

## **BeautyEurasia, the international summit of the beauty industry, is ready for 2019**

- **Carrying out premier exhibitions in Turkey's leading industries, ITE Turkey will leave its mark in 2019 with 15th BeautyEurasia which will take place this year.**
- **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.**

BeautyEurasia, **the 15th International Cosmetics, Beauty, Hair Exhibition** which is organized by Platform Uluslararası Fuarçılık and is the largest cosmetics exhibition of Eurasia Region, will welcome its visitors at the Istanbul Expo Center between June 20-22, 2019.

In 2019, 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. Moreover, the exhibition is one of the most important gateways which opens to the Eurasian market and it offers new business and cooperation opportunities to the domestic and foreign industry professionals with the VIP Hosted Buyer Program which will take place this year.

**Exhibition Director Filiz Mehmedova shared information on the objectives of BeautyEurasia for 2019:** *'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. In BeautyEurasia, we bring together different stakeholders in the industry and ensure that hundreds of exhibitors and visitors are informed about the industry developments. This year, we wish to contribute more to the industry by increasing the number of attending visitors, which was over ten thousand last year, in the exhibition that will take place on June 20 – 22, 2019. 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 'Hosted Buyer' program, they have provided an opportunity for many individual exhibitors from the international arena:

*'Professional visitors find 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 the Hosted Buyer Program.'*

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

**For further information:**

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**About ITE Turkey**

ITE Turkey is the Turkey office of ITE Group, the international exhibition company which organizes more than 240 exhibitions and conferences worldwide with 32 offices in 20 countries with more than 1,000 experienced personnel. ITE Turkey organizes premier exhibition organizations in leading industries of Turkey, consists of YEM Fuarçılık, EUF – E Uluslararası Fuar Tanıtım Hizmetleri, and Platform Uluslararası Fuarçılık.

ITE Turkey, which organizes the leading exhibitions of Turkey in industries of **construction, tourism, cosmetics, food, rail systems, and logistics** takes its strength from the global network of ITE Group along with its experience in Turkey and the region. ITE Turkey creates new business, cooperation and purchasing opportunities in exhibitions by transferring its strong global network in the exhibition industry to each and every industry it is included in and supports the development of these industries.

[www.ite-turkey.com](http://www.ite-turkey.com)

**About Platform Uluslararası Fuarçılık and ITE Turkey**

International Cosmetics, Beauty, Hair Exhibition - BeautyEurasia, is being organized by Platform Uluslararası Fuarçılık, an affiliate of ITE Turkey since 2013. As the biggest 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.