



# BeautyEurasia Supports Türkiye's Export Targets

Organized by ICA Events, which arranges exhibitions for leading sectors of the Turkish economy, the 19<sup>th</sup> International Cosmetics, Beauty and Hair Exhibition – BeautyEurasia will take place at Istanbul Expo Center from June 12 to 14, 2024. As one of the pivotal gateways to the Eurasian market, BeautyEurasia will contribute to the national economy by hosting new export opportunities.

The 19<sup>th</sup> 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, becoming the meeting point for the beauty sector for three days. BeautyEurasia, which will offer a high-quality and effective exhibition experience for the cosmetics, beauty and personal care sectors, aims to further consolidate Türkiye's place in the international area by contributing to the development of the sector.

Commenting on BeautyEurasia, which will host new export opportunities, BeautyEurasia Exhibition Director Filiz Mehmedova explained, "Türkiye, which has made significant progress in both import and export figures, is among the countries with the highest foreign trade volume worldwide. In the first quarter of 2024, Türkiye's cosmetic products imports increased by 9.8 percent to 403.6 million dollars. In the same period, cosmetic products exports increased by 2.9 percent to 668.7 million dollars. Cleaning and hygiene products stand out in foreign trade, holding the largest share in both exports and imports."

Emphasizing that Türkiye's prominence as an important production country in cosmetics in 2023 has increased interest in the exhibition, BeautyEurasia Exhibition Director Filiz Mehmedova evaluated, "Last year, Türkiye's exports of cosmetic products amounted to \$2.83 billion. This year, there is a targeted increase of 8-10 percent in cosmetics exports. The export data obtained in the first quarter of 2024 proves that Türkiye continues to rise as an important production country in the cosmetics sector. BeautyEurasia, one of the largest cosmetics exhibitions in Türkiye and Eurasia, will persist in generating new business, partnership and export opportunities for Türkiye, with its strong regional network while contributing to sustainable growth. We have already completed 95% of our booth sales."

South Korea, China, Taiwan, Hungary, Egypt and Russia are participating as pavilions in BeautyEurasia, which will be the meeting point of the beauty sector, hosting numerous countries, with a special focus on nations like Russia, France, Bulgaria, Greece, India, Italy, Switzerland, Ukraine, Japan and China. As one of the largest cosmetics exhibitions in



Türkiye and Eurasia, **BeautyEurasia** is receiving 50 percent support from the Ministry of Trade for the promotional activities of its exhibitors also this year.

Emphasizing the strong demand and interest from both prominent Turkish companies and international exhibitors, **BeautyEurasia Exhibition Director Filiz Mehmedova** said, *“We provide 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. In this way, **BeautyEurasia** has become a point of attraction for the sector over the years. In 2023, we hosted 19,799 visitors from 128 countries, 27% of whom were international. If our prediction of an increase in the number of international visitors is realized, we believe that this year’s exhibition will contribute even more significantly to the country’s economy. We are also preparing to unite exhibitors with a unique VIP Hosted Buyer Program at **BeautyEurasia 2024**, where numerous world-renowned cosmetics and beauty brands converge. This year, more than 600 VIP buyers from 60 countries, including Russia, Egypt, Algeria, Saudi Arabia, Kenya, Uzbekistan, India, Serbia, Spain, Poland, Mexico, Colombia and Mauritius, will participate in the exhibition as part of the BeautyEurasia VIP Hosted Buyer Program. We expect a distribution of 50% international and 50% domestic exhibitors.”*

Organized by ICA Events, which arranges exhibitions for leading sectors of the Turkish economy, the **19<sup>th</sup> International Cosmetics, Beauty and Hair Exhibition – BeautyEurasia** will occupy a space 30% larger than last year’s, organized within newer and broader halls this year.

The exhibition, highly anticipated, will also host the BeautyEurasia Excellence Awards on the evening of June 13. The ceremony, which will take place in the IFM Main Foyer “Buyers’ Lounge” hall, will be accompanied by a special cocktail reception. Exhibitors will be evaluated in the categories of stand design, product showcase and hosting performance. Additionally, ICA Events will present incentive awards for exemplary performance in exhibitor operations, active use of ICA Connect, and superior engagement in joint marketing activities.