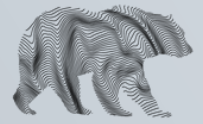
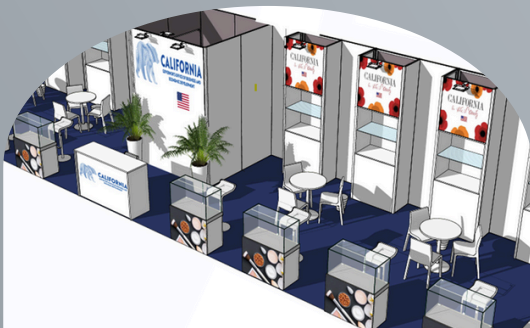


May 18-20, 2026



CALIFORNIA
BUSINESS AND ECONOMIC DEVELOPMENT

CALIFORNIA PAVILION AT BEAUTYWORLD SAUDI ARABIA



Why Saudi Arabia and BeautyWorld Saudi Arabia?

Saudi Arabia is the largest beauty and personal-care market in the GCC, representing nearly half of the region's total spending and showing some of its fastest growth. With a young, trend-driven population and a strong appetite for premium, innovative, and clean beauty products, the Kingdom offers an ideal fit for California brands. Exhibiting at Beautyworld Saudi Arabia (May 18-20) provides direct access to this high-value market and its rapidly expanding network of distributors, retailers, and industry buyers.

What type of beauty brands should apply?

- Cosmetics and Skincare
- Fragrance
- Hair, Nails, and Salon Supplies
- Personal Care and Hygiene
- Supply Chain and Services
- Beauty Technology

What is included? What's the cost?

The participation fee is \$3,500 per beauty brand. This includes a lighted glass top counter, a lighted display case, and access to shared meeting space and a closet. See draft rendering of the pavilion below. An interpreter will also be available to delegates. Business-to-business matchmaking to be confirmed.

How to apply: Go to step.business.ca.gov/

- Select "STEP Event" as the application type.
- Select "BeautyWorld Saudi Arabia" from the drop-down and complete the application.
- The GO-Biz team will contact applicants regarding eligibility and next steps in the approval process.
- Click [here](#) for more information on eligibility.

For more information:

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