



Health & Beauty

Conference Center of Grand Millennium

Sulaymaniyah 6-8 July 2023

- Healthcare products and services
- SPA and wellnesscenters, hotels
- Health tourism agencies
- Dental health and aesthetic clinic
- Beauty clinics and services
- Perfume and fragrance
- Cosmetic and skincare
- Personal care hygiene

Sulaymaniyah Kurdistan Region-Iraq

www.viraexpo.com

info@viraexpo.com

About Kurdistan Region

The Kurdistan Region of Iraq also known as Iraqi Kurdistan, is an autonomous region in Iraq comprising the four Kurdish-majority governorates of Dohuk, Erbil, Halabja, and Sulaymaniyah and bordering Iran, Syria, and Turkey. The population of this area is estimated at around 8 million. Erbil or Hawler is the capital of Iraqi Kurdistan and Sulaymaniyah is the most commercial city of Iraqi Kurdistan that is located in the northeast. Since 2003 Iraq has seen a huge economic boom. Sulaymaniyah's economy today relies on tourism, agriculture and a number of small factories, hospitals, clinics and so many cosmetic services salons.



Health and Beauty overview



Beauty is more than skin deep. It begins inside with a body and mind that are healthy and well-nourished. As a beautician, you'll improve clients' appearance through hairstyling, cosmetics, and nail care. But more so, you'll bridge the gap between beauty and wellness, helping clients feel good both inside and out. The definition of beauty is a set of aesthetically pleasing characteristics. However, it's more than shiny hair, flawless nails, and perfect make-up that make someone beautiful. It is bright eyes, warm smile, and posture that conveys confidence. Beauty and wellness are inseparable because wellness makes you feel good and feeling good makes you look beautiful.

Will happen in Health & Beauty



- **Acquiring new business leads and professionals including leading retailers, wholesalers, distributors, service buyers, importers, exporters, and manufacturers from Iraq and Kurdistan region.**
- **Learning about the current key healthcare projects in the Kurdistan region.**
- **Meeting qualified key buyers, potential business partners, decision-makers, and stakeholders from the industry.**

- **Hearing about the key healthcare projects in Iraq and Kurdistan region.**

- **Special focus on visitors from the Kurdistan region who have high purchasing capacity and also end users to get familiar with different brands and qualities.**



Exhibitors' profile

Health section



Hospitals



Aesthetic & Reconstructive
Surgery Clinics



Dental Health and
Aesthetic Clinics



Eye Hospitals



Hair Transplantation Clinics



Infertility Hospitals and
Centers -IVF Clinics



Health Tourism Agencies



Elderly Care Centers
and Life Centers



Gastroenterology Clinics



Transplantation Services



Bariatric Surgery Clinics



Physical Therapy and
Rehabilitation Centers



SPA and Wellness
Centers, Hotels



Slimming and Diet Clinics



Thermal Health
and Cure Centers



Medicine and Drugs

Exhibitors' profile

Beauty section



Cosmetics and Toiletries



Fragrances



Hair Products



Skincare Products



Healthcare Machinery



Nails & Accessories



Natural Health Products



Spa & Wellness Products



Cosmetics and Toiletries



Manicure & Pedicure Equipment



Laser Surgery



Equipment Instruments for Plastic and Laser Surgery



Devices for Figure Correction



Body Care Products



Remedies and Vitamins, Bioactive Supplements



Medical & Professional Cosmetics



Thalassic Therapy



Perfumery & Aromatherapy



Hygiene Appliances



Equipment for Spa Salons & Solariums



Visitors profile



- Health Authorities
- Health & Medical Industry Professionals and Practitioners
- Beauty & cosmetics professionals
- Healthcare Administrators
- Doctors
- Nursing Staff
- Hair care specialists
- Tattoo artists
- Dermatologists
- Beauty salon specialists & owners
- Technical Managers
- Laboratory Managers
- Medical & Healthcare Manufacturers
- Suppliers, Wholesalers, Dealers & Distributors
- Industry Experts and Professionals
- Senior Officials & Representatives from the Health Ministry
- Investors
- Health Consultants
- Health Associations and Societies
- Non-Government Organizations
- Academia
- General Public
- Media

Event time table



Health & Beauty 2023

Working hour: 16:00 – 22:00



Date	Program	Time
July 6	Opening ceremony in central hall	16:30
	Visiting the exhibition with national and influencers	16:30
	Healthcare conference at auditorium	17:00-19:00
	Match making and B2B meeting with exhibitors	19:00-22:00
	Networking dinner time	22:00



Date	Program	Time
July 7	Visiting the exhibition and hosting some officials	16:00
	Health tourism conference (international exhibitors present themselves) Each panel 10 minutes	17:00-19:00
	Visiting the exhibition with some international officials	19:00-22:00
	Networking dinner time	22:00



Date	Program	Time
July 8	Visiting the exhibition	16:00
	Conference 3	17:00-18:00
	Closing ceremony with choosing some potential exhibitor in different scales	19:30



Master Classes



July 7: Master classes 1 & 2
Time 14:00 – 16:00
Room a & b



July 8: Master classes 3 & 4
Time 14:00 – 16:00
Room a & b

Speakers



● **MARIA ANTONIETTA PRINCIVALE**
CEO OF BOOKINGCSMED



● **LUTZ LUNGWITZ**
President German Medical Wellness
Association



● **DR. PREM JAGYASI**
Chartered Consultant & Expert



● **DR. ALI ANBORI**
CEO of International Consultants

Discover new modern strategies to grow your business

Exhibition Structure

Type 1 Booth: 2750 \$

Dimensions: 3*4 = 12 m2

Electricity

Cleaning of Stand

1 page at the internal pages of event booklet

3 nights 5* Hotel including breakfast for two persons

3 nights networking dinner for two persons

12 available



Type 2 Booth: 3000 \$

Dimensions: 3*4 = 12 m2

Electricity

Cleaning of Stand

Pop-up walls with design or logo of the exhibitors

2 pages at the internal pages of event booklet

3 nights 5* Hotel including breakfast for two persons

3 nights networking dinner for two persons

10 available



Type 3 Booth: 3500 \$

Dimensions: 3*4 = 12 m2

Electricity

Cleaning of Stand

Pop-up walls with design or logo of the exhibitors

Flooring pavilion 5 cm

2 pages at the internal pages of event booklet

Main hall entrance

3 nights 5* Hotel including breakfast for two persons

3 nights networking dinner for two persons

4 available



VIP Booth: 12.000 \$

Dimensions: 45 m2
Electricity
Cleaning of Stand
Pop-up walls with design or logo of the exhibitors
Flooring pavilion 5 cm
Main hall VIP stand
Meet and match Buyers
Social Media Campaign on Web Page
4 pages at the internal pages of event booklet
Roll up inside the Conference hall
3 nights 5* Hotel including breakfast for four persons
3 nights networking dinner for four persons
4 available

Sponsor Platinum Booth 1 : 22.000 \$

Dimensions: 118 m2
Electricity
Cleaning of Stand
Pop-up walls with design or logo of the exhibitors
Flooring pavilion 5 cm
Main hall VIP stand with the entrance view
10 minute presentation opportunity during Conference
5 minute private meeting with buyers (10 buyers)
5 minute presentation in master classes (2 classes)
Meet and match Buyers
TV wall advertising
Logo on book of the event, Social Media Campaign on Web Page
10 pages at the end of event booklet
Roll up inside the Conference hall
3 nights 5* Hotel including breakfast for four persons
3 nights networking dinner for four persons
1 available

Sponsor Platinum Booth 2 : 22.000 \$

Dimensions: 93 m2
Electricity
Cleaning of Stand
Pop-up walls with design or logo of the exhibitors
Flooring pavilion 5 cm
Main hall stands at the entrance
10-minute presentation opportunity during Conference
5-minute private meeting with buyers (10 buyers)
5-minute presentation in master classes (2 classes)
Meet and match Buyers
TV wall advertising
Logo on top of book of the event, Social Media Campaign on Web Page
10 pages at the beginning of event booklet
Roll up inside the Conference hall
3 nights 5* Hotel including breakfast for four persons
3 nights networking dinner for four persons
1 available

Health & Beauty



Email Campaign



Bulk SMS Sending



Social Media



Press & TV
Advertising



Trade Media
Partners

Advetising Campaign

