



BeautyEurasia, the Largest Cosmetics Exhibition in Eurasia, Will Bring the Industry Together!

BeautyEurasia, which is the leading sector and collaboration platform in Türkiye and Eurasia, opens its doors on June 12. BeautyEurasia, which attracts intense demand and interest from abroad, preparations are underway to bring together more than 600 professional buyers from 40 countries with exhibitors.

Organized by ICA Events, which arranges exhibitions for leading sectors of the Turkish economy, and being one of the most important gateways to the Eurasian market, the **19th International Cosmetics, Beauty and Hair Exhibition – BeautyEurasia** will be held at the Istanbul Expo Center from June 12 to 14, 2024. Preparations for **BeautyEurasia**, one of the largest cosmetic exhibitions in Türkiye and Eurasia, are in full swing, aiming to bring together thousands of professional exhibitors and buyers. Within the VIP hosted buyer program, **BeautyEurasia**, which is in high demand from abroad, will bring over 600 professional buyers from 40 countries, especially from Europe and the Middle East, together with exhibitors.

BeautyEurasia Exhibition Director, Filiz Mehmedova, highlighted the great demand and interest they garnered from abroad, expressing, *“BeautyEurasia, attended by many of the world's leading exclusive cosmetics and beauty brands, increased the number of visitors by 14% last year compared to the previous one and hosted a total of 19,799 visitors from 128 countries, 27% of whom were international visitors. The participation rate of foreign visitors to the exhibition also increased by 10% in 2023 compared to the previous year. Hosting new export opportunities, BeautyEurasia has received a great deal of attention and demand this year, especially from overseas. There will be a rise in the number of foreign visitors; we anticipate a split of 50% foreign and 50% domestic exhibitors. We will bring together over 600 professional buyers from 40 countries, especially from Europe and the Middle East, with our exhibitors.”*

Highlighting that the Ministry of Trade offers 50 percent support for exhibitors' promotional activities, **BeautyEurasia Exhibition Director, Filiz Mehmedova** announced, *“We have already completed 76% of our booth sales. In 2023, Türkiye's exports of cosmetic products surged by 15.5 percent to \$2.83 billion. For 2024, there is a targeted increase of 8-10*



percent in cosmetics exports. As cosmetics exports gain momentum, it's evident that BeautyEurasia will persist in generating new business, partnership, and export opportunities for Türkiye, leveraging its strong regional network. Our exhibition provides 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.”

South Korea, China, Taiwan, Hungary, Egypt and Russia pavilions at BeautyEurasia

Bringing together products, services, and technologies from manufacturers and suppliers worldwide, **BeautyEurasia** will host thousands of exhibitors over three days. South Korea, China, Taiwan, Hungary, Egypt and Russia are participating as pavilions in the exhibition, which will host numerous countries, with a special focus on nations like Russia, France, Bulgaria, Greece, India, Italy, Switzerland, Ukraine, Japan and China.

This year, **BeautyEurasia** will occupy a space 30% larger than last year's, organized within newer and broader halls. Important companies like Organika, Predo Sağlık Ürünleri A.Ş., Tat Kimya Sabun A.Ş., Halk Hijyenik Ürünler Det. San. Ve Tic. A.Ş., Enka Hijyen San. Ve Tic A.Ş., Peros Kimya Kağıt Hij. Ürn. Det. Tem. San.Ve Tic. A.Ş., Dinamo Kozmetik Ve Tekstil Dış Tic. A.Ş., Morfose Kişisel Bakım Ve Kozmetik Ürünleri San. Tic. A.Ş., Çarşıbaşı Kozmetik Tekstil Limited Şirketi – Pierre Cardin and Heinz Glas have already secured their spots in the exhibition.

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