

## Exhibitors' Opinions



This is my 6<sup>th</sup> time here in Beauty Eurasia, which has very good mix of lots of different applications for us such as cosmetics, ambiance products, room sprays and so on. We also believe that Turkish market is a very important market especially for fragrances.

We are very happy to be here. We have met quite number of very good contacts for our business which is very good. During the show we have done very good networking, quite important clients at least 4 qualified, for each morning sessions. The show is extremely satisfying because we were looking for interesting people who appreciate the quality and we know we can provide it. Therefore, it has been an overall great show. I definitely will encourage people to come, hope to see you again next year.

**ANTONIA TREVISAN**  
**CREATIONS & PARFUMS - France**

Turkey's location is very beneficial for us looking to the market so that's why we decide to exhibit Beauty Eurasia. We are going to explore new markets beside from Asia. We had many Turkish visitors and also from Russia and Europe so we met people from many countries here. There are some potential buyers who we can talk and discuss further. So far we had 5 meetings about distribution our products in Turkey, I think it was quite good for us.

Being in BeautyEurasia would be a great opportunity and chance for new and Asian companies to explore new markets because especially in Turkey there are new cultures, experiences and markets, totally different from our countries. I think this show would be a best opportunity for Asian companies to explore more amount of market places. I will suggest to join next time.

**CHLOE CHAN**  
**NUTRIONE CO., LTD. - Korea**



# Beauty Eurasia

19<sup>th</sup> INTERNATIONAL COSMETICS, BEAUTY, HAIR EXHIBITION



Meet the Beauty  
where the continents meet!



**Venue: IFM,  
Istanbul Expo Center**

**Halls: 5, 6, 7**  
BeautyEurasia is at Istanbul Expo Center – IFM strategically positioned next to IDTM and close to the city center, easily accessible by metro, bus, car and metrobus.

# 12-14 June 2024

**ifm** Istanbul Expo Center

**YESILKOY / Istanbul**  
**HALL 5 - 6 - 7** **NEW HALLS**

For more information

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Organiser





## BeautyEurasia 2024: 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 2024 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.

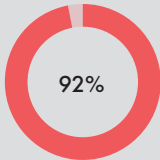


### 2023 Exhibitor Numbers

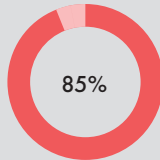
**460** Exhibitors from **27** Countries

#### Top 15 Exhibitor Countries

TURKEY, CHINA, RUSSIA, SOUTH KOREA, EGYPT, INDIA, BULGARIA, PAKISTAN, JORDAN, ITALY, POLAND, UKRAINE, U.A.E., SERBIA



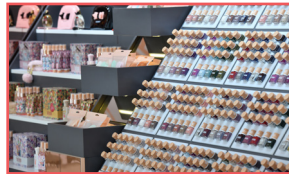
92% of the exhibitors consider the show important for their business.



85% of the exhibitors are likely to exhibit next year.

### Exhibitor Product Range

- Personal Care Products
- Hair Care Products
- Cosmetics Private Label & Contract Manufacturing
- Cleaning & Hygiene Products
- Professional Beauty / Hair Salon Products & Equipments
- Natural & Organic Cosmetics
- Parfumery
- Baby Care Products
- Raw Materials, Packaging & Machinery
- Colour Cosmetics
- Dermocosmetics
- Pharmaceutical & OTC Products
- Nail Care & Nail Art
- Aesthetic Products & Equipment
- Associations & Media



### 2023 Visitor Numbers

**14% increase compared to previous year**  
**27% of total visitors were international**  
**92% of total visitors were B2B visitors**

**19,799** Visitors from **128** Countries

#### Top 15 Visitor Countries

IRAN, RUSSIA, IRAQ, PALESTINE, ALGERIA, LEBANON, BULGARIA, SAUDI ARABIA, JORDAN, U.A.E., LIBYA, ISRAEL, ROMANIA, GERMANY, AZERBAIJAN

**87% of the visitors are likely to attend next year**

### 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

### VIP Hosted Buyer Program

As part of VIP Hosted Buyer Program, more than **600** hosted buyers from **80** countries including Germany, USA, Australia, Azerbaijan, United Arab Emirates, Czechia, Denmark, France, Netherlands, United Kingdom, Spain, Israel, Sweden, Switzerland, Canada, Qatar, Kazakhstan, Kyrgyzstan, Colombia, Kuwait, Norway, Uzbekistan, Pakistan, Panama, Peru, Poland, Russia, Saudi Arabia, Tajikistan, Tunisia, Turkey, Uganda, Ukraine, Oman and Jordan met with exhibitors and professional visitors both at the exhibition area and online through the Matchmaking App.

The exhibitors and the buyers held more than **7,000** business meetings, which directly contributed to the cosmetics exports.



**555 million Euro Created Business Volume**

