



BeautyEurasia Hosted Over 500 Professional Hosted Buyers from 60 Countries

BeautyEurasia Exhibition Attracted Great Interest with 16,683 Visitors from 116 Countries

Organized by ICA Events, the 19th International Cosmetics, Beauty and Hair Exhibition, BeautyEurasia contributed to the creation of productive collaborations and the development of the sector with the participation of leading companies and countries in the sector. The exhibition, held between 12-14 June, brought together the products, services and technologies of manufacturers and suppliers from around the world at Istanbul Expo Center.

BeautyEurasia, the leading sector and cooperation platform of Türkiye and Eurasia, brought together over 500 professional hosted buyers from 60 countries, primarily from Europe and the Middle East, as part of this year's VIP hosted buyer program. Thanks to this program, exhibitors had the opportunity to meet with a large number of international high-level buyers and establish business development and partnership agreements. 467 exhibitors from 28 countries, especially from countries such as Russia, France, Bulgaria, Greece, India, Italy, Switzerland, Ukraine, Japan and China, and 969 brands from 38 countries gathered on the same platform.

BeautyEurasia, held by ICA Events, which organizes exhibitions for the locomotive sectors of the Turkish economy, attracted great interest for 3 days. The exhibition hosted a total of 16,683 visitors from 116 countries, 29.2% of whom were international visitors. The exhibition reached the highest rate in the history of **BeautyEurasia** with 4,877 international visitors. The most key product lines of the sector such as personal care products, perfume and deodorants, hair salon equipment, colour cosmetics, cleaning and hygiene products, baby hygiene products, nail care products, haircare products, packaging and labelling machines, wig-eyebrow-eyelash, cosmetic laser equipment were exhibited in **BeautyEurasia**. During the exhibition, where exhibitors and buyers meet and form business partnerships, visitors had the opportunity to experience various product lines, especially makeup, nail extensions and skin care applications.



BeautyEurasia, this year as well, made a great contribution to Türkiye's economy

Evaluating the performance of the exhibition this year, **Filiz Mehmedova, BeautyEurasia Exhibition Director**, expressed her views as follows: *"BeautyEurasia provides a productive platform for the promotion of new ideas and products by discussing and exchanging information on the global and regional development areas of the sector in Türkiye and the Eurasia region. BeautyEurasia, which has a mission beyond providing a basis for new cooperation and export opportunities, successfully continued to draw the road map for the sector this year. Hosting new export opportunities, BeautyEurasia received intense demand and great interest from abroad this year. Exhibitors and visitors got informed about the techniques and the products on exhibition booths where trends and key points about hair, makeup, nail, laser hair removal and personal care being shared."*

Stating that Türkiye stands out as an important production country in cosmetics and attracted more attention from exhibitors with the increase in exports in the sector in the first quarter, **Mehmedova** said, *"In the cosmetics sector, whose exports increased by 2.9 percent in the first quarter of 2024 compared to the same period in 2023, reaching 668.7 million dollars, BeautyEurasia continued to create new business, partnership and export opportunities for Türkiye with its strong regional network. This year, BeautyEurasia occupied a space 30% larger than last year's, providing exhibitors with the opportunity to closely observe the strategies and innovations of the companies. Thus, the exhibition has made a significant contribution to the acceleration and growth of the sector's dynamics this year as well. As Türkiye's only cosmetics exhibition for 19 years, we have been pleased to continue contributing to the development of the sector and supporting the strengthening of Türkiye's position in the international arena in this field."*

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