

## BeautyEurasia Opens Its Doors on April 12

**14<sup>th</sup> International Cosmetics, Beauty and Hair Exhibition – BeautyEurasia, the biggest cosmetics exhibition of the Eurasia Region, will take place on April 12-14, 2018 at Istanbul Expo Center. BeautyEurasia, which will include various major cosmetics and beauty brands and renowned names, is preparing to host more than 10.000 visitors from 106 countries.**

**At the exhibition, fashion designer Ivana Sert will introduce her new product Heart Breaker Lipstick and share her beauty secrets and trends with the visitors in a session that will take place on the second day of the exhibition. The exhibition, which will host many interesting sessions and events for 3 days, will also present the visitors with very exclusive hair shows on the last day of the exhibition.**

14<sup>th</sup> International Cosmetics, Beauty and Hair Exhibition – BeautyEurasia, organized as the biggest cosmetics exhibition of the Eurasia Region by Platform Uluslararası Fuarçılık which is an affiliate of ITE Turkey which organizes leading exhibitions in leading sectors of Turkey, will take place on April 12-14, 2018 at Istanbul Expo Center.

BeautyEurasia, which will bring together the products, services and technologies of producers and suppliers from all around the world, will see colorful scenes with its stand activities in addition to the products of cosmetics, beauty and hair. As always, BeautyEurasia will once again organize the Foreign Procurement Committee program with support from the Ministry of Economy.

### **Cosmetics sector grew 14% and reached 9.3 billion TL**

**ITE Turkey Event Director Filiz Mehmedova** has made evaluations on the cosmetics sector and BeautyEurasia: “In 2017, domestic cosmetics market grew 14% and reached 9.3 billion TL. While the boom in economic growth and domestic market is also expected to last throughout this year, there is a general assumption that the sector will score a 15% growth in the domestic market. On the other hand, the exportation performance of the sector is also in an upward trend. Last year, export of cosmetics products has increased 2.5% and reached 1.5 billion dollars. Therefore, we believe that an increase of 8-10% is in order for exports in 2018. Mehmedova also made some comments about the exhibition: “As ITE Turkey, we aim to combine our experience and expertise in Turkey and the Eurasia Region with the strong global network of our group and support the development of the sector. Last year, we hosted 258 exhibitors from 33 countries and 7.471 visitors from 91 countries. This year, we want to increase our support to the sector even more by hosting 350 exhibitors from 36 countries and more than 10.000 individual visitors from 106 countries.”

ITE Turkey



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

### **“VIP Hosted Buyer Programme” is at BeautyEurasia**

BeautyEurasia, which will take place for the 14<sup>th</sup> time on April 12-14, 2018 and provide representatives of cosmetics sector with opportunities of business development, new purchases, business and cooperation at an international level, will bring sector leaders together. Last year’s successful VIP Hosted Buyer program will take place once again. Professional visitors will get to find opportunities of new provisions, business development and cooperation by coming together with many international top-level buyers. Many VIP buyers from Turkey, CIS (Commonwealth of Independent States), the Middle East, Europe and Latin America will be brought together with exhibitors at the Hosted Buyer area.”

### **Ivana Sert is at BeautyEurasia with “Heart Breaker” ...**

At BeautyEurasia, which will host interesting panels and renowned names, Ivana Sert will share her beauty secrets and trends with the visitors and introduce her brand-new Heart Breaker Lipsticks. The launch will take place on the first day of the exhibition in Hall 9 at stand no. A810. In addition to colorful events, the 3-day exhibition will also host various panels and sessions that will lead the sector on subjects from beauty trends to brand sustainability and from franchise and retail chain opportunities to the fight against illegal cosmetics trade. Within this scope, Ivana Sert will share her beauty secrets and trends with the visitors in the session which she will conduct on the second day of the exhibition. Last day of the exhibition, April 14, will witness joyful scenes by presenting the visitors with very exclusive hair shows.

### **About ITE Turkey**

ITE Turkey is the Turkey office of the international exhibition company ITE Group who 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** and **Platform Uluslararası 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 construction 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)

**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.



**For detailed information:**

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