

## **18th International Cosmetics, Beauty, and Hair Exhibition - BeautyEurasia OPENED ITS DOORS!**

**BeautyEurasia, which is the leading sector and collaboration platform in Türkiye and Eurasia, opened its doors today. The exhibition, which brought 17,000 domestic and foreign sector professionals together in the past year, attracted great interest this year as well. The exhibition, bringing over 600 foreign hosted buyers from 70 countries together with exhibitors in 3 halls will continue until June 17<sup>th</sup>.**

BeautyEurasia, which brings the products, services, and technologies of producers and suppliers from all over the world together this year as well, will continue until 17 June, Saturday Within the invited VIP hosted buyer program, BeautyEurasia gathered over 600 professional buyers from 70 countries, especially from Europe and the Middle East, together with exhibitors. With this program , the exhibitors had a chance to find the opportunity for business development and for finding new suppliers and partners by meeting with many international high-level buyers. Approximately 450 domestic and foreign companies in total, particularly the Russian Federation, France, Bulgaria, Greece, India, Italy, Switzerland, Ukraine, Japan, and the People’s Republic of China, showed great interest in the exhibition which is one of the most important commercial platforms of the sector.

BeautyEurasia, which is the sector’s largest exhibition of its region and organized by ICA Events, aims to further consolidate Türkiye’s place in the international area by contributing to the development of the sector. The exhibition offers a productive platform for introducing new ideas and products by enabling the discussion of global and regional development areas of the sector in Türkiye and Eurasia and by facilitating the information exchange.

### **BeautyEurasia contributes to Türkiye’s economy:**

In the cosmetics sector, which increased its exports in the first quarter of 2023 to \$652.3 million, an increase by 27.1% compared to the same period in 2022, BeautyEurasia creates new opportunities for businesses, partnerships, and exports in Türkiye with its strong regional network. The number of visitors to the exhibition, which draws more attention from exhibitors thanks to its achievements such as increasing the exports in the first quarter of the year and highlighting Türkiye as an important producing company in cosmetics, is growing more compared to last year.

**BeautyEurasia Event Director Filiz Mehmedova**, who expressed that they were very satisfied with the interest shown in the exhibition, conveyed her thoughts for the most anticipated exhibition: *“Our primary goal at BeautyEurasia is to contribute to the facilitation and growth of the sector dynamics by providing a ground for companies to find a chance to observe their strategies and innovations and by increasing the €400 million business volume that was obtained last year. We are thrilled to have contributed to the success of this sector with BeautyEurasia which provides exhibitors with establishing a vast network and discovering the market potential. It is a bliss to regather with our exhibitors and visitors with our 18-year experience in the sector.”*

### **About ICA Events**

ICA Events, the headquarters of which are located in London, is an international exhibition company that organizes over 50 exhibitions, displays, and conferences in Türkiye, Poland, Azerbaijan, Kazakhstan, and Uzbekistan with its representing agencies in the United Kingdom, Middle East, and China.

ICA Events is a next-generation organization company that organizes too-good-to-miss events where clients from all over the world share exceptional moments and where sectoral innovations shape. Our vision is to create the world's leading portfolio of content-driven, must-attend events delivering an outstanding experience and ROI for our customers.

In Türkiye, ICA Events organizes Türkiye's leading exhibitions in the construction (**Yapı – Turkeybuild Istanbul**), tourism (**EMITT**), cosmetics (**BeautyEurasia**), food (**WorldFood Istanbul**), railway systems and logistics (**Eurasia Rail**) by drawing its power from global network in the region.

### **For detailed information:**

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