

For the first time, BeautyEurasia 2019 will be supported by the Ministry of Commerce

- **ITE Turkey, the organizer of outstanding exhibitions in the leading industries of Turkey, will leave its mark in 2019 with BeautyEurasia which will be held for the 15th time this year.**
- **BeautyEurasia, the international meeting point of the beauty industry, was supported by the Ministry of Commerce for the first time this year. The ministry will provide 50 percent support for the costs of promotional activities of the exhibitors.**
- **BeautyEurasia, which brings together the products, services, and technologies of manufacturers and suppliers from all over the world, will offer cosmetic, beauty, private label, raw material, and hair salon products to the visitors.**

15th International Cosmetics, Beauty, and Hair Exhibition Beauty Eurasia, which is organized by Platform Uluslararası Fuarçılık operating under ITE Turkey, will be held between the dates of June 20-22, 2019 at Istanbul Expo Center and welcome its visitors with the support of Ministry of Commerce.

The Ministry of Commerce, supporting qualified domestic exhibitions in various industries with international recognition, provided support for the beauty and cosmetics industry for the first time this year. Beauty Eurasia became the first and only cosmetics and beauty exhibition to benefit from this 50 percent support.

By attending the 15th International Cosmetics, Beauty, and Hair Exhibition BeautyEurasia, you can meet international buyers and industry experts, promote your products to large audiences, establish new partnerships, and benefit from the Ministry of Commerce's support.

Moreover, BeautyEurasia will provide a full exhibition experience for the exhibitors and professional visitors with products, services, and technologies of international manufacturers and suppliers for three days. Besides, the exhibition, which is one of the most important gateways which opens to the Eurasian market, will offer new business and cooperation opportunities to the domestic and international industry professionals with the VIP Hosted Buyer Program which will take place this year as well.

Exhibition Director Filiz Mehmedova shared information on the 2019 objectives of BeautyEurasia: *'As ITE Turkey, we aim to contribute to the development of the industry by combining our broad experience and expertise in Turkey and Eurasia region with the existing strong global network of our group. With the support of the Ministry of Commerce, BeautyEurasia brings together different stakeholders in the industry and ensures that hundreds of exhibitors and visitors are informed about the industry developments. We wish to contribute more to the industry in this year's exhibition that will take place on June 20 – 22, 2019 by increasing the number of the attending visitors which was over 10 thousand last year. Besides, the VIP Hosted Buyer Program, which we have successfully carried out for 2 years, will be in this year's exhibition program as well.'*

Mehmedova emphasized that with the 'Hosted Buyer' program, they have provided an opportunity for many individual exhibitors from the international arena: 'Professional visitors find many new opportunities for new supplies, business developments, and partnerships by meeting manufacturers, suppliers, and a number of international top-level buyers. Many VIP buyers from Turkey, CIS (Commonwealth of Independent States), Middle East, Europe, and Latin America will be invited to the program in order to bring them together with the exhibitors through Hosted Buyer Program.'

The exhibition, participation rate of which has already reached up to 66 percent, hosted 286 companies from 25 countries and 10,090 professional visitors from 99 countries in 2018.

For further information:

Bersay Communications Consultancy

Ayben Cumalı / +90 554 844 68 05 / ayben.cumali@bersay.com.tr

Erdi Gürel / +90 535 508 23 65 / erdi.gurel@bersay.com.tr

About ITE Turkey

ITE Turkey is the Turkish branch of the ITE Group, the international exhibition company that organizes more than 150 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, railway 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 to the development of these industries.

www.ite-turkey.com

About Platform Uluslararası Fuarçılık and ITE Turkey

International Cosmetics, Beauty, Hair Exhibition - BeautyEurasia is being organized by Platform Uluslararası Fuarçılık, operating under ITE Turkey since 2013. As the largest cosmetics exhibition in the Eurasia region, BeautyEurasia contributes directly to the growth of the industry in the region with its steadily increasing number of exhibitors and visitors.