

GET YOUR HANDS ON

InShape

health, beauty & fitness fair

Post Show Report

BIEL - 6 to 9 March, 2015



An Event
by



InShapeFair



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EsquareME

www.inshapefair.com

Opening Letter



After six years of achievement and great success, IN SHAPE, the Health, Beauty and Fitness Fair, once again reinforced its fame as the region's most anticipated comprehensive wellbeing event!

Despite the hard situation Lebanon and the Levant have been facing in the last few years, IN SHAPE succeeded in breaking through and carved a solid date in the International Beauty Calendar consolidating Beirut's ever celebrated status as the Beauty Capital of the Middle East and the Trendsetter of the region.

Featuring more than 150 participating companies and more than 79 unique shows, launchings and conferences, IN SHAPE 2015 has attracted over its 4 days duration more than 26,000 visitors!

Since its launching in 2009, IN SHAPE plays an efficient role in boosting the trade exchange in the related fields between Lebanon, its surrounding countries and the rest of the world.

Taking place for the 2nd time at the threshold of the Spring-Summer season, IN SHAPE has pioneered once more in launching the new season's trends, colors and innovations in the beauty and wellbeing world! In fact, this year, IN SHAPE Beauty Stage witnessed some of the largest events held over the fair's six editions! IN SHAPE Beauty Prize for Hair and Make-Up II, Beauty Clinic with Leila Obeid, various Hairdressing & Make-up Shows, Live Fitness Workouts and many "2015 Beauty Insights Workshops" for Professionals presented the most accurate live depictions of the overall IN SHAPE's concept by hosting leading figures in the related fields and offering direct applications and demonstrations of the latest techniques and concepts.

Furthermore, this edition celebrated the joining of a new sector to the fair, the Eye Care one! The presence of 5 companies exhibiting the latest technologies, products, styles and accessories related to the Eye Care and Eye Fashion Industries paved the way for the introduction of a Top Vision Area in 2016. An exclusive space designed to provide IN SHAPE's distinguished audience with all the newness and assistance needed to enhance a healthy vision, stunning eyes and stylish look!

Through the analysis and testimonials found below, we share with you the details of this year's IN SHAPE accomplishment, aiming to provide you with an extensive overview of all the facts and figures.

We hope you will find this report informative and satisfactory. Should you require any further assistance or clarification, please do not hesitate contacting us

Sincerely,
In Shape Organizing Team

Floor Plan & Exhibitors List



The Official Inauguration

The official opening ceremony was held under the patronage and in the presence of H.E. Minister of Tourism Mr. Michel Pharaon and the one of the Chairman of the Federation of the Chambers of Commerce, Industry & Agriculture in Lebanon, Mr. Mohamad Choucair as well as a large number of prominent social figures, business and industry leaders, the media and most importantly our exhibitors.

Also, the increasing massive media coverage of IN SHAPE has throughout the years distinguished the event from all others and presented the most compelling proof of the fair's richness and unique attractiveness to the largest possible audience. IN SHAPE was excessively covered by televisions, radios, print outlets and online media.

LBCI	AI JADEED	FUTUR TV	MTV	HAWAKOM TV
ORBIT TV	TL	LBC	MBC	AL HURRA TV
NBN	KURDSTAN TV	FAME TV	AI BALAD	BUSINESS JOURNAL
AN NAHAR	ANWAR	DYAR	AL JUMHOURIYA	AL HAYAT
L'ORIENT LE JOUR	PRESTIGE	MONDANITE	SPECIAL	FEMME MAGAZINE
AL MUSTAKBAL	LAYALINA	FIT N STYLE	LEBANON OPPORTUNITIES	AL IKTISSAD AL LOUBNANI
FEMME MAGAZINE	NADINE	BEIRUT TIMES	AL IKTISSAD WA AMMAL	SNOB
HASNAA	LAMASAT	FITNESS NEWS	AL CHABAKA	AL JARASS
NADINE MAGAZINE	SAYIDATY MAGAZINE	LIFE STYLE	CELEBRITY	AL NASHRA
U MAGAZINE	SALON INTERNATIONAL	FAIRUZ MAGAZINE	FOCUS	BEIRUT NIGHT LIFE
CHOC MAGAZINE	HADEEL MAGAZINE	ISTISMAR LEBNANI KHALJI	BEIRUTING.COM	AI JADEED FM
LEBTIVITY	RADIO AL BALAD	RADIO ORIENT	VOIX DU LIBAN	ALAMOKI.COM

In addition to the above coverage, more than 125 other Media had widespread reporting of the fair before, during and after it took place!

(You can also find some of the interviews and press releases on the IN SHAPE's FACEBOOK page & YouTube channel: <http://www.facebook.com/InShapeFair> & <http://www.youtube.com/esquareme>)

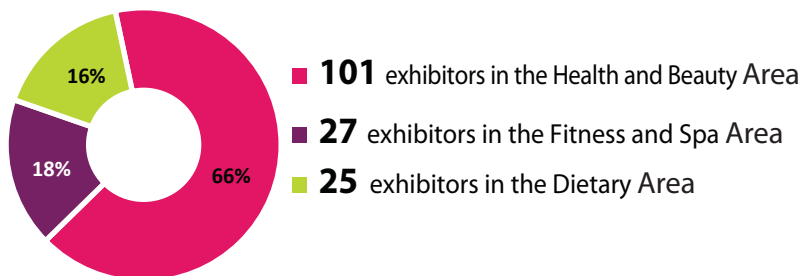


74%

of the exhibitors confirmed their next year's participation

IN SHAPE has developed throughout its previous 5 editions a solid relationship with a large number of its exhibitors; the duly earned trust and loyalty are definitely among IN SHAPE's most empowering factors that have propelled a confidence in the professionalism of the fair which helped sustain a notable level of participation. It has also increased the interest of regional companies in spite of the challenging local and global economic!

As a matter of fact, this year IN SHAPE witnessed one of its most comprehensive editions! The fair embraced exhibitors presenting products and services from every aspect of the Health, Beauty, Fitness and Dietary fields! From medical societies to Para pharmaceutical products, from makeup, hair, nails & skin care agents to beauty centers and certified trainings, from fitness equipment and apparel to spa & wellness clubs & trainers, from healthy eating nutriments & utensils to healthy eating cooking demos,...Thus, IN SHAPE brought forward an all inclusive world of beauty and wellbeing over just a 4 days period!



Exhibitor Assessment

78% of the exhibitors confirmed the event met their objectives.

94% of the exhibitors expressed extreme satisfaction with the organization.

72% of the exhibitors stated they believe IN SHAPE will generate business for them.

83% of the exhibitors highly valued the on-going animation & believe it is a major success factor.



Exhibitors

The fair brought together 153 exhibitors spread over an area of 10,000 sqm

Participation in the 2016 Edition

- ▶ **74%** of the exhibitors confirmed their participation in the next edition and 21 already booked their stands even before IN SHAPE 2016's date confirmation.
- ▶ **10%** of the exhibitors expressed their intention to participate in the next edition.
- ▶ **16%** of the exhibitors were unresolved.

86% of exhibitors believe the fair, held at the threshold of the spring-summer season, will generate a promising outcome for their business as it covers a wide spectrum of their products and services particularly in this part of the world where this season is the longest of the year!

Also, as every year, many exhibitors and most of the visitors stated that IN SHAPE's duration should definitely exceed four days.

This Edition in Numbers

26,900
Visitors

153
Exhibitors

10,000
Sqm

79
Events

6
Presentations

77%

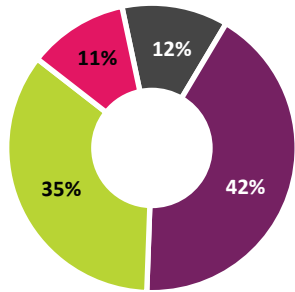
of the visitors stated that they found what they were looking for



Visitors

The notable number of IN SHAPE's visitors is the key indicator of the fair's growing success.

26,900 individuals attended the event!



- **3,200** under the age of **24**
- **11,300** between age **25** and **34**
- **9,400** between age **35** and **49**
- **3,000** above the age of **50**

- ▶ **64%** females and **36%** males.
- ▶ **41%** professionals and **59%** consumers.
- ▶ **16%** interested in the Dietary Area.
- ▶ **40%** interested in the Health and Beauty Area.
- ▶ **19%** interested in the Fitness and Spa Area.
- ▶ **25%** interested in almost all the areas.

The above numbers clearly demonstrate the diversity of the attendance in age, gender, professional occupation and interest.

For the sixth consecutive year, IN SHAPE preserved its ranking as one of Lebanon's top three fairs in number of visitors although it is relatively the newest!

64% purchased products during the fair
77% identified products for future use

Visitor Assessment

77% of the visitors stated they found what they were looking for and **64%** confirmed they had direct buys from the fair or their definite intention to buy very soon some of the showcased products.

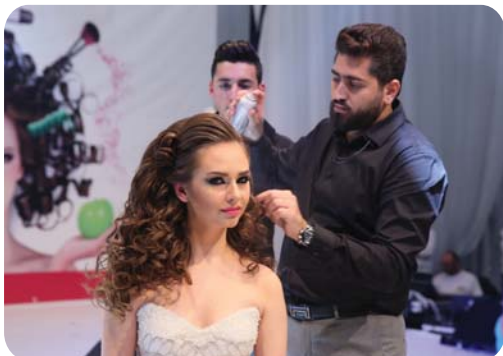
All visitors clearly affirmed they would advise their relatives and friends to attend IN SHAPE.

Most of the exhibitors and visitors stated IN SHAPE's duration should exceed four days.

Some exhibitors and many visitors expressed their desire to have two editions per year.

79

Events took place on four different stages attracting thousands of spectators



Attractions

Since its launching in 2009, IN SHAPE has pioneered in introducing a highly dynamic exhibiting concept in the region; the on-going entertainment, workshops, live performances and TV shows taking place throughout the fair's duration guarantee a greatly enjoyable and interactive experience for both visitors and exhibitors.

This edition featured more than 77 local and regional unique demonstrations and entertaining shows presenting the latest international breakthroughs and trends in the Wellbeing World.

Many of these events were carefully tailored for IN SHAPE's professional visitors enabling them to widen their knowledge and stay at the forefront of all the newness the ever evolving world of Wellbeing and Beauty has to offer. They had an exclusive chance to attend and enroll in many launchings, seminars, trainings and workshops presented by leading companies in the related fields. These occurrences, covered by major media representatives, provided a major exposure for the exhibitors organizing them.

On the other hand, simultaneous events were also set to make out of IN SHAPE's regular visitors' experience a highly vigorous and truly unforgettable one! From hair and dance shows to make-up and skin care demonstrations, from healthy cooking and eating sessions to fitness and exercising performances... Many of these happenings encouraged the active involvement of the attendees by offering their input as well as experiencing at first hand the benefits of what is proposed to them. This interaction has efficiently stimulated consumers' interest in the available products and services.

Moreover, as in 2014's edition, IN SHAPE 2015 hosted the Pan-Arab reality TV program "Beauty Clinic by Leila Obeid"! The program, conducted for the 2nd consecutive year in front of a live audience, welcomed over the four days well known doctors in the aesthetic surgery, dentistry and general health fields as well as prominent beauty, fashion, relooking and social figures.

On another hand, E Square was proud to pursue the 2nd edition of "IN SHAPE Beauty Prize for Hair and Make-Up"; a first-of-its-kind initiative instigated by the company in 2012. It is a competition aiming at encouraging and bringing to light the best unrevealed talents in the hairdressing and make-up fields. Participants competed live in front of a jury composed of prominent experts and well known community figures and under the supervision of specially flown in Italian professionals.



Some of IN SHAPE 2015 main Highlights & Breakthroughs:

- **“IN SHAPE Beauty Prize for Hair & Make Up II” by E Square:** A competition launched first in 2012, featuring 20 candidates and a highly competent jury including Leila Obeid, Marco Serra, Lutfi Berberi, Dr. Paul Audi, Frida Rayes, Christina Sawaya, Rami Salamoun & Hisham Haddad. The preparation phase and selection of the candidates were conducted within E Square’s premises and under the supervision of Mrs. Obeid and Mr. Berberi. The competition’s impact was overwhelming on all levels. It has crowned 4 winners and was confirmed to be once again the most imposing event of the sort in the region by the media, the Beauty field’s leading companies and professionals, the public as well as the contestants!
An event enriched by the generous contribution of Ghazi Trading, RB Products, Sawaya Holding & Travel Addiction!

- **Miss IN SHAPE & Miss Popularity’s Election:** The 6th edition witnessed the crowning of the 1st Miss IN SHAPE nominated by the Jury of experts & Miss Popularity nominated by the present audience.

- **Launching of the latest line in Selective Professional by R.B. Products:** Aside the dedicated booth, R.B. Product organized 2 highly successful events to efficiently launch the new Hair Care line. With two specially flown in professional Italian stylists, a training and a show depicted the latest hair trends, including cuts, colorings and brushings performed on more than 11 models.

- **“IN SHAPE Beauty Clinic by Leila Obeid”:** A space introduced last edition by E Square to host the 1st pan Arab make over reality show! Aiming at actively initiating the fair’s visitors to the latest in the Beauty World, 6 consecutive different segments were presented daily: Leila’s Signature, Natural Remedies, Latest Trends, the Guru’s Beauty Secrets, Meet the Experts & One-on-One with Leila. The first four give an efficient glimpse about how to use make-up to enhance our beauty not mask it, how to use the natural ingredients around us to make some of the most impactful skin and hair masks and how to develop and preserve healthy daily habits that couldn’t but boost one’s beauty and overall wellbeing! “Latest Trends” welcomed one of IN SHAPE’s major exhibitors in the Beauty Equipment Field who introduced the audience to the latest breakthrough in the industry and to its availability in the Lebanese Market! “Meet the Experts” gathered renowned doctors in the aesthetic surgery, dentistry and general health fields in addition to prominent beauty, fashion, and social figures who shared their insights and know-how. Last, “One-on-One with Leila” offered the visitors a unique opportunity to benefit from Mrs. Obeid infinite expertise to enhance their beauty!



- **Look Alike with Lab Academy:** An exclusive area where IN SHAPE's visitors got a unique chance to experience stardom and get into the look of their favorite stars! This special 15 minutes of fame was captured by Lab's paparazzi in front of IN SHAPE's Wall of Fame!
- **"Hairdressing & Make-up Shows":** Different extravagant beauty shows presented by well-known Lebanese & Italian Hair Stylists; **Joe Raad, Talal Tabbara, Zaher Jarrah, Jean Chedid as well as Edo Bianchi and Marco Serra.** Five rich and highly entertaining shows conveying the artists' insights into Spring- Summer 2015's Hair trends.
- **"Breaking All Limits" with Radical Fitness Team:** the largest annual live fitness workout gathering more than 500 sport's addicts from different walks of life and of various ages.
- **The HANNIBAL WARRIOR** Training on Saturday followed by the **Hannibal Warrior Master Class** on Sunday with **Amine Dib & Threshold:** EPIC workout session featuring different activities and competitions.
- **The Dance Floor:** A dedicated space for dance lovers where BAILANDO Group and Passos Alegres presented 3 daily special classes swinging the audience into flawless moves.
- **Latest Exercising & Fitness Instructions:** Daily demos carried out by some of the most reputable training and fitness companies as well as health clubs such as Radical Fitness, CJ Health & Fitness, GoFit, Abou Zaraa Gym, Promax.
- **Healthy "Sweet" Masterclass with Chef Charles Azar:** Winner of the World Pastry Cup's 5th place at Lyon-France, Chef Azar marveled IN SHAPE's healthy eating lovers with three sessions of delicious healthy deserts recipes.
- **Live Healthy Cooking and Eating Tips and Demonstrations:** Daily sessions presented on IN SHAPE Kitchen by celebrities, leading chefs, dieticians and nutrition experts among which the famous Anahid Doniguian, Chef Richard Khoury, Chef Balkis Othman, Nathaly Yaghi.

Testimonials

"It has been a pleasure launching our new products in such a professional exhibition. Great Experience & Exposure!"

Sibyl Rahal / **CELLOGIQUE**

"This year's edition was very successful: visitors were very interactive and interested in the theme of the fair. And they had the time to visit every stand and to learn more about the products."

Ghada Mallat / **MERSACO**

"We were thrilled to participate in the In Shape Beauty & Health Exhibition. For a cosmetics and beauty brand like INGLOT, In Shape is the best platform to promote our products and meet key players in the beauty industry. In fact, INGLOT made a lot of contacts during the fair. The fair's varied program of activities and events also helped to attract many visitors eager to enjoy the spectacles and learn about the latest trends and fashions....INGLOT Lebanon will definitely be at In Shape in 2016."

Najwa Alameddine / **INGLOT Lebanon**

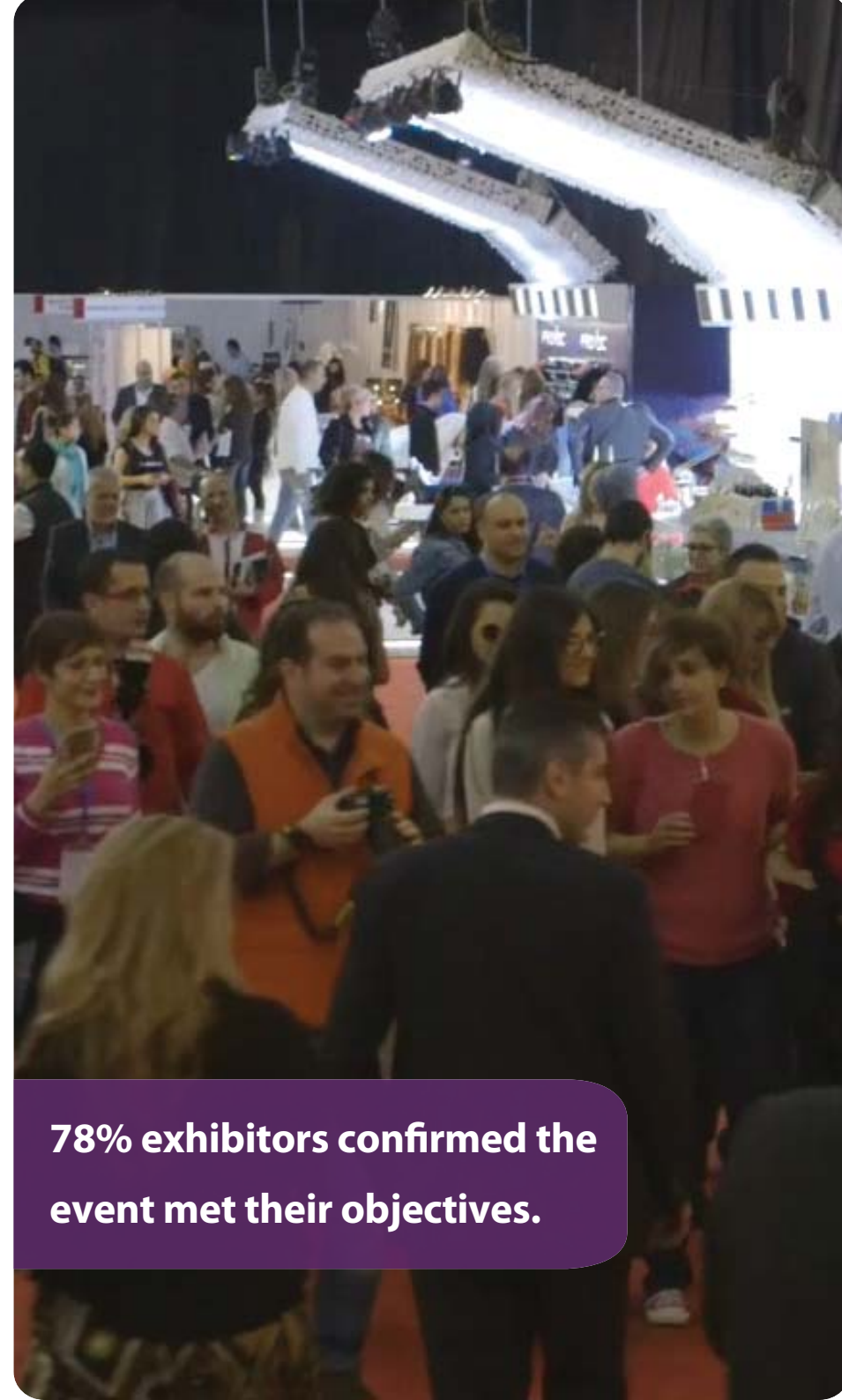
"This was our first participation. We were impressed by the organization, the helpfulness of the staff and the professionalism of the administration. In Shape has successfully invested a big effort in the shows that were very entertaining and attracted a good number of viewers.

For our part, as Crystal'in (BelArgan product), we have largely benefited from our participation since it has generated a big potential in our business. We will definitely participate next year."

Chrissy Nassar / **CRYSTAL'IN**

"Perfect Organization; couldn't have been better!"

Natalie Kadi Hasbini / **GOMAC s.a.l.**



78% exhibitors confirmed the event met their objectives.

Testimonials

"The event was very well organized; the stands and company booths were well divided and placed in an easy to see way. We will consider participating next year."

Chirine Al Hajj Ali / **HERB-MED s.a.r.l.**

"In general it was a successful fair taking into consideration the difficult economic situation in Lebanon. Hope that next year will be more fruitful and successful to you as an organizing company and to all of the exhibitors."

Simon Rached / **ZENOTEL WELLNESS RETREAT**

"My 6th year at the Parlor of In Shape... Looking forward for next year, as a fitness expert I still grow yearly with the growth of the event... In Shape fair is where "Breathtaking" happens!"

Amine Dib / **THRESHOLD ME**

"Altitude Mask thoroughly enjoyed exhibiting at In Shape 2015. It was our first exhibit. Thankfully with the support and interest of the visitors we managed to penetrate into the market. Our interaction with the general public was overwhelming and the support of the people was truly inspiring. Customers who were willing to break records and set the bar higher and higher is what we aim for with our product. Many thanks to In Shape for having us. See you again next year"

Sammer Sommers / **ALTITUDE MASK**

"When an event, such as IN SHAPE, is made to attract the community for a positive cause & to bond it through new ways of creative communication and through the culture of beauty, health, awareness and wellness, I believe we can say that it is giving a new "shape" to the community, a future brain and body character.

Shaping the future needs warriors, I trust that In-shape is still shaping the future."

Camille Attieh / **PROMAX**



86% exhibitors trust that the event will generate good business leads.



Final Note

Having well passed the pressing challenge of pulling out in the current overwhelming economic regional circumstances a successful 6th edition of IN SHAPE, the “one and only” Wellbeing fair in the Middle East, we would most definitely like to express our deepest appreciation to all parties who made it possible! Our sincerest thanks go to all of 2015’s exhibitors, participating experts, dynamic media partners and last but not least to the ever increasing IN SHAPE’s audience for their support, trust and valued investment of time and effort that were the real drive behind this achievement!

On another hand, because our aim is to propel IN SHAPE always a step further, your feedback and suggestions are highly welcomed to ensure the constant improvement and growth of future editions.

Finally, we hope that your experience was as satisfying as you have expected it to be. IN SHAPE succeeded once again in fulfilling its role of triggering the Lebanese economy by boosting the local market performance and enhancing the trade between Lebanon and the rest of the world.

For more details on IN SHAPE 6th & 7th Editions, kindly visit the fair’s website at: www.inshapefair.com

Till we meet again at IN SHAPE in March 2016, we wish you a very prosperous year!

Sincerely,

In Shape Organizing Team

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