



BeautyEurasia will be the rendezvous point of the cosmetics sector!

Organized by ICA Events, which arranges exhibitions for leading sectors of the Turkish economy, the 19th International Cosmetics, Beauty and Hair Exhibition – BeautyEurasia will take place at Istanbul Expo Center from June 12 to 14, 2024. BeautyEurasia, hosting new export opportunities and serving as a pivotal gateway to the Eurasian market, is witnessing unprecedented demand and interest from abroad this year.

The **19th International Cosmetics, Beauty and Hair Exhibition – BeautyEurasia**, the leading sector and collaboration platform in Türkiye and Eurasia, opens its doors on June 12 at Istanbul Expo Center. Over three days, **BeautyEurasia**, serving as the focal point of the beauty industry, aims to further consolidate Türkiye's place in the international area by contributing to the development of the sector.

Within the VIP hosted buyer program, **BeautyEurasia**, one of the largest cosmetics exhibitions in Türkiye and Eurasia, will bring over 600 procurement professionals from 80 countries, especially from Europe and the Middle East, together with exhibitors.

BeautyEurasia Exhibition Director Filiz Mehmedova evaluated, *"In 2023, Türkiye's exports of cosmetic products amounted to \$2.83 billion. For 2024, there is a targeted increase of 8-10 percent in cosmetics exports. BeautyEurasia will persist in generating new business, partnership and export opportunities for Türkiye, leveraging its strong regional network. Currently, we have already completed 88% of our booth sales. Türkiye's prominence as an important country in cosmetics in 2023 is increasing the interest for this year's exhibition."*

Stating that **BeautyEurasia**, which will host new export opportunities, has received a great deal of attention and demand this year, especially from overseas, **BeautyEurasia Exhibition Director Filiz Mehmedova** said, *"In 2023, we welcomed 19,799 visitors from 128 countries, with 27% being international visitors. This year, we anticipate a surge in foreign attendance. At BeautyEurasia, where numerous world-renowned cosmetics and beauty brands converge, we will unite over 600 procurement professionals from 80 countries, particularly from Europe and the Middle East. The expected exhibitor distribution is 50% international and 50% domestic exhibitors."*



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.

At the **19th International Cosmetics, Beauty and Hair Exhibition – BeautyEurasia**, which 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, the Ministry of Trade offers 50 percent support for the promotional activities of exhibitors.

This year, **BeautyEurasia** will occupy a space 30% larger than last year's, organized within newer and broader halls. Some of Türkiye's most important companies will participate.

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