



**10<sup>DEC</sup> – 13<sup>DEC</sup> 2026**  
**IRAQ VORTEX BEAUTY EXPO**

*Location*

The Expo is held at EIF: Erbil International Fairground in Erbil, Iraq.

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**Iraq Vortex Beauty Expo 2026**

The first and largest beauty and personal care exhibition in Iraq and Kurdistan region

**About the expo:**

Iraq Vortex Beauty Expo is the most prominent and specialized event for beauty and personal care in Iraq and Kurdistan region. The Expo brings together under one roof international beauty brands, manufacturers, industry entrepreneurs and experts and influencers from around the world.

**The Expo offers three strategic events:**

**First and foremost,** the Expo provides professional B2B business networking allowing exhibitors to establish high-value partnerships, sign distribution agreements, launch new brands and products through a Match-making program. The Match-making program bridges the gap between exhibitors and local market professionals in a designated B2B area under the supervision of IVBE team of experts.

**Secondly,** the B2C event creates an opportunity for a direct, interactive experience between exhibitors and customers where retailers do direct sales with visitors.

**Thirdly,** the Stage Programs event includes significant stage activities such as workshops, seminars, professional discussion panels by experts and specialized content creators in the field.

**Why Erbil?**

Erbil is one of the most strategic business hubs in Iraq and the region. The city combines political stability, economic growth, and commercial openness making it the ideal host city for an international exhibition of this scale.



**Participant Categories**

- Personal care
- Skincare
- Contract manufacturing and beauty labels in the beauty industry
- Haircare
- Perfumes
- Professional haircare
- Natural and organic products
- Professional beauty products
- Dermocosmetics (Medical beauty products)
- Makeup
- Raw materials and ingredients
- Beauty accessories
- Nailcare
- Halal cosmetics
- Salon equipments and furniture
- Spa and well-being
- Barber shops and beauty centers to showcase services
- eCommerce beauty apps



**Social Media Platforms**

**Cosmetics industry revenue in Iraq**

