

## Exhibitors' Opinions



We never miss important exhibitions, BeautyEurasia being the primary one. We also come here to get up to speed with the developments in the industry and see new products. We are especially interested in the Middle Eastern markets, most importantly Qatar and hosted buyers from the Middle East. In the first two days, we formed a network of representatives from the Middle East and will continue to follow up on our meetings after the exhibition. The exhibition is very beneficial, and we will definitely be here next year.

**Yakup Atıcı**  
Company Owner – Fon Cosmetic

We are showcasing all our products in different categories this year as well. Our biggest reason for exhibiting is to benefit from export opportunities. We see BeautyEurasia as an important platform in terms of this. We had many meetings and received important feedback. I can say that we created an important portfolio of market representatives from countries that we are targeting. Our expectations were exceeded.

**Meriç Keskin**  
Trade Marketing Manager – Dalan Kimya



We exhibited at BeautyEurasia before. We received positive results and this is why we decided to exhibit again. We aim to promote our new product this year at the exhibition and we want to meet new distributors from Turkish, Middle Eastern and African markets. We achieved our goals so far and are totally satisfied with the exhibition.

**Adrianna Makinowska**  
CEO – Uroda Polska



**Venue: IFM,  
Istanbul Expo Center**

**Halls: 9, 10, 11**

BeautyEurasia is at Istanbul Expo Center – IFM strategically positioned next to Ataturk International Airport and close to the city center, easily accessible by metro, bus, car and metrobus.

# BeautyEurasia

Ufi  
Approved  
Event

## 16<sup>th</sup> INTERNATIONAL COSMETICS, BEAUTY, HAIR EXHIBITION



**Meet the Beauty  
where the continents meet!**

# 18-20 June 2020

**ifm** Istanbul Expo Center

**YESILKOY / Istanbul  
HALL 9 - 10 - 11**

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Organiser





### BeautyEurasia 2020: Heading for another successful edition!

The leading beauty event in the region with its large international visitor and exhibitor profile, BeautyEurasia will once again be showcasing the latest developments and achievements in the beauty sector.

The 2020 event will be bigger in scope and size, with special emphasis on the product mix for the different channels of distribution: mass market, retail chains, hair care and personal care, packaging and fragrance, cleaning, hygiene and baby care products, private label and contract manufacturing.



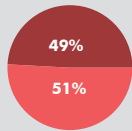
### 2019 Exhibitor Numbers: 42% Increase

**370** Exhibitors from **34** Countries

#### Top 15 International Exhibitor Countries

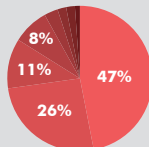
CHINA, SOUTH AFRICA, POLAND, SOUTH KOREA, BELGIUM, INDIA, ITALY, RUSSIA, THAILAND, BULGARIA, GERMANY, U.A.E., U.K., INDONESIA, MACEDONIA

#### 2019 Exhibitor Breakdown



■ 49% International Exhibitors  
■ 51% Local Exhibitors

#### 2019 Exhibitors by Regions



■ 47% Far East  
■ 26% Europe  
■ 11% Africa  
■ 8% Asia  
■ 3% Russia  
■ 2% Gulf  
■ 2% Balkans  
■ 1% America

### Exhibitor Product Range

- Personal Care Products
- Professional Beauty & Hair Salon Products
- Salon Equipment
- Colour Cosmetics
- Natural Cosmetics
- Hair Care Products
- Baby Cosmetics
- Raw Materials, Packaging & Machinery
- Cosmetics Private Label & Contract Manufacturing
- Nail Care & Nail Art
- Cleaning & Hygiene Products
- Associations & Media



### 2019 Visitor Numbers

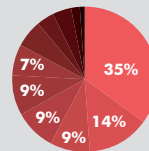
**17% Increase in Total Visitors**  
**51% Increase in International Visitors**

**11.786** Visitors from **130** Countries

#### Top 20 Visitor Countries

IRAN, IRAQ, BULGARIA, LIBYA, RUSSIA, AZERBAIJAN, SAUDI ARABIA, UKRAINE, PALESTINE, LEBANON, GERMANY, TUNISIA, SYRIA, PAKISTAN, ROMANIA, JORDAN, SERBIA, U.S.A., GREECE, MOLDOVA

#### 2019 Visitors by Regions



■ 35% Middle East  
■ 14% Balkans  
■ 9% North Africa  
■ 9% Europe  
■ 9% Far East  
■ 7% CIS  
■ 6% Caucasus & Central Asia  
■ 4% America  
■ 4% Gulf  
■ 2% South Asia  
■ 1% Central Africa

**Visitors' total annual purchasing budget: +1 Billion Euro**

### Visitor Profile

- Beauty Salons, Hotel & Spa
- Department Stores & Retail Shops
- Distributors
- Duty Free
- Exporters
- Hair Salons
- Herbalists
- Importers
- Manufacturers
- Online Beauty Cosmetic Shops
- Pharmacies
- Private Label
- Supermarkets
- Trade Associations & Media
- Wholesalers

### 69% of visitors are decision makers



### 2 Hosted Buyer Programs

"International Buyer Delegation Program" organized with the support of the Republic of Turkey Ministry of Trade and ITE Turkey; buyers from 5 countries including Jordan, Bulgaria, Albania, Cameroon and Mexico had B2B meetings with exhibition participants before and during the exhibition.

As part of the VIP Buyers Delegation programme organized by ITE Turkey, buyers from 16 countries including Russia, Serbia, Ghana, Moldova, Ukraine, India, Georgia, Kazakhstan, Uganda, Lithuania, Belarus, Spain, Azerbaijan, Peru, Qatar had 800+ B2B meetings with exhibitors during the exhibition.

### Beauty Amphi Events



Conference Sessions



Exhibitor Presentations



Makeup Shows



Hair Shows



2,856 Attendees