



Supporting the commercial activities of its exhibitors throughout the year with its "Safe Trade, 365-Day Exhibition" strategy, Hyve Group brings together domestic exhibitors with global buyers.

BEAUTYEURASIA OFFERED THE EXHIBITORS THE OPPORTUNITY TO EXPORT 23 COUNTRIES BY LAUNCHING DIGITAL GATHERING SERIES

The leading sectoral collaboration platform of Turkey & Eurasia region, BeautyEurasia, continues to offer exporting opportunities to domestic exhibitors prior to opening doors for the exhibition to be held on June 16-18, 2021 at Istanbul Expo Center (IFM).

BeautyEurasia Webinar Series was organized between February 23 - 25 through Hyve Connect virtual trading platform, and Big Marker platforms, hosted 28 buyers from 23 different countries. Buyers from many countries including Azerbaijan, Bosnia, Bulgaria, Colombia, France, Netherlands, Malaysia, Lithuania, Spain, Tunisia, and Ukraine held more than 40 meetings with 140 exhibitors.

Regional Director of Hyve Group, Kemal Ülgen stated that the series of webinars with a total of 192 online exhibitors has proven to be a great success and that the exhibitors and buyers were satisfied at the end of the meetings: "Physical access is vital for the trade show industry. However, we will continue to support the continuation of the commercial activities of our buyers and exhibitors with hybrid practices including digital solutions outside the exhibition dates adapted to the pandemic conditions. We identify the level of exhibitor & buyer satisfaction as 93% in the event that we organized for the first time as part of BeautyEurasia. We will continue to organize more and more events where we bring together buyers and exhibitors and contribute to the regional and global economies, especially Turkey.

Watsons Turkey Category Manager: "An Important Event to Understand Changing Needs"

Evaluating the benefit the event can offer considering the changing consumer demands, Watsons Turkey Category Manager and one of the VIP Hosted Buyers in the webinar, Saliha Gül underlined the importance of event in terms of consumer dynamics. Stating that they see industrial exhibitions as an experience-sharing platform for both buyers to communicate their final customer demands to producers and for manufacturers to express themselves, Gül said, "This meeting we held prior to the exhibition was full of knowledge-sharing activities where we talked about the topics of changing consumer habits, opportunities in new product development, the changing needs of the cosmetics and personal care industry that manufacturers should pay attention to. I believe that this knowledge-sharing will create a basis for the products and innovations that will be offered during the exhibition period. I think these virtual gatherings will contribute to communicating the

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expectations of the buyers first, since these exhibition organizations will serve as channels where we can find the most suitable product and manufacturer for changing consumer demands.”

Another buyer, Contract Manager Maksat Kozhayev, representing Kazakh Ak Niet LLP / Europharma company based in Kazakhstan, stated that the collaboration platform, which was held before the exhibition and presented in a new format, was a significant experience for us. Kozhayev continued his words as follows: “Thank you for giving us the opportunity to participate in this virtual event. It was a great opportunity to meet manufacturers and communicating in a brand-new format was an invaluable experience for us. BeautyEurasia Virtual Gathering Series is a shining example of good practice and different business approaches in terms of safe trade strategy due to the COVID-19 pandemic and associated restrictions. I contacted suppliers via e-mail the next day and received quotes from them. Cooperation and business decisions will be made after the evaluation of offers. ”

Vaccination Plays a Decisive Role On 12% Growth Target

In addition to bringing exhibitors and buyers together, at the webinar series where VIP hosted buyers made presentations, economist and strategist Can Fuat Gürlelel Ph.D. presented a roadmap for the cosmetics & beauty sector and the economy by analyzing 2021, evaluating the opportunities from export and foreign markets perspective.

Stating that despite the pandemic conditions, the cosmetics & beauty sector increased exports by 9.4% in 2020 to \$2.03 billion in total. Gürlelel shared that the most important growth in exports of beauty products was in cleaning and hygiene products with 34.1%. Gürlelel also added that exports declined in many other sub-product groups. Imports, on the other hand, increased by 1.7% last year and amounted to 956 \$956 Million.

Underlining that the developments in the conditions due to the COVID-19 pandemic will be determinative of the trade and consumption of beauty products, Gürlelel underlined that the consumption and trade of other products are expected to remain weak in response to the expanding demand for cleaning, hygiene, and personal protection products, Gürlelel stated that there is a limited growth expectation in total expenditure on cosmetics in 2021, and a growth of 3 to 4% is expected in the domestic market.

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 taking strength from global network in the region.

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