

**13th International Cosmetics, Beauty and Hairdressing Exhibition - BeautyEurasia will be held at Istanbul Expo Center on April 27 - 29, 2017.**

## **The beauty and cosmetics sector opens up to Eurasia with BeautyEurasia.**

**BeautyEurasia 2017, one of the most important cosmetics exhibitions in the region, brings the sector together for the 13th time at the Istanbul Expo Center on 27 - 29 April. Preparing to welcome 450 exhibitors and over 10,000 professional visitors from 36 countries, BeautyEurasia will host a number of countries, including Russia, Ukraine, CIS, Eastern Europe, North Africa, UAE and Iran.**

Platform Uluslararası Fuarçılık, which is among the group companies of ITE Turkey that organizes professional specialized exhibitions in the leading sectors of Turkey, will organize the 13th BeautyEurasia - International Cosmetics, Beauty and Hairdressing Exhibiton between April 27th and 29th. The exhibition will bring together new products, services and innovative technologies of international manufacturers and suppliers from a wide geographical area.

*ITE 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 in the Eurasia region with Group's current powerful global network".*

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.

*Muharrem Tunca pointed out that the Turkish cosmetics sector had a business volume of 8.6 billion TL in 2015, and that the figure for 2016 is estimated to be around 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..."*

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

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 will host 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.

The exhibition, which will provide exhibitors and visitors with new market and business opportunities through the “International Buyer Delegation Program”, which will be realized with the support of the Ministry of Economy within the scope of the exhibition, and will host many countries with VIP International Buyer Delegation Program including Russia, Ukraine, Moldova, Azerbaijan, Kazakhstan, Uzbekistan, Kyrgyzstan, Turkmenistan and Tajikistan. The program will aim to develop new purchasing, business, business development and partnership opportunities for sector representatives on an international level.

13th International Cosmetics, Beauty and Hair Exhibition – BeautyEurasia, which is the biggest cosmetics gathering of the Eurasia Region, will take place on April 27 – 29, 2017 at Istanbul Expo Center with the attendance of beauty and cosmetics experts, decision makers, executives, buyers and other professional visitors.

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

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