

## ***The first exhibition organized in the Post-Pandemic World, the Cosmetics & Beauty Exhibition BeautyEurasia was visited by 11,623 visitors.***

***BeautyEurasia, the biggest International Cosmetics, Beauty and Hair Exhibition in Eurasia, where the representatives of the beauty and personal care sectors meet, attracted a great deal of attention from visitors and exhibitors.***

Organized by Hyve Group, the 16th International Cosmetics, Beauty and Hair Exhibition - BeautyEurasia, the biggest beauty exhibition in Eurasia, hosted its visitors for 3 days between **June 16 to 18**. The dynamism of the cosmetics market in the post-pandemic era is confirmed in BeautyEurasia. The exhibition saw a 58% percent increase in the number of visitors with **11,623** visitors compared to 2019. While offering new business and collaboration opportunities to local and international industry professionals, the exhibition provided exhibitors with the opportunity to meet nearly **150 invited hosted buyers from 56 countries** including Iraq, Canada, Palestine, Spain, Ecuador, Ukraine, Cameroon, Tunisia, Egypt, Kazakhstan, Pakistan, Cameroon, Uganda, Uruguay, Georgia, Netherlands, Nigeria, Macedonia, Romania, Kosovo, Palestine, Lebanon and Bosnia and Herzegovina both at the exhibition area and online through the Hyve Connect Matchmaking Program as part of the VIP Hosted Buyer Program. The exhibitors and the buyers held **more than 2,500 business meetings**, which directly contributed to the cosmetics exports.

The 16th International Cosmetics, Beauty, Hair Exhibition - BeautyEurasia offered its exhibitors the chance to meet with international buyers and industry experts, present their products to large audiences, and establish new business partnerships in 2021, as it has been for 15 years. Despite the changes in social behavior and the fact that people stayed at home for a long time due to the global pandemic, the cosmetics industry has continued its uninterrupted growth compared to last year. Although store closures led to a decrease in sales for a while in the early stages of the outbreak, the cosmetics sector revived thanks to the rapid increase in the use of e-commerce and continued to contribute to the country's economy. The gradual decline in imports and the rise in exports during the pandemic period played a major role in ending the exhibition with significant sales figures.

Expressing his satisfaction for the 16th International Cosmetics, Beauty and Hair Exhibition - BeautyEurasia, **Regional Director of Hyve Group, Kemal Ülgen** added; *"the cosmetics sector, which has been growing each passing year in Turkey, continues to contribute to the country's economy despite the COVID-19 pandemic, which has shaken up the whole world with its impacts on all aspects of life. According to the report published by the Ministry of Trade in March 2021, the cosmetics sector, which grows 10% per year, has reached a size of TRY 15 billion. The continuous decrease in imports*

*and the gradual growth in exports in cosmetics drew attention as the most important thing that distinguishes the sector from other sectors in Turkey. “*

### **BeautyEurasia Inspired Exhibitors with Interesting Sessions & Events in 2021.**

The three-day exhibition witnessed inspirational speeches, brand stories, workshops, trends, and hair shows. 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 was created for foreign investors, domestic producers, buyers, and decision-makers.

On the first day of the exhibition, **Chairman of Istanbul Chemicals and Chemical Products, İmer Özer** held a speech titled **"Cosmetics: The Sector at the Heart of Exporting"** and talked about the importance of differentiating yourself from others in terms of quality for the exhibitors and visitors of the exhibition.

One of the most interesting events held on the first day of the exhibition was the makeup application performed by Fezi Altun. In the event, he explained the seasonal makeup trends and applied makeup to Didem Soydan.

A special exhibition tour with visitors was organized and held by Fezi Altun. Visitors had the opportunity to meet beauty and cosmetics professionals while taking makeup tips from Fezi Altun. The relationship between cosmetics and technology was one of the most interesting topics this year as well.

**HifaceApp Founder, Hüseyin Tamer** talked about how to try on beauty products before making a purchase with the use of augmented virtual reality through the **HIFACEAPP** app they developed. **Melo App CEO, Melis Bilgili Baki** underlined that personal care and beauty services are delivered in the fastest ways possible with the app they developed under pandemic conditions.

On the second day of the exhibition, the pandemic & e-commerce were discussed in a session hosting **Ticimax Digital Marketing Manager Pınar Keleş, Note Cosmetics Deputy General Manager Burak Günenç, and the Founder of Smart Digital E-Commerce Consulting, Sibel Dervişoğlu** as speakers.

**On the third day of the exhibition,** Selin Ciğerci, the founder & owner of **Selin Beauty**, told the inspiring success story of her brand to the visitors.

The 16th BeautyEurasia held by Hyve Group, which brings together thousands of international investors and domestic business partners every year by organizing exhibitions in the locomotive sectors of the Turkish economy, was also received support from the Republic of Turkey's Ministry of Trade.

BeautyEurasia<sup>conf</sup>



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