

18th International Cosmetic, Beauty, & Hair Exhibition – BeautyEurasia Opens Its Doors!

BeautyEurasia, which is the leading sector and collaboration platform in Türkiye and Eurasia, will open its doors on June 15th, Thursday. The exhibition, which brought 17,000 domestic and foreign sector’s professionals together in the past year, is subjected to high interest this year as well. The exhibition continues its preparations for gathering over 600 foreign purchasing professionals from 70 countries with participants in 3 halls.

BeautyEurasia, which brings the products, services, technologies of producers and suppliers from all over the world together, will host thousands of participants throughout 3 days. Within the invited VIP purchasing committee program this year, BeautyEurasia will gather over 600 professional purchasing specialists from 70 countries, especially from Europe and Middle East, together with participants. With this program, the participants will find the chance to find the opportunity for business development and for finding new suppliers and partners by meeting with many international high level purchasing professionals. Approximately 450 domestic and foreign companies in total, particularly Russian Federation, France, Bulgaria, Greece, India, Italy, Switzerland, Ukraine, Japan, and People’s Republic of China, has been counting the days for the one of the most important commercial platforms of the sector.

BeautyEurasia, which is the sector’s largest exhibition of its region and organized by ICA Events, aims to further consolidate Türkiye’s place in the international area by contributing in the development of the sector. The exhibition offers a productive platform for introducing new ideas and products by enabling the discussion of global and regional development areas of the sector in Türkiye and Eurasia region and by facilitating the information exchange.

BeautyEurasia prepares to contribute to Türkiye’s exports

In the cosmetics 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, BeautyEurasia creates new opportunities for businesses, partnerships, and exports in Türkiye with its strong regional network. The visitor count to the exhibition, which draws more attention from participants thanks to its achievements such as increasing the exports in the first quarter of the year and highlighting Türkiye as an important producing company in cosmetics, is expected to grow more compared to last year.

BeautyEurasia Exhibition Director Filiz Mehmedova, who expressed that they were very satisfied with the interest shown in the exhibition, conveyed her thought for the much-anticipated exhibition, *“Our primary goal at BeautyEurasia is to contribute in the facilitation and growth of the sector dynamics by providing a ground for companies to find a chance to observe their strategies and innovations and by increasing the €400 million business volume that was obtained last year. We are thrilled to have contributed in the success of this sector with BeautyEurasia which provides participants with establishing a vast network and discovering the market potential. In BeautyEurasia 2023, we have also organized a special boat excursion where we will bring together the esteemed professionals of the invited purchasing committee program and exhibition participants to create a more interactive environment.*

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, 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 the sectoral innovations take place. 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.

For further information:

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