

Exhibitors' Opinions



We never miss important exhibitions, BeautyEurasia being the primary one. We also come here to get up to speed with the developments in the industry and see new products. We are especially interested in the Middle Eastern markets, most importantly Qatar and hosted buyers from the Middle East. In the first two days, we formed a network of representatives from the Middle East and will continue to follow up on our meetings after the exhibition. The exhibition is very beneficial, and we will definitely be here next year.

Yakup Atıcı
Company Owner – Fon Cosmetic

We are showcasing all our products in different categories this year as well. Our biggest reason for exhibiting is to benefit from export opportunities. We see BeautyEurasia as an important platform in terms of this. We had many meetings and received important feedback. I can say that we created an important portfolio of market representatives from countries that we are targeting. Our expectations were exceeded.

Meriç Keskin
Trade Marketing Manager – Dalan Kimya



We exhibited at BeautyEurasia before. We received positive results and this is why we decided to exhibit again. We aim to promote our new product this year at the exhibition and we want to meet new distributors from Turkish, Middle Eastern and African markets. We achieved our goals so far and are totally satisfied with the exhibition.

Adrianna Makinowska
CEO – Uroda Polska

BeautyEurasia

16th INTERNATIONAL COSMETICS, BEAUTY, HAIR EXHIBITION



Meet the Beauty
where the continents meet!



**Venue: IFM,
Istanbul Expo Center**

Halls: 9, 10, 11

BeautyEurasia is at Istanbul Expo Center – IFM strategically positioned next to Ataturk International Airport and close to the city center, easily accessible by metro, bus, car and metrobüs.

16-18 June / Haziran 2021



Istanbul Expo Center
Istanbul Fuar Merkezi

YESILKOY / Istanbul
HALL 9 - 10 - 11

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Organiser



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BeautyEurasia 2021: Heading for another successful edition!

The leading beauty event in the region with its large international visitor and exhibitor profile, BeautyEurasia will once again be showcasing the latest developments and achievements in the beauty sector.

The 2021 event will be bigger in scope and size, with special emphasis on the product mix for the different channels of distribution: mass market, retail chains, hair care and personal care, packaging and fragrance, cleaning, hygiene and baby care products, private label and contract manufacturing.



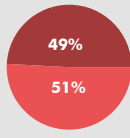
2019 Exhibitor Numbers: 42% Increase

374 Exhibitors from **36** Countries

Top 15 International Exhibitor Countries

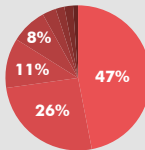
CHINA, SOUTH AFRICA, POLAND, SOUTH KOREA, BELGIUM, INDIA, ITALY, RUSSIA, THAILAND, BULGARIA, GERMANY, U.A.E., U.K., INDONESIA, MACEDONIA

2019 Exhibitor Breakdown



- 49% International Exhibitors
- 51% Local Exhibitors

2019 Exhibitors by Regions



- 47% Far East
- 26% Europe
- 11% Africa
- 8% Asia
- 3% Russia
- 2% Gulf
- 2% Balkans
- 1% America

Exhibitor Product Range

- Personal Care Products
- Professional Beauty & Hair Salon Products
- Salon Equipment
- Colour Cosmetics
- Natural Cosmetics
- Hair Care Products
- Baby Cosmetics
- Raw Materials, Packaging & Machinery
- Cosmetics Private Label & Contract Manufacturing
- Nail Care & Nail Art
- Cleaning & Hygiene Products
- Associations & Media



2019 Visitor Numbers

17% Increase in Total Visitors

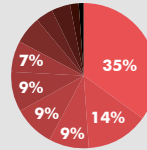
51% Increase in International Visitors

11.786 Visitors from **130** Countries

Top 20 Visitor Countries

IRAN, IRAQ, BULGARIA, LIBYA, RUSSIA, AZERBAIJAN, SAUDI ARABIA, UKRAINE, PALESTINE, LEBANON, GERMANY, TUNISIA, SYRIA, PAKISTAN, ROMANIA, JORDAN, SERBIA, U.S.A., GREECE, MOLDOVA

2019 Visitors by Regions



- 35% Middle East
- 14% Balkans
- 9% North Africa
- 9% Europe
- 9% Far East
- 7% CIS
- 6% Caucasus & Central Asia
- 4% America
- 4% Gulf
- 2% South Asia
- 1% Central Africa

Visitors' total annual purchasing budget: +1 Billion Euro

Visitor Profile

- Beauty Salons, Hotel & Spa
- Department Stores & Retail Shops
- Distributors
- Duty Free
- Exporters
- Hair Salons
- Herbalists
- Importers
- Manufacturers
- Online Beauty
- Cosmetic Shops
- Pharmacies
- Private Label
- Supermarkets
- Trade Associations & Media
- Wholesalers

69% of visitors are decision makers



2 Hosted Buyer Programs

"International Buyer Delegation Program" organized with the support of the Republic of Turkey Ministry of Trade and ITE Turkey; buyers from 5 countries including Jordan, Bulgaria, Albania, Cameroon and Mexico had B2B meetings with exhibition participants before and during the exhibition.

As part of the VIP Buyers Delegation programme organized by ITE Turkey, buyers from 16 countries including Russia, Serbia, Ghana, Moldova, Ukraine, India, Georgia, Kazakhstan, Uganda, Lithuania, Belarus, Spain, Azerbaijan, Peru, Qatar had 800+ B2B meetings with exhibitors during the exhibition.

Beauty Amphi Events



Conference Sessions



Exhibitor Presentations



Makeup Shows



Hair Shows



2,856 Attendees