

18th BeautyEurasia Brings Approximately 650 Purchasing Committees From 100 Countries to Istanbul

18th International Cosmetics, Beauty, and Hair Exhibition - BeautyEurasia will take place at Istanbul Expo Center from June 15 to 17, 2023. The exhibition will host thousands of participants from all corners of the world.

Preparations for BeautyEurasia, one of the biggest cosmetic exhibitions in Türkiye and Eurasia, which will bring together domestic exhibitors and international hosted buyers once again from June 15 to 17, 2023, are in full swing. International Cosmetics, Beauty, and Hair Exhibition - BeautyEurasia, the 18th of which will take place, bears the feature of being the collaboration platform leading the industry.

Organized by ICA Events which arranges exhibitions for leading sectors for the Turkish economy and being one of the most important doors to the Eurasia market, BeautyEurasia, where producers and suppliers from all over the world bring their products, services, and technologies together, is approaching fast to host domestic and international exhibitors for the duration of 3 days.

BeautyEurasia continues its path as an organization where the products and services related to the cosmetics and beauty industry are exhibited, and where the heart of the industry beats, in Türkiye. The exhibition, which takes place every year in Türkiye, hosts thousands of professional participants from all corners of the world. ICA Events continues its efforts to bring domestic exhibitors and international hosted buyers without slowing down.

International Hosted Buyers Attention to the Exhibition Is at Peak Level

BeautyEurasia, which is the leading industry and collaboration platform in Türkiye and Eurasia, prepares to host approximately 650 VIP hosted buyers from 100 countries. Multinational companies that operate in Middle Eastern, African, North and South American, Chinese, and European markets are expected to participate in the exhibition. About 500 companies from 40 countries, including France, Italy, Egypt, Brazil, Greece, Iran, and Serbia, plan to attend the exhibition. The planned exhibiting country pavillions for 2023 are expected to be Italy, South Africa, Bulgaria, Egypt, Iran, Korea, China, Taiwan, Thailand, and Russian Federation. In addition to the 90% of the places dedicated to exhibitors being booked, the attention to the exhibition keeps gradually increasing.

BeautyEurasia aims to discuss the global and regional development areas in the industry as well as providing a ground for information exchange. The exhibition also offers new ideas and products to be introduced with the events that will take place.

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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