLECTION


hairclub


FONEX COSMETICS
CBHerbal


Babilov
Chaque soin est un câlin
GBH
NOUVEAU KIT DÉFRISAGE
SIVODERM


COSMO
SOFT & SHINE
Du teint terne à un éclat éblouissant
COSMO
SUN CARE
SOLEIL BRÛLURE
COSMO
delicious
Des soins gourmands pour une peau douce et irrésistible.
COSMO
HAIR CARE
Des cheveux forts

GALERIE


SOLEVO
SOLEVO
SOLEVO
SOLEVO
B13
B13


CBHexpo
B09
NAFRICA - YOU COSMETICS
NATURAL GLOW COSMETIQUES
YOU.


CENTRE FLORENCE
SANTE DU CHEVEU
CBHexpo
A13
TAM-TAM
it vous ?


MELUXA


MAD
PARFUMEUR


MAVALA
MAKARI
Tidoo
Tadam'
en ciel




THE PUREST SOLUTIONS



GALERIE


EL PARADIS COSMETIC
E05
Ultra Soft


PLEIN SUD BEAUTE
F15
PleinSud


ESTHETIQUE MALL
C22
BIENVENUE


BARGELLO
Perfume


CENTRE FLORENCE
SANTE DU CHEVEU
A13


TILLA
A11
tilla


KAERA
The New
KAERA
of Beauty


M.N.FEMS GROUP


10
hairplus


NOUVEAUX

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!"

EPC
El Paradis Cosmetic
La beauté au pluriel

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 Mığırdağı

"We took part in the CBH show in Côte d'Ivoire for the first time, through ATLM 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™

Tılla "We are very proud to be part of this wonderful event with the Tılla 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."



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 ATLM 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."



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."

CBHexpo CÔTE D'IVOIRE
Cosmetics & Beauty & Hygiene

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

ATLMEXPO

abidjan@atlmexpo.com | ivorycoastcbhexpo.com | +225 07 16 91 55 00