

## BeautyEurasia Opens Its Doors on June 15th

**BeautyEurasia, the 17<sup>th</sup> International Cosmetics, Beauty and Hair Exhibition, the largest cosmetics exhibition in the Eurasia, will host its visitors at the Istanbul Expo Center from June 15 to 17, 2022 this year.**

BeautyEurasia, where manufacturers and suppliers from all over the world present their products, services and technologies in the cosmetics industry, is preparing to offer a complete exhibition experience to its exhibitors and visitors during three days.

The most important platform for cooperation and networking in the Eurasian and global industry, BeautyEurasia, is attracting strong demand and interest from abroad this year. Over 400 VIP hosted buyers from 75 countries including Canada, Italy, Albania, Azerbaijan, Bahrain, Bahrain, Chile, France, Jordan, Kenya, Morocco, Netherlands, Panama, Saudi Arabia, Spain, Uruguay and USA will attend the exhibition.

Organised by Hyve Group with the subsidy of the Ministry of Trade, BeautyEurasia, the largest industry exhibition in its region, aims to create new business, partnership and export opportunities for Türkiye with its strong regional network this year. The exhibition provides a productive platform full of events for the introduction of new ideas and products, by creating an environment where the global and regional development areas in the industry is discussed and participants can exchange their ideas.

**BeautyEurasia Event Director Filiz Mehmedova** stated that they are very pleased with the strong interest in BeautyEurasia and they aim to further increase the business volume, which was € 429 million in the previous year, and said *“Türkiye's cosmetics industry has a competitive production potential. We want to make a significant contribution to this potential through our exhibition. This year, our goal is to increase the total business volume reached at the exhibition to over € 500 million, mainly through meetings which bring together foreign hosted buyers and our manufacturers under the VIP Hosted Buyer Program.”*

### Exciting Events at BeautyEurasia

BeautyEurasia, which determines the trends of the industry, as well as providing the global, regional and local cooperation opportunities, also offers a platform where the present and

future of the industry will be discussed by experts. In addition to the sessions, it offers new products and services to its visitors with an innovative approach through the events.

On the first day of BeautyEurasia which will open its doors at 11:00 on the 15th of June, the steps to be taken for climate-friendly production by reducing carbon emissions in manufacturing and supply will be discussed in detail in the panel **“Sustainability Criteria for Success in the Cosmetics Industry”** at 12:00.

The panel **“Efficient Growth Formula in Times of Crisis”** in the second session of the first day, will focus on alternative sales routes, new market means in exports, agile transformation in times of crisis, portfolio management with new product groups, digitalization in production, sales and purchasing processes. In the panel moderated by TV presenter and author Cansu Canan Özgen, **Category Director at Hepsiburada Yalkın Tütüncüoğlu, Chairman of Aksan Kozmetik Zafer Kutanoğlu and Project Manager at International Beauty Industry Trade Association Kelly Young** will sit in the speaker's seat.

In the third session of the day, the panel **“Recent Customer Trends in Retail and Online Marketplaces”** will be held under the moderation of **Özlem Güsar, Founder of Oggusto.com**. In the panel, **Category Deputy General Manager at CarrefourSA, Murat Dinçer and Category Group Director at Hepsiburada, Mazhar Özsoy** will explain how the purchasing processes are shaping the industry in the light of new trends.

In the last session of the first day of the exhibition, the famous artist **Gülben Ergen** will tell the story of the brand **Gülbennatural** to the visitors and exhibitors.

### **Hosted Buyer Special Exhibition Tour**

As well as panels, various events take place in the exhibition. On June 15 and 16, 2022, **Makeup Artist & Hair Designer, Alp Kavasoglu** will visit the stands of the exhibitors with a group of foreign and local hosted buyers in industry, on routes planned based on categories, and will discuss the new products and innovative technologies of the companies meeting changing consumer needs.

### **Unique Hair and Makeup Shows and Contests are at BeautyEurasia!**

As in every year, exhibitors will present new products and technologies make exceptional hair shows. On June 17<sup>th</sup>, the last day of the exhibition, more than 200 contestants will compete with each other in hair and make-up competitions on the stage and present their remarkable works and styles to the jury and the visitors.

Besides the competitions, in the hair and make-up workshops, famous hairdressers and make-up artists will exhibit their latest works and inform the audience about the key points, techniques and products.

**About Hyve Group**

Hyve Group is an international exhibition company that organizes more than 75 events in 12 countries around the world, with more than 800 experienced employees in 10 countries. Hyve Group is a new-generation exhibition company whose purpose is to hold must-see events where customers from all over the world share extraordinary moments and shape industry innovation. Following the Transformation and Growth (TAG) program, Hyve Group plc was announced as the new name of ITE Group plc in September 2019. Our vision is to provide our customers with an excellent experience and return on investment by creating the world's leading portfolio of content-specific and must-see events. In Turkey, by having its power from the global network in the region, Hyve Group organizes Turkey's leading exhibitions in the fields of construction (**Building Exhibition– Turkeybuild Istanbul**), tourism (**EMITT**), cosmetics (**BeautyEurasia**), food (**WorldFood Istanbul**), rail systems and logistics (**Eurasia Rail**).

**For press information;**

**Bersay Communication Consultancy**

Ayben Cumali +90 554 844 68 05, [ayben.cumali@bersay.com.tr](mailto:ayben.cumali@bersay.com.tr)

Emre Kaya, +90 542 895 25 38, [emre.kaya@bersay.com.tr](mailto:emre.kaya@bersay.com.tr)