



**16th International Cosmetics, Beauty, Hair Exhibition - BeautyEurasia continues preparations to host domestic and international exhibitors and visitors in its new date of November 25-27, 2020.**

## **New Date is Set for BeautyEurasia**

The date of the 16<sup>th</sup> International Cosmetics, Beauty, Hair Exhibition - BeautyEurasia, the biggest cosmetics exhibition in the Eurasia Region where the trends in the cosmetics industry will be addressed and the latest products will meet with domestic and international visitors, which was set as July 1-3, 2020, has been changed due to global COVID-19 pandemic affecting the whole world. After the assessment conducted following the decisions and announcements made by the Ministry of Trade regarding the exhibitions, the new date has been scheduled as November 25-27, 2020. The Exhibition, which is to be held at the Istanbul Expo Center located in Yesilkoy, will be held on November 25-27 as planned.

Kemal Ülgen, Regional Director at Hyve Group, the organizer of BeautyEurasia, stated that the decisions of the Ministry of Trade are very important and appropriate to put the process under control and ensure rapid economic recovery and return of the economy to its pre-pandemic levels of output. Ülgen continued his words as follows: "COVID-19, which first emerged in China and affected the whole world in a short period of time, defined as a pandemic by the World Health Organization, and required serious measures to be taken in the business world. The main reasons for taking these necessary and effective measures are to control the pandemic and make sure that the global economy starts to resume operations as soon as possible. The health and well-being of our employees, exhibitors, and visitors are our number one priority as always. We have no doubt that all our stakeholders will understand our decision to hold our exhibition in the field of cosmetics, which is one of the powerful industries of Turkey, between November 25-27, 2020. We will keep our exhibitors and the public informed of any global or local developments concerning the sector and our brand.

We continue working at full speed to host visitors from all over the world for 3 days at BeautyEurasia, which is recognized as the biggest exhibition of the cosmetics industry in the Eurasia region. BeautyEurasia, which will be organized by Hyve Group with the support of the Ministry of Trade, aims to create new business, partnership, and purchasing opportunities. The Exhibition provides an efficient platform full of events for promoting new ideas and products by hosting discussions regarding global and regional development areas of the sector and enabling the exchange of information. Welcoming 367 exhibitors from 33 countries and 11,786 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 2020 due to the boom in the domestic and international market dynamics.

### **Hyve Group**

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## **About Hyve Group**

Hyve Group is an international exhibition company that organizes more than 120 events worldwide 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 global network in the region.

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