

## Exhibitors' Opinions



"Our company produces professional cosmetics products for hair and body. This exhibition is very important because in addition to Turkey, it gathers many important countries including Russia and Balkans. With our participation, we aim to support our local distributor and also create new partnerships for our other brands. By participating in the exhibition, we get the chance to develop new connections, meet new people and see what our competition is up to. We have been attending the exhibition for 10 years and it just keeps getting better. This exhibition has an important and strategic place among other cosmetics exhibitions throughout the world."

**Mr. Gianni Manzetti**  
Farmen Group, Owner, Italy

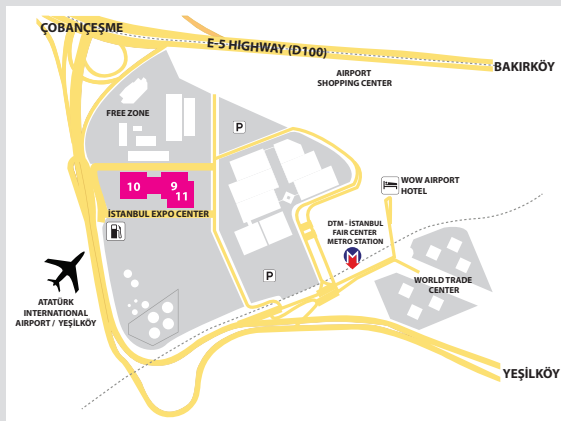
"Our activities at the exhibition focus on the product group of wet towels and diapers. We are here because BeautyEurasia fits perfectly with our client portfolio. It especially contributes to our client portfolio on the international market. We have been attending the exhibition for 5 years and been pleased with it. As far as I can tell, the international representation is very solid this year. The number of exhibitors is also solid. I believe that the exhibition means a lot for exportation."

**Mr. Ferhat Güzelkaya**  
Ersulu Sağlık, Adana Regional Manager, Turkey



"Since we are a company that sells products to both domestic and foreign markets, BeautyEurasia is the true gathering point for us. The exhibition means a lot in terms of visiting our foreign visitors and local clients we cannot reach and observing the innovations. The biggest factor in our participation is to get into the foreign market. We cover 95% of the domestic market, but we consider ourselves to be weak in the foreign market. We used to come here as visitors but now we attend as exhibitors."

**Mr. Hüseyin Doğan**  
Doğu Kozmetik A.Ş., Sales Manager, Turkey



**Venue: IFM,  
Istanbul Expo Center**

**Halls: 9, 10**

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

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



Meet the BEAUTY  
Where the Continents MEET!

## 12 - 14 APRIL 2018

ifm

Istanbul Expo Center

Yesilkoy / ISTANBUL  
HALL 9 - 10



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Organiser



Organiser



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### BeautyEurasia 2018: 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 2018 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.



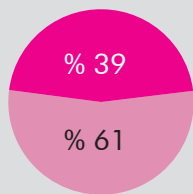
### 2017 Exhibitor Numbers

**258** Exhibitors from **33** Countries

#### Top 15 International Exhibitor Countries

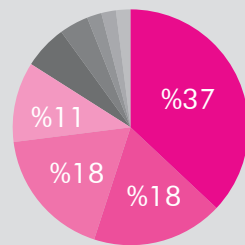
ITALY, CHINA, FRANCE, INDIA, BULGARIA, UAE, KOREA, GREECE, GERMANY, USA, INDONESIA, SAUDI ARABIA, PAKISTAN, POLAND, MALAYSIA

#### 2017 Exhibitor Breakdown



■ % 39 International Exhibitors  
■ % 61 Local Exhibitors

#### 2017 Exhibitors by Regions



■ %37 Far East  
■ %18 Asia  
■ %18 Europe  
■ %11 Balkans  
■ %6 Gulf  
■ %4 CIS  
■ %2 America  
■ %2 Africa  
■ %2 Middle East

### Exhibitor Product Range

- Personal Care Products
- Perfumery & Deodorants
- Professional Beauty & Hair Salon Products
- Professional Beauty & Hair Equipment and Furnitures
- Colour Cosmetics
- Natural Cosmetics
- Dermocosmetics
- Hair Care Products
- Baby Cosmetics
- Pharmaceuticals
- Aesthetic Products & Equipments
- Raw Materials, Packaging & Machinery
- Private Label & Contract Manufacturing
- Nail Care & Nail Art
- Cleaning & Hygiene Products
- Associations & Media



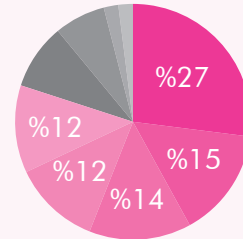
### 2017 Visitor Numbers

**7.471** Visitors from **91** Countries

#### Top 15 Visitor Countries

SAUDI ARABIA, IRAN, IRAQ, BULGARIA, GERMANY, LIBYA, JORDAN, TUNISIA, LEBANON, RUSSIA, KOSOVO, UKRAINE, AZERBAIJAN, ALBANIA, ALGERIA

#### 2017 Visitors by Regions



■ %27 Middle East  
■ %15 Balkans  
■ %14 Africa  
■ %12 CIS  
■ %12 Europe  
■ %9 Gulf  
■ %7 Asia  
■ %2 America  
■ %2 Far East

### Visitor Profile

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



### Hosted Buyer Programs

"International Buyer Delegation Program" organized with the support of the Republic of Turkey Ministry of Economy's and ITE Turkey ; committees from 9 countries including Azerbaijan, Uzbekistan, Alabania, Bulgaria, Palestine, Morocco, Lebanon, Kosovo, Oman had B2B meetings with exhibition participants before and during the exhibition.

As part of the "National Buyers Delegation Program" Professional visitors from Ankara, Antalya, Akhisar, Biga, Burdur, Bursa, Düzce, Edirne, Izmir, Kesan, Kütahya, Manisa and Yalova met with exhibitors.

### Visitor Regions

#### Caucasus &

**Central Asia** : Afghanistan, Armenia, Azerbaijan, Georgia, Kazakhstan, Kyrgyzstan, Mongolia, Tajikistan, Turkmenistan, Uzbekistan

**South Asia** : India, Pakistan

**Balkans** : Albania, Bosnia, Bulgaria, Croatia, Greece, Kosovo, Macedonia, Montenegro, Romania, Serbia

**CIS** : Belarus, Moldova, Russia, Ukraine

**Middle East** : Iran, Iraq, Israel, Jordan, Lebanon, Syria, Yemen

**Gulf** : Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE

**North Africa** : Egypt, Libya, Tunisia, Algeria, Morocco, Sudan, Mauritania

**Central Africa** : Cameroon, Ghana, Kenya, Nigeria, Senegal, Tanzania