



The date of the 16th International Cosmetics, Beauty & Hair Exhibition - BeautyEurasia, which is to be held on November 25-27, 2020 **has been postponed** to June 16-18, 2021 to provide a healthier, more productive, and efficient exhibition experience for everyone given the strong demand from all our stakeholders, especially our exhibitors and visitors.

BeautyEurasia is postponed to June 16-18 2021

The date of the 16th International Cosmetics, Beauty & Hair Exhibition - BeautyEurasia, which set trends in the beauty industry in Turkey by bringing together the latest products and domestic and international visitors and serves as the door of the beauty industry of Turkey opening into the world, is changed due to global COVID-19 pandemic dominating the world's agenda. BeautyEurasia, which is recognized as the biggest beauty and cosmetics exhibition of the Eurasia region, was postponed on March 13, 2020, following the announcement by the Ministry of Trade concerning the COVID-19 pandemic. The date of the exhibition, which was previously revised to November 25-27, 2020, was finally set as June 16 - 18, 2021 after the meetings held especially with Hyve Group's business partners, a large number of exhibitors, visitors, and stakeholders.

In the past two months, BeautyEurasia held a lot of meetings with all its stakeholders that play a key role both in Turkey and in the international arena. Within this period, given the current state of the world and Turkey, the importance of organizing an efficient and successful exhibition at the right time and under the healthiest conditions for all parties was once again reasserted.

“Health, Productivity, and Efficiency are Our Top Priorities”

Regional Director of Hyve Group, a global trade exhibition organizer that holds BeautyEurasia, emphasized that their top priority is to organize a healthy and efficient exhibition for all stakeholders, especially exhibitors and visitors. Ülgen continued his words as follows: “Our country has dealt with the pandemic successfully and important steps are being taken gradually toward normalization.” However, the global fight against the COVID-19 pandemic continues in full swing. We previously postponed the BeautyEurasia, which serves as the door of the beauty industry of Turkey opening into Eurasia and the world, to November 25-27, 2020, and adopted the hygiene-and-health comes-first approach for our stakeholders and employees. Public health has and will always remain our number one priority. Our other priorities include offering a successful, productive, and efficient exhibition experience for all parties. After having a lot of meetings with all parties and evaluating the demands making a change in the date of Beauty Eurasia, we have decided that it would be best to reschedule the date of the exhibition once again. Our exhibition will be held on June 16-18, 2021. We will keep our exhibitors and the public informed of any global or local developments concerning the sector and our brand. BeautyEurasia, which will be organized by Hyve Group with the support of the Ministry of Trade, will continue to create new business, partnership, and purchasing opportunities for Turkey with its strong regional network.

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In 2019 the event hosted **around 12,000 professional visitors**

The Exhibition provides an efficient platform full of events for the promotion of new ideas and products by hosting discussions on global regional development areas of the sector and enabling the exchange of information. **Welcoming 374 exhibitors from 36 countries and around 12,000 professional visitors from 130 countries in 2019**, the exhibition saw a 51% increase in the number of international visitors last year compared to 2018. These figures are expected to increase in 2021 depending on the domestic and international market dynamics are expected to boom.

About Hyve Group Plc

Hyve Group is an international exhibition company that organizes more than 120 events in the world with 17 global offices in 14 countries with more than 1,000 experienced personnel. Hyve Group is a next-generation global events business whose purpose is to create unmissable events, where customers from all corners of the globe share extraordinary moments and shape sector innovation. Hyve Group plc was announced as the new brand name of ITE Group plc in September 2019, following its significant transformation under the Transformation and Growth (TAG) program. Our vision is to create the world's leading portfolio of content-driven, must-attend events delivering an outstanding experience and ROI for our customers. In Turkey, Hyve Group organizes the leading exhibitions of Turkey in the industries of construction (Yapı - Turkeybuild İstanbul), tourism (EMITT), cosmetics (BeautyEurasia), food (WorldFood İstanbul), rail systems and logistics (Eurasia Rail), by drawing its strength from the global network in the region.

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