

Discover the latest trends in Cosmetics and Personal Care industries in 15th International Cosmetics, Beauty and Hair Exhibition - BeautyEurasia!

BeautyEurasia, the largest cosmetics exhibition in Eurasia, has opened its doors!

15th International Cosmetics, Beauty, Hair Exhibition -BeautyEurasia, which is the largest exhibition in Eurasia region and organized by Platform Uluslararası Fuarçılık operating under ITE Turkey, has opened its doors to its visitors between June 20-22, 2019 at the İstanbul Expo Center.

While the expectations of the users in the fields of cosmetics and beauty change every year, there is also a constant transformation in customer demands and beauty trends around the world with the evolving technology. It seems that the demand for cosmetic products will gradually increase both in Turkey and the world. You can discover these topics and more in the BeautyEurasia, which will last for three days.

BeautyEurasia's events program blends information and entertainment together by offering a platform to meet beauty and cosmetics professionals, obtain information on the cosmetics industry in Turkey, and perform business development activities with manufacturers and organizations. The exhibition, which attracted more visitors compared to the previous years, prepares to host 360 exhibitors from 35 countries and over 11,000 visitors. Last year, the exhibition provided an opportunity to generate a business volume potential worth more than 250 million euro in total.

The exhibition brings together many buyers, exhibitors, and visitors with VIP International Hosted Buyer programs

The exhibition will host over 80 foreign buyers from Azerbaijan, Belarus, Georgia, Ghana, Saudi Arabia, Qatar, Russia, Kazakhstan, Lithuania, Moldova, Netherlands, Peru, Serbia, Spain, Ukraine, and India within the scope of VIP International Hosted Buyer program organized this year as well. With the **ITE Connect Matching Program (Matchmaking System)**, which was first used last year, all the exhibitors and buyers will have the opportunity to communicate with each other quickly and efficiently and start new partnerships through the smartphones and internet application for free.

Exhibition Director Filiz Mehmedova expressed her satisfaction at organizing the International Cosmetics, Beauty and Hair Exhibition - BeautyEurasia and added: "The exhibition provides all exhibitors with the opportunity to meet beauty and cosmetics professionals, obtain information on the cosmetics industry in Turkey, and perform business

development activities with manufacturers and organizations. In addition, the exhibition will provide new business partnership opportunities by hosting over 80 professional buyers from Azerbaijan, Belarus, Georgia, Ghana, Saudi Arabia, Qatar, Russia, Kazakhstan, Lithuania, Moldova, Netherlands, Peru, Serbia, Spain, Ukraine, and India within the scope of VIP International Hosted Buyer program organized this year as well. Important representatives from the global cosmetics industry will also be among these buyers. For the first time this year, all the exhibitors, visitors, and hosted buyers will be able to network effectively and quickly for free through smartphones and web application and will have the opportunity to expand their network by connecting with the right customers and suppliers thanks to ITE Connect Matchmaking Program (Matchmaking System). Additionally, the Hosted Buyer Program will be organized with the support of the Ministry of Trade this year as well. Our primary goals are to ensure that our country gains global recognition in the cosmetics industry and to contribute to our country in order to provide more production and ever-increasing volume of exports.”

Attractive events will take place in BeautyEurasia 2019

Conferences, technological presentations, and hair shows will be organized in the three-day exhibition. The exhibition, which will host the industry professionals and influencers with the events program to be held in cooperation with leading institutions and organizations, will update the knowledge of the exhibitors with topics including sectoral trends, technological developments, legislations, and ways to improve export sales. In addition, a new road map will be created for foreign investors, domestic producers, buyers, and decision-makers.

The exhibition, which will offer information, entertainment, and experience at the same time, will also welcome important speakers and guests. Turkish Medicines and Medical Devices Agency Head of Cosmetic Department Yücer Dener delivered a speech on the approach of the Ministry of Health to the cosmetics industry.

The session “**Sectoral New Trends and Growth Promising Areas,**” which will be moderated by PLAT General Manager Burak Aksoy will cover the latest developments in the beauty and cosmetics industry.

Association of Chemists will hold a session addressing the studies carried out in chemical science and industry and all the developments in this area. The session will be moderated by the Association of Chemists President, Ahmet Aktaş.

SFA R&D Technical Manager Bekir Çakıcı and Akdeniz University Health Sciences Faculty Member Dr. Oğuz Öztürk will attend the session “***New Era in Cosmetics Technology***” as speakers. *The session will be moderated by İsmail Aslan from the University of Health Sciences.*

Barbers and hairdressers coming from all parts of Turkey will showcase their best designs in the Hair Shows that will be held in cooperation with the İstanbul Chamber of Barbers and Istanbul Women's Hairdressers and Manicurists Chamber of Tradesmen and Craftsmen.

About ITE Turkey

ITE Turkey is the Turkey office of ITE Group, the international exhibition company which organizes more than 150 exhibitions and conferences worldwide with 32 offices in 20 countries with more than 1,000 experienced personnel. ITE Turkey, organizing premier exhibition organizations in leading industries of Turkey, consists of YEM Fuarçılık, EUF – E Uluslararası Fuar Tanıtım Hizmetleri, and Platform Uluslararası Fuarçılık.

ITE Turkey, which organizes the leading exhibitions of Turkey in the industries of **construction, tourism, cosmetics, food, rail systems, and logistics** takes its strength from the global network of ITE Group along with its experience in Turkey and the region. ITE Turkey creates new business, cooperation and purchasing opportunities in exhibitions by transferring its strong global network in the exhibition industry to each and every industry it is included in and supports the development of these industries.

www.ite-turkey.com

About Platform Uluslararası Fuarçılık and ITE Turkey

International Cosmetics, Beauty and Hair Products Exhibition - BeautyEurasia has been organized by Platform Uluslararası Fuarçılık operating under ITE Turkey as of 2013. BeautyEurasia, the largest cosmetics exhibition in the Eurasia region, directly contributes to the growth of the industry in the region with the increasing number of exhibitors and visitors each year.

For detailed information:

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