

*The 16th International Cosmetics, Beauty and Hair Exhibition - BeautyEurasia will be held on June 16-18, 2021 at Istanbul Expo Center.*

Press Release

June 4, 2021

## **BeautyEurasia Will Be the Meeting Point of The Cosmetics Industry!**

- **The biggest cosmetics exhibition of the Eurasia, 16th International Cosmetics, Beauty and Hair Exhibition, BeautyEurasia, where the trends of the cosmetics industry will be discussed and the latest products will meet with local and foreign visitors, will be held at Istanbul Expo Center between June 16-18, 2021.**
- **BeautyEurasia, the number one exhibition of the cosmetics and personal care industry in Turkey and region, was again the only exhibition in the industry to receive support from the Ministry of Commerce this year.**

Organized by Hyve Group and being one of the most important gateways to the Eurasian market, BeautyEurasia brings together the products, services and technologies of manufacturers and suppliers from all over the world. At BeautyEurasia, work continues at full speed to host local and foreign visitors for 3 days. Exhibition is carried out within all the health measures and Safe & Secure Standards, which were formed by considering the practices that World Health Organization and Turkish Ministry of Health developed.

Work continues at full speed to host visitors from all over the world for 3 days at BeautyEurasia, which is one of the most important gateways to the Eurasian market. Organized by Hyve Group with the support of the Ministry of Commerce, BeautyEurasia aims to create new business, partnership and purchase opportunities for Turkey with its strong regional network. The exhibition offers an efficient platform full of activities for the promotion of new ideas and products by enabling information exchange and the discussion of the global and regional development areas of the industry.

The exhibition, which hosted 374 exhibitors from 36 countries and 11,786 visitors from 130 countries in 2019, is expected to increase these numbers in 2021 thanks to the activity in domestic and foreign market dynamics. While offering new business and cooperation opportunities to local and foreign industry professionals, at the exhibition, participating companies will come together with more than 60 invited buyers under the VIP Hosted Buyer Program. Within the scope of the program, important buyers from countries such as France, Lebanon, Colombia, Spain, Georgia, Bulgaria, Azerbaijan, Tajikistan, Bosnia and Herzegovina,

Bahrain, Suriname, India, Pakistan, Netherlands, Palestine, Serbia, Malaysia, Ukraine, Ghana, Tunisia and Morocco will be hosted.

As the biggest exhibition of its industry in Eurasia, BeautyEurasia promises its participants a great export potential for the Turkish and Eurasian markets. It is important for new commercial collaborations that manufacturers and exporters with market targets covering the countries of this region take part in the exposition. In addition, the exhibition will host many cosmetics chains, wholesalers and retailers from Africa, the Middle East, Central Asia and Far East countries, which are among the target markets of the whole world. In addition, BeautyEurasia, where manufacturers and suppliers from all over the world present their products, services and technologies to the visitors, will again provide a thorough exhibition experience to its exhibitors and professional visitors for three days in 2021.

Just like every year, with the Hyve Connect Matching Program (Matchmaking System), all exhibitors, visitors and hosted buyers will have the opportunity to expand their networks without any charge by connecting with the right customers and suppliers via smartphone and internet application, networking quickly and effectively.

### **Events that will shape the industry are at BeautyEurasia**

In the event program organized in cooperation with the institutions and organizations leading the industry; industry professionals, influencers and heads of important associations will create a roadmap for foreign investors, local manufacturers, buyers and decision makers, by addressing trends, new products and technological innovations.

Conferences, technological presentations, product demos of participating companies, hair and makeup shows will also take place at the Exhibition, which will last for three days. The exhibition, which will host industry professionals and influencers with the event program organized in cooperation with the institutions and organizations leading the industry, will update the participants' knowledge on sectoral trends, technological developments, legal regulations and increasing exports. Also, a sectoral roadmap will be created for foreign investors, local producers, buyers and decision makers.

### **Beauty Masterclass with Fezi Altun**

In the event that will take place under BeautyEurasia Exhibition in IFM on the opening day of the exhibition, Wednesday, June 16, 2021; industry professionals, accompanied by **the famous makeup artist Fezi Altun**, will visit the booths of the exhibition participants and examine the products and technologies of the companies that respond to the changing

consumer needs. Besides chatting with Fezi Altun in the exhibition corridors, an interactive exhibition experience will be offered with booth visits and on-site product applications. After the tour, Fezi Altun will host **the special guest Didem Soydan at the Beauty Amphi Event Area**, where they will have a pleasant conversation while showing their makeup techniques.

**Istanbul Chemicals and Chemical Products Exporters' Association (İKMiB) Vice President İmer Özer** will deliver a speech titled "The Industry at the Heart of Exports: Cosmetics" at the exhibition on June 16, where **The Industry at the Heart of Exports: Cosmetics" and the Products and Markets Renewed with Technological Developments** will bring knowledge and experience together.

On the second day of the exhibition, June 17, under the moderation of **Keyo Digital Founding Partner Mustafa Kemal Sözkese**n, a panel called "Can E-Commerce Take Over Stores?" will take place. The panel will discuss the rise of digital sales channels, their share of the pie against stores, and the roadmap that businesses should follow to be prepared for e-commerce in the most effective way. **Ticimax Digital Marketing Manager Pınar Keleş** is among the people who will take part in the panel.

Among the other topics to be discussed, there are "Market Analysis and Field Experiences", "Trade Habits of Buyers", "The Importance of Rose in Natural Cosmetics", "Use of Peeling in Skin Health", "Designs Dominating Hairdresser Textiles", and "Professional Makeup in Personal Care"; so, they offer the opportunity to learn the industry in depth.

### **Tech Enterprises That Inspired the Cosmetics Industry are at Beauty Tech Garage**

Entrepreneurs who bring a new perspective to the industry with their products and technologies such as social media filters, augmented reality and customer management, personal assistant mobile applications, thanks to shopping technologies meet buyers and producers with innovative tools and make differences in the retail sales experience will also take their place at the Beauty Tech Garage, where Tech Enterprises That Inspired the Cosmetics Industry will be conveyed.

In Beauty Tech Garage, which will be moderated by **Gülşah Akın and Duygu Birecikli**, founders of **Age Provocateur**; **Qreal Product Manager Alper Güler**, **HifaceApp Founder Hüseyin Tamer** and **Melo App CEO Melis Bilgili Bak** will appear as guests.

### **Breathtaking Hair Shows are at BeautyEurasia!**

Besides conference sessions, new product and technology presentations of participating companies and breathtaking hair shows will also attract attention. **Mustafa Mostafa, the hair**

stylist of the famous football player **Cristiano Ronaldo**, will perform a hair show with the coolest models. On the second day of the exhibition, in cooperation with the Istanbul Chamber of Barbers, **Ersin Seçmiş and Kadir Alkan** will appear in hair shows. On the last day of the exhibition, in cooperation with the Istanbul Women' Hairdressers Chamber, **Osman Balcı, Ayşe Doğan, Şükran Şahin, Selin Süremen and Muhittin Yuşan** will perform hair and makeup shows.

**Sharing information about the 2021 targets of BeautyEurasia, Hyve Group Regional Director Kemal Ülgen said:** *“As Hyve Group, we aim to contribute to the development of the industry by combining our vast experience and expertise in Turkey and Eurasia with the existing strong global network of our group. With BeautyEurasia, we bring together different partners in the industry and ensure that hundreds of exhibitors and visitors are informed about the developments in the industry. We aim to contribute more to the industry by increasing the number of visitors which was more than ten thousand in 2019, with the exhibition that we will hold on June 16-18, 2021.”*

#### **About Hyve Group**

Hyve Group is an international exhibition company that organizes more than 120 events worldwide with 17 global offices in 14 countries with more than 1,000 experienced personnel. Hyve Group is a next generation global events business whose purpose is to create unmissable events, where customers from all corners of the globe share extraordinary moments and shape sector innovation. Hyve Group plc was announced as the new brand name of ITE Group plc in September 2019, following its significant transformation under the Transformation and Growth (TAG) program. 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 Turkey, Hyve Group organizes the leading exhibitions of Turkey in the industries of construction (Yapı – Turkeybuild İstanbul), tourism (EMITT), cosmetics (BeautyEurasia), food (WorldFood İstanbul), rail systems and logistics (Eurasia Rail), by taking strength from global network in the region.

#### **About Hyve Beauty Fuarçılık A.Ş**

International Cosmetics, Beauty and Hair Exhibition – BeautyEurasia has been organized by Hyve Beauty Fuarçılık A.Ş, which is a part of Hyve Group since 2013. BeautyEurasia, the largest cosmetics exhibition in the Eurasia Region, directly contributes to the growth of the regional industry with the number of exhibitors and visitors which increases every year.

#### **For detailed information:**

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