

14th BeautyEurasia Hosted 10,090 Visitors This Year

14th International Cosmetics, Beauty, Hair Exhibition – BeautyEurasia, the largest cosmetics exhibition of the region of Eurasia, took place in Istanbul Expo Center between the dates April 12th-14th, 2018. Including many prominent cosmetics and beauty brands of the world, BeautyEurasia increased the number of foreign visitors by 28% and hosted 10,090 visitors in total.

At the exhibition, fashion designer Ivana Sert promoted the new product of her eponymous brand, the Heart Breaker lipsticks; as well as sharing her beauty secrets and beauty trends at the session which took place on the second day of the exhibition. Witnessing various interesting sessions and events throughout three days, the exhibition attracted intensive attention from the visitors with the exclusive hair shows that took place on the last 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 took place in Istanbul Expo Center between the dates April 12th-14th, 2018 as the largest cosmetics exhibition of the Eurasian region. Attracting intensive attention throughout three days, the exhibition hosted 10,090 visitors from 99 countries and 280 participants from 23 countries.

Bringing together the products, the services and the technologies of manufacturers and suppliers from all around the world, BeautyEurasia was also the center of attention with its stand events in addition to the cosmetics, beauty and hair products. Just like every year, the Foreign Hosted Buyer Program was carried out at the BeautyEurasia Exhibition with the support of the Ministry of Economics.

Briefing about the exhibition, the **ITE Turkey Exhibition Director Filiz Mehmedova** said “As ITE Turkey, 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. In this context, we hosted 10,090 visitors from 99 countries and 280 participants from 23 countries this year. Organized for the 14th time between the dates April 12th-14th, 2018; BeautyEurasia contributed into creating new international business development, buying, business and collaboration opportunities for the representatives of the cosmetics sector, as well as bringing together the leaders of the industry. The VIP Hosted Buyer Program, which was a success last year, was also carried out at BeautyEurasia this year. Thanks to the program, our visitors experienced 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

ITE Turkey



EUF - E Uluslararası Fuar Tanıtım Hizmetleri A.Ş. | EUF - E International Trade Fairs: Ticaret Sicil Numarası: 430499

YEM Fuarçılık A.Ş. | YEM Exhibitions: Ticaret Sicil Numarası: 758423

Platform Uluslararası Fuarçılık A.Ş. | Platform International Exhibitions Inc.: Ticaret Sicil Numarası: 745813

from Turkey, CIS (Commonwealth of Independent States), Middle East, Europe and Latin America came together with the participants in the Hosted Buyer area. In this context, we believe that we had a very effective exhibition regarding our participants. We already began working for the next year with our professional team.”

Ivana Sert participated in BeautyEurasia with ‘Heart Breaker’

Hosting celebrities in addition to the interesting panels, BeautyEurasia also witnessed 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.

During the three-day exhibition, in addition to the colorful shows, many topics that will guide the sector were discussed in detail at panels and sessions such as beauty trends, brand sustainability, franchise and retail chain opportunities, and fighting against illegal cosmetic products. The exclusive hair shows, which took place on the last day of the exhibition, attracted intensive attention from the visitors.

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.
www.ite-turkey.com

About Platform Uluslararası Fuarçılık and ITE Turkey

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.

For detailed information:

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