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The exhibition hosted make-up techniques, permanent nail polish applications and hair shows for three days.

BeautyEurasia, became the meeting point of cosmetics sector of Eurasia region once again this year!

13th International Cosmetics, Beauty and Hairdressing Fair - BeautyEurasia brought together 450 exhibitors and 7,471 professional visitors from 36 countries. BeautyEurasia, which addressed the Eurasia region, hosted many countries including Russia, Ukraine, Commonwealth of Independent States, Eastern Europe, North Africa, United Arab Emirates and Iran. The exhibition contributed to the establishment of new business and cooperation opportunities for exhibitors and visitors. During the exhibition, various stand activities such as make-up techniques, permanent nail polish applications, hair shows and applications were organized.

13th BeautyEurasia - International Cosmetics, Beauty and Hairdressing Exhibiton, organized by **Platform International Exhibitions**, which is among the group companies of ITE Turkey, contributed to the establishment of productive cooperations and the development of the industry with the participation of the leading companies and countries in the sector. The exhibition which was held between 27 and 29 April, brought together the products, services and technologies of international producers and suppliers around the world. During the three days, 7,141 people visited the exhibition.

*Turkey Operations Group Director Muharrem Tunca stated that the 11 exhibitions in the field of beauty and cosmetics held by ITE Group in 9 countries, are the best ones in their regions and added: "The ITE Group has special expertise in this area. We are trying to bring new customers to the sector by combining our 13 years of experience and expertise in Turkey and the Eurasia region with Group's current powerful global network The cosmetics sector in Turkey is a vibrant and dynamic sector... In 2015, the Turkish cosmetics sector achieved a business volume of **8.6 billion TL**. In 2016, it is estimated that this number is about **10 billion TL**. Research shows that the number of companies offering cosmetics to the market is around **4,500** as of 2016... About **1,500** of them are manufacturers. This is also an indication of the importance of the sector for our country's economy..."*

Cosmetics and beauty sector in our country is among the growing sectors. Factors such as increasing importance of beauty and care, efforts on keeping the youth, women taking more active role in work and social life and youthful population provide stability in the development of this sector in our country. BeautyEurasia is also trying to create a new business environment for the sector by combining the dynamics of the industry with the positive atmosphere of the exhibition.

ITE Turkey



YEM FUAR EXHIBITIONS

PLATFORM ULUSLARARASI FUARCILIK A.S. INTERNATIONAL EXHIBITIONS INC.

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

BeautyEurasia, one of the most important gates opened to the giant Eurasia market, offers its exhibitors great export potential for Turkey and Eurasia Region markets. Particularly the participation of manufacturers and exporters with market targets covering these countries is important for the new commercial partnerships that can be born. In addition, the exhibition hosted a large number of cosmetics chains, wholesalers and retailers from Africa, the Middle East, Central Asia and the Far East, which are among the world's target markets.

“International Buyers Delegation Program” boosted the event

The exhibition, which provided exhibitors and visitors with new market and business opportunities through the “**International Buyers Delegation Program**”, which was realized with the support of the Ministry of Economy within the scope of the exhibition, and hosted many countries with VIP Buyers Delegation Program including Azerbaijan, Albania, Bulgaria, Kosovo, Uzbekistan, Pakistan, Russia and Oman. The program aimed to develop new purchasing, business, business development and partnership opportunities for sector representatives on an international level.

Exclusive and colorful hair shows in BeautyEurasia...

BeautyEurasia hosted colorful hair shows for 3 days. Arca Acar Cut Color Factory Academy Show Team and Pivot Point Turkey Show Team added color to the exhibition with their surprise hair shows. In addition, Chambers of Barbers and Hairdressers and Vocational Training Centers participating from different cities took part in the exhibition with interesting hair shows.

www.beautyeurasia.com

About Platform Uluslararası Fuarçılık and ITE Turkey

International Cosmetics, Beauty and Hair Exhibition – BeautyEurasia, has been organized by Platform Uluslararası Fuarçılık which exists within the structure of ITE Turkey since 2013. BeautyEurasia, the biggest cosmetics exhibition in the Eurasia Region, directly contributes to the growth of the region's sector with its exhibitor and visitor figures which increase every passing year.

About ITE Turkey

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

ITE Turkey, who organizes the leading exhibitions of Turkey in sectors of construction, tourism, cosmetics, food, fashion, energy, packaging, construction machinery, 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 sector to each and every sector it is included in and supports the development of these sectors.

www.ite-turkey.com

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