



4th INTERNATIONAL EXHIBITION FOR COSMETICS & HYGIENE

POST SHOW REPORT 2024

SHOW INFORMATION

Edition : 4th
Date : 06-08 June 2024

Next Edition Date : 19-21 June 2025
Organizer : Hage Exhibition

BCH EXPO, the largest West African international exhibition in Cosmetics and Hygiene sectors, concluded its remarkable 2nd edition from June 06 to 08, 2024, at the Exhibition Center of DIAMNIADIO in Dakar, Senegal, with an impressive opening ceremony by the Senegalese Minister of Trade and Small and Medium Enterprises, Mme. Aminata Assome DIATTA.

The event successfully brought together 56 exhibitors and showcased nearly 500 brands, attracting both local and international players in the industry.

With a potential market of over 421 million people in the region, the exhibition served as an excellent platform for networking and business opportunities. The participation of 3,879 professional buyers and B2B special purchasing delegations from neighboring countries facilitated productive business agreements.

As we move forward, we invite you to stay connected with us to be a part of shaping the future of the cosmetic and hygiene industries in West Africa.



PRODUCT GROUPS EXHIBITED

- Personal care products
- Color cosmetics
- Natural cosmetics
- Hair care products
- Cleaning & hygiene products
- Beauty & aesthetic centers
- Baby cosmetics
- Professional beauty & hairdresser equipment
- Professional beauty & hairdresser products
- Nail care & nail decoration
- Home care & cleaning products
- Raw materials, packaging, machinery
- Label & contract manufacturing
- Associations & media



NUMBER OF EXHIBITORS



56
EXHIBITORS



3
NATIONAL
PAVILIONS



2200m²
TOTAL SURFACE
OF THE SHOW

EXHIBITING COUNTRIES



TURKEY



UNIFIED
KINGDOM



IRAN



SENEGAL



GAMBIA



MAURITANIA



MOROCCO



FRANCE



ALGERIA



PAKISTAN

NUMBER OF VISITORS



17
COUNTRY



341
B2B MEETING



3879
TOTAL VISITORS

VISITING COUNTRIES



SENEGAL



GAMBIA



TUNISIA



UGANDA



GUINEA



LIBYA



MOROCCO



MALI



EGYPT



ALGERIA



NIGERIA



IVORY COST



PORTUGAL



CAMEROON



KENYA



MAURITANIA



CONGO



Video all participant comments and videos can be found on youtube. Click to watch or scan the qr code!

See you in
19-21 June 2025!

www.hagegroup.com

BCH



5th INTERNATIONAL
EXHIBITION
FOR COSMETICS
& HYGIENE

19-21
JUNE
2025
DAKAR SENEGAL
CENTRE DES EXPOSITIONS
DE DAKAR DIAMNIADIO

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EXHIBITIONS