

As the cosmetics sector, which has grown 14% in 2017, reaches a total value of 9.3 billion TL; BeautyEurasia, which is the most important gathering of the sector, prepares to host over 10,000 visitors from 106 countries along with many celebrities.

BeautyEurasia to Guide the Sector with Various Sessions and Panels

14th International Cosmetics, Beauty, Hair Exhibition – BeautyEurasia will take place in Istanbul Expo Center between the dates April 12-14, 2018. During the three-day exhibition, in addition to the colourful shows, many topics that will guide the sector will be discussed in detail at panels and sessions such as beauty trends, brand sustainability, franchise and retail chain opportunities, illegal cosmetic products.

As well as interesting sessions, BeautyEurasia also prepares to host celebrities. At the exhibition, fashion designer Ivana Sert will promote the new product of her eponymous brand; the Heart Breaker lipsticks. She will also share her beauty secrets and the beauty trends with the visitors at the session that will take place on the second day of the exhibition.

Organized by Platform Uluslararası Fuarçılık operating under ITE Turkey, which organizes outstanding exhibitions in the leading industries of Turkey; 14th International Cosmetics, Beauty, Hair Exhibition - BeautyEurasia will take place in Istanbul Expo Center between the dates April 12-14, 2018 as the largest cosmetics exhibition of the Eurasian region.

Bringing together the products, the services and the technologies of manufacturers and suppliers from all around the world, BeautyEurasia will also witness colourful events such as cosmetics, beauty and hair products as well as stand activities. Just like every year, the Foreign Hosted Buyer Program will be carried out at the BeautyEurasia Exhibition with the support of the Ministry of Economics.

The topic of fight against illegal cosmetics will be discussed at BeautyEurasia.

On April 12th, the first day of the exhibition, many important topics regarding the sector will be discussed by experts. The Turkish Medicines and Medical Devices Agency Inspection Services Vice President Fatih Tan and The Turkish Medicines and Medical Devices Agency Inspection Department Head Sibel Gürer will be the speakers at the ‘Inspection Processes of the Cosmetics Companies’ session, which will address the inspections regarding cosmetic product promotion activities and the health claim inspections.

At the second session of the first day, ‘Legal Regulations Session’, important topics will be discussed such as the communication and the coordination between the companies and the

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Turkish Medicines and Medical Devices Agency (TITCK), the lack of qualified personnel at cosmetic firms and their training, raising the cosmetic awareness of the consumers, and the use of the new Product Tracking System (ÜTS).

Then, at the last session of the first day, the topic of 'Fight against Illegal Cosmetics' will be addressed. The lessons that have been taken from investigating the illicit/under the counter cosmetic firms and the field inspection procedures and processes of the cosmetic firms will be discussed in detail.

'Beauty Trends with Ivana Sert' and 'Brand Sustainability' at BeautyEurasia

As for the second day of BeautyEurasia, the agenda will mostly be about the marketing processes. At the first session on April 13th, 'Brand Sustainability', the topics of becoming sustainable in the sector, gaining momentum and achieving success in the highly competitive industry will be discussed in an era when the cosmetics sector improves rapidly both in Turkey and in the world, in parallel with the developing technologies and newly arising needs.

On the other hand, the topic of the cosmetic companies opening their own stores and becoming widespread due to the rise in demand in the self-care and beauty products in the rapidly growing cosmetics market will be addressed at the session 'Franchise and retail chain opportunities'.

At the last session of the second day, fashion designer Ivana Sert will share her beauty secrets and trends with the visitors. On the last day of the exhibition, April 14th, there will be highly colourful activities such as exclusive hair shows.

Ivana Sert is at BeautyEurasia with 'Heart Breaker'

Preparing to welcome celebrities in addition to the interesting panels, BeautyEurasia will witness Ivana Sert sharing her beauty secrets and trends with the visitors as well as promoting the new product of her eponymous brand; the Heart Breaker lipsticks. The launch will take place on the first day of the exhibition in the hall number 9 at the stand number A810.

Cosmetics industry has grown 14% in 2017, reaching 9.3 billion TL.

Commenting on the sector and the BeautyEurasia Exhibit, the **ITE Turkey Event Director Filiz Mehmedova** said "The cosmetics sector has shown a rapid growth in our country especially in the last 10 years. With the significant recovery and revival of the economy and the domestic market during the second half of 2017, the domestic cosmetics market has grown 14% in 2017, reaching 9.3 billion TL. In 2018, it's expected that the economic growth and the vitality of the domestic market will continue. Within this context, the expectation is that the domestic market will grow 15%. In addition to the domestic market, the export performance of the sector is also improving. In 2017, the cosmetic product export has increased 2.5%, reaching 1.5 billion dollars. In 2018, it's expected that the important countries which we export to will experience

improvements and a faster growth in their economy and domestic markets. Therefore, we predict an 8-10% growth in exports in the year 2018.”

Around 350 participants from 36 countries and over 10,000 visitors

Stating that exhibitions are the most effective activity for marketing and learning about the market, Mehmedova said: “With BeautyEurasia, we both aim to bring together the different stakeholders of the sector under one roof and make sure that hundreds of participants and thousands of visitors learn about the latest developments in the industry with high-quality content. Our goal is to contribute into the improvement of the sector by combining our important expertise and experience in Turkey and the Eurasian region with our group’s existing strong global network. Last year, we hosted 258 participants from 33 countries and 7,471 visitors from 91 countries. This year, we’d like to keep growing and increase our contributions into the sector by reaching around 350 participants from 36 countries and over 10,000 visitors from 106 countries in total.

On the other hand, we’ll implement the VIP Hosted Buyer Program, which was a success last year, in the upcoming exhibition as well. Thanks to the program, our visitors will have the opportunity to find new suppliers, get into a partnership and develop business by coming together with many international and high-end buyers. Various VIP buyers from Turkey, CIS (Commonwealth of Independent States), Middle East, Europe and Latin America will be invited to the program so that they can meet with the participants in the Hosted Buyer area.”

BeautyEurasia, which will be organized for the 14th time between the dates April 12-14, 2018, will bring the leaders of the sector together as well as contributing into creating international opportunities for the representatives of the cosmetics industry in business development, purchasing, business and collaboration.

About ITE Turkey

ITE Turkey is the Turkish branch of the ITE Group, the international exhibition company that organizes 240 exhibitions and conferences worldwide with 32 offices in 20 countries and a staff comprising of over 1,000 experienced employees. Organizing leading exhibitions for the leading industries of Turkey, ITE Turkey consists of the companies **YEM Fuarçılık**, **EUF - E Uluslararası Fuar Tanıtım Hizmetleri** and **Platform Uluslararası Fuarçılık**.

Organizing the leading exhibitions of Turkey in industries such as **construction, tourism, cosmetics, foods, railroad technologies, rail systems and logistics**; ITE Turkey draws its strength from the global network of the ITE Group as well as its experience in Turkey and the region. By sharing its strong global network in the exhibition industry with other industries it operates in, ITE Turkey creates new opportunities for business, collaboration and purchasing, and makes contributions into the development of the industry.

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The International Cosmetics, Beauty, Hair Exhibition – BeautyEurasia, has been organized by Platform Uluslararası Fuarçılık which operates within ITE Turkey since 2013. As the largest cosmetics exhibition in the Eurasia region, BeautyEurasia directly contributes into the improvement of the industry in the region with its number of participants and visitors which increase every year.

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