

14th International Cosmetics, Beauty and Hair Exhibition – BeautyEurasia will take place on April 12-14, 2018 at Istanbul Expo Center...

BeautyEurasia is preparing to host 320 exhibitors from 36 countries

14th 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, 2017 at Istanbul Expo Center.

The exhibition, which is one of the most important doorways to the Eurasia market, presents new business and cooperation opportunities for local and foreign sector professionals. In this frame, with the VIP International Buyers Delegation program, BeautyEurasia is preparing to host important buyers from countries in Europe, CIS, the Far East, Middle East and also from Latin American countries such as Mexico, Colombia, Chile and Brazil. The program will provide new purchase, business, business development and cooperation opportunities for sector representatives at an international level. 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 continues its development with 8.6 billion TL of business volume

ITE Turkey Exhibition Director Filiz Mehmedova has highlighted the dynamism and high growth potential of cosmetics sector and said the following: “According to the data of November 2017, the cosmetics market in Turkey has a business volume of 8.6 billion TL and continues to develop. This year, we organize BeautyEurasia which is one of the most important trading platforms of the sector in the Eurasia Region for the 14th time within this growing market. 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 320 exhibitors from 36 countries and more than 10.000 individual visitors from 106 countries. On the other hand, last year’s successful VIP International Buyers Delegation program will take place once again. Professional visitors get to find opportunities of new provisions, business

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

development and cooperation by coming together with producers, suppliers and many international top-level buyers. Many VIP buyers from Turkey, CIS (Commonwealth of Independent States), the Middle East, Europe and Latin America will be invited to the program in order to have them meet with exhibitors at the Hosted Buyer area.”

Mehmedova has mentioned that exhibitions are the most effective activities for marketing and learning the market and highlighted the exhibition’s importance in the sector with the following: “With BeautyEurasia, we aim to gather different shareholders of the sector under a single roof and ensure that hundreds of exhibitors and thousands of visitors are aware of the developments in the sector with our quality content. Extensive research and surveys show that our visitors want to be aware of these developments, while our exhibitors want to get to know the competition in the sector and learn about content which will differentiate them from the rest of the market.”

Activities of professional and personal development at BeautyEurasia

BeautyEurasia, which has prepared a rich exhibition schedule in order to have sector experts share their knowledge and lead the sector at various sessions with support from leading institutions and organizations such as Istanbul Chemicals and Chemical Products Exporters’ Association (İKMİB), is handling the subjects of trends, technological developments, legal regulations, ABC of exportation, tips for business development etc. in panels aimed towards foreign investors, local producers, buyers and decision makers.

BeautyEurasia is providing its exhibitors and visitors with an event schedule which will enable them to draw away from the density and crowdedness of the exhibition by pursuing technical and market-related subjects contributing to personal and professional development and establishing new and different contacts. BeautyEurasia will host many expert speakers who will talk about important subjects such as Natural Cosmetics: Usage of plants in the sector, security phases which cosmetics products go through before reaching the consumer, power of social media in online sales and branding, brand sustainability in cosmetics sector, beauty sector and technology, how to get involved in cosmetics retail chain, make-up trends etc.

BeautyEurasia, which will take place for the 14th 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.

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

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



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

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:

Bersay Communication Consultancy

Erkan Yılmaz / +90 532 556 27 93 / erkan.yilmaz@bersay.com.tr

Göknur Acar Erbakış / +90 553 604 64 10 / goknur.acar@bersay.com.tr

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

19 Mayıs Caddesi Golden Plaza Kat:7 Şişli 34360 İstanbul / Türkiye | Tel +90 212 291 83 10 | Fax +90 212 240 43 81 | info@ite-turkey.com | www.ite-turkey.com