



BeautyEurasia hosted more than 600 professional hosted buyers from 82 countries

Held by ICA Events, the 18th International Cosmetic, Beauty, & Hair Exhibition – BeautyEurasia contributed to productive cooperation and development of the sector with the participation of leading companies and countries. The exhibition, held between 15-17 June, brought together the products, services, and technologies of manufacturers and suppliers from around the world at Istanbul Expo Center.

Within the invited VIP hosted buyer program, BeautyEurasia, brought over 600 professional buyers from 82 countries, especially Europe and the Middle East, together with exhibitors. With this program, the exhibitors made business development and partnership agreements by meeting with many international high-level buyers. Approximately 450 domestic and foreign companies in total, particularly from the Russian Federation, France, Bulgaria, Greece, India, Italy, Switzerland, Ukraine, Japan, and the People's Republic of China, got together on the same platform.

BeautyEurasia, the leading cosmetics and personal care exhibition in Türkiye and Eurasia, attracted intensive attention for 3 days. The key product lines such as personal care products, perfume and deodorants, hair salon products, colour cosmetics, cleaning and hygiene products, baby cosmetics, nail care products, haircare products, packaging and labelling machines, wig-eyebrow-eyelash, cosmetic laser equipment, were exhibited in BeautyEurasia. In the exhibition where the exhibitors and buyers meet and form business partnerships, the exhibitors found the chance to experience various product lines, especially makeup, nail extensions and skin care applications.

BeautyEurasia, this year as well, made a great contribution to Türkiye's economy

Reviewing this year's performance of the exhibition, **BeautyEurasia Event Director Filiz Mehmedova**, conveyed her thoughts: *"BeautyEurasia, which has a mission beyond providing a basis for new partnerships and export opportunities, continued to draw the roadmap of the sector this year as well. Hosting new export opportunities, BeautyEurasia has received a great deal of attention and demand this year, especially from overseas. The participants and visitors got informed about the techniques and the products on fair booths where trends and key points about hair, makeup, nail, laser hair removal and personal care being shared."*



*Underlining that cosmetics export increased in all product lines except for the cosmetic laser equipment in the first quarter, **Mehmedova** said: “While Türkiye became prominent in cosmetics as an important production country, additional supply request has increased as well. We see that Türkiye increased exports in general and above most of the sector’s average when we look at the first quarter of 2023. Considering these developments, BeautyEurasia created new opportunities for businesses, partnerships, and exports for Türkiye with its strong regional network in this sector, which increased its exports in the first quarter of 2023 to \$652.3 million, an increase by 27.1% compared to the same period in 2022. We are glad to be able to contribute to this development as the only cosmetic exhibition for 18 years in Türkiye.”*

About ICA Events

ICA Events, the headquarters of which are located in London, is an international exhibition company that organizes over 50 exhibitions, displays, and conferences in Türkiye, Poland, Azerbaijan, Kazakhstan, and Uzbekistan with its representing agencies in the United Kingdom, Middle East, and China.

ICA Events is a next-generation organization company that organizes too-good-to-miss events where clients from all over the world share exceptional moments and where sectoral innovations shape. 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 Türkiye, ICA Events organizes Türkiye’s leading exhibitions in the construction (**Yapı – Turkeybuild Istanbul**), tourism (**EMITT**), cosmetics (**BeautyEurasia**), food (**WorldFood Istanbul**), railway systems and logistics (**Eurasia Rail**) by drawing its power from global network in the region.

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