

The 17th BeautyEurasia Brings Together More Than 400 VIP Hosted Buyers From 35 Countries in Istanbul

BeautyEurasia, the leading sector and collaboration platform of Eurasia and Turkey continues preparations in full throttle to bring together local exhibitors and foreign buyers in 2022. BeautyEurasia, in which the powerful decision-makers in multinational markets of Middle East, Africa, North and South America, China and Europe made their decision to participate two months in prior, is the only sectoral exhibition to be supported by the Ministry of Trade.

Hyve Group organizing exhibitions for leading sectors of Turkish economy, continues its preparations for the 17th International Cosmetics, Beauty & Hair Exhibition - BeautyEurasia between 15-17 June.

The exhibition which will be attended by a total of 1.000 local and foreign exhibitors, will bring together new products, services, and innovative technologies of international manufacturers and suppliers from all over the world.

BeautyEurasia which will bring together industry professionals in Istanbul Expo Center, will not only provide new business agreement opportunities, but also will discuss latest leading advancements shaping cosmetic industry in collaboration with decision-maker institutions and organizations.

Support From the Ministry of Trade

Achieving significant growth every year in Türkiye and improving its growth rate especially via e-commerce globally, cosmetic industry improves its contributions to our economy. By strengthening its ambition in this regard, BeautyEurasia, manages to attract more global investors, hosted buyers, exhibitors and visitors with its increasing participant number and business volume every year.

The number one exhibition of cosmetic and personal care industry in Türkiye and surrounding region, BeautyEurasia is the only exhibition in the industry to be supported by the Ministry of Trade once again. The Ministry will subsidize 50% of the cost of the promotional activities of exhibitors.

The 17th International Cosmetics, Beauty & Hair Exhibition – BeautyEurasia, which will be held on June 15-17, 2022, is getting intense participation requests due to the commercial success that exhibitors and companies achieved last year.

High Interest in International VIP Hosted Buyers at the Exhibition

Held for the 16th time last year and brought together 11,623 industry and professional buyers from 88 countries and 182 exhibitors from 12 countries, BeautyEurasia met more than 150 professional buyers with exhibitors from 56 countries notably Europe and Middle East and enabled them to have more than 2,500 business meeting as part of VIP Hosted Buyer Program.

100 VIP hosted buyers from various countries including Albania, Azerbaijan, Bahrain, Chili, France, Jordan, Kenya, Morocco, the Netherlands, Panama, Saudi Arabia, Spain, Uruguay, and the USA have already booked their place in 17th BeautyEurasia, for which more than 1.0000 professional buyers submit participation requests although there are more than two months to the exhibition. It is anticipated to host more than 400 VIP Hosted Buyer from 35 countries during the exhibition.

Global Chains, Strong Hosted Buyers in the Industry Are in Istanbul

Kemal Ülgen, Hyve Group Regional Director state that exhibitors, hosted buyers, and investors from global brands have already confirmed their attendance in 17th BeautyEurasia said, "Being one of the most important commercial platforms in the industry in Eurasia Region, BeautyEurasia advances firmly to be global collaboration and decision-maker exhibition in its industry. With this aim, we combine our experiences in Türkiye and Eurasia Regions with our group's strong global network, and we aim to use this combination for the industry to further advance, as we did previous years. 150 hosted buyers, investors and exhibitors from 56 countries held more than 2,500 business meeting last year and our goal is to increase this number of business meeting and volume. I would like to say that the global interest in our exhibition is an important step towards this goal. We want to continue our growth in 17th BeautyEurasia and improve our contributions to the industry. "

Ülgen also added that powerful decision-makers in multinational markets of Middle East, Africa, North and South America, China, and Europe confirmed their participation in the exhibition two months in prior, and this is an important sign of rising interest in the exhibition.

These hosted buyers include **Bahrain-based Lulu Group which operates a total of 227 shops and 24 shopping centers** in Arab countries including Gulf countries, Egypt, India and Far East Region, **Panama based Mays Zona Libre which is the largest wholesaler and distributor in South America Region** and has more than 35,000 products in its portfolio, **Tanzania's leading**

cosmetic chain store Atsoko, Eurokos from Lithuania with its more than 40 shops and Sargin from Uruguay which makes distribution from many countries such as Germany, the USA, Argentina, and China. In addition, important distributors, and dealers in the cosmetic industry such as SEBILIFE, KAARE, BRAND ACTIV, FLORYA TRADING will take part in the exhibition as hosted buyers.

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**).

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