

BeautyEurasia Fair

Attracted Great Interest

with 19,799 Visitors from 128 Countries

The 18th International Cosmetics, Beauty and Hairdressing Fair - BeautyEurasia, the largest cosmetics fair in the Eurasia Region, was held at the Istanbul Expo Center was held at the Istanbul Expo Center between 15 - 17 June 2023. There were 453 exhibitors from 26 countries at the fair. In the fair, where more than 600 professional buyers from 82 countries were hosted by ICA Events, a total of 5,387 buyers took part in BeautyEurasia.

BeautyEurasia, the largest International Cosmetics, Beauty and Hairdressing Fair of Eurasia, where the representatives of the cosmetics and personal care sectors meet, attracted great attention from visitors and participants. BeautyEurasia, where many of the world's leading elite cosmetics and beauty brands are located, increased the number of visitors by 14% compared to last year and hosted a total of 19,799 visitors from 128 countries, 27% of which were international. The participation rate of foreign visitors to the fair increased by 10% compared to last year.

BeautyEurasia, the leading sector and cooperation platform of Türkiye and Eurasia, hosted participants from many countries, including a total of 454 domestic and foreign companies, mainly from countries such as Russia, France, Bulgaria, Greece, India, Italy, Switzerland, Ukraine, Japan and China. The fair not only contributed to the creation of new business and cooperation opportunities for exhibitors and visitors; but also hosted the most key product groups of the industry such as personal care products, perfumes and deodorants, hairdressing equipment, color cosmetics, cleaning and hygiene products, baby hygiene products, nail care products, hair care products, packaging and labeling machines, wig-eyebrow-lash, epilation devices.

Reviewing this year's performance of the exhibition, **BeautyEurasia Event Director Filiz Mehmedova**, conveyed her thoughts: "BeautyEurasia, which has a mission beyond providing a basis for new partnerships and export opportunities, continued to draw the roadmap of the sector this year as well." Hosting new export opportunities, BeautyEurasia has received a great deal of attention and demand this year, especially from overseas. At the fair stands where hair, make-up, nail, epilation and personal care trends and business tips were shared, participants and visitors were also informed about techniques and products. Emphasizing that cosmetics exports increased in all product groups except hair removal products in the first quarter, **Mehmedova said**, "While Türkiye stood out as an important production country in cosmetics, demand for additional supply also increased. We see that Türkiye increased exports in general and above most of the sector's average when we look at the first quarter of 2023. In the light of these developments, in this sector, whose exports increased by 27.1 percent in the first quarter of 2023 compared to the same period of 2022 and rose to \$652.3 million, BeautyEurasia created new business, partnership and export opportunities for Türkiye with its strong regional network. As Türkiye's only cosmetics fair for 18

years, we are happy to contribute to the development of the sector and the economy with BeautyEurasia, which was attended by 19,799 visitors from 128 countries this year.”

About ICA Events

Headquartered in London, ICA Events is an international fair company that organizes more than 50 fairs, exhibitions and conferences in Türkiye, Poland, Azerbaijan, Kazakhstan and Uzbekistan with its representatives in the United Kingdom, the Middle East and China.

ICA Events is a new generation organization company that organizes unmissable events where customers from all over the world share extraordinary moments and industry innovation is shaped. Our vision is to provide our customers with a tremendous experience and return on investment by creating the world's leading portfolio of content-driven and must-see events.

ICA Events organizes Türkiye's leading fairs in the construction (**Yapı Fair - Turkeybuild Istanbul**), tourism (**EMITT**), cosmetics (**BeautyEurasia**), food (**WorldFood Istanbul**), rail systems and logistics (**Eurasia Rail**) sectors, drawing its strength from the global network in the region.

For detailed information:

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