



Istanbul

The springboard to the global markets

Istanbul being the business capital of not only Turkey but also the region; functions as an intersection point between East and West and offers wide variety of huge market opportunities from Eastern Europe-Balkans to Central Asia, from Middle East to Africa

Here are more reasons to be in Istanbul and Turkey

- With nearly USD 1 trillion GDP, Turkey is among top 15 economies in the world
- Booming economy with more than 5% annual growth
- 400 billion USD foreign trade volume
- Customs union with the EU and free trade since 1996
- Free trade agreements with more than 15 countries, that spans from Chile to South Korea, including neighbors
- Easy Access to Turkey which does not require visas for citizens of most countries and in case, a visa is easily issued via e-visa at the entry points to the country and at consulates, as 40 million people visit Turkey every year
- Istanbul functions as a flight hub and a worldwide transit point thanks to Turkish Airlines and several other international airlines which have direct flights from and to all over the world all the time
- USD 5 billion local and USD 15 billion regional beauty and cosmetics market
- Rising local market growing 10% annually with 80 million mostly young and dynamic population and gateway to the 500 million regional Eurasian market
- Countless companies involved in international trade in Istanbul; especially marketing products to CIS, Middle East and African countries

Organizer

Ipekyolu International Exhibitions started its activities in 1999 by organizing Turkish Pavilions to beauty exhibitions abroad in Moscow, Ukraine, Dubai, Paris and several other destinations. Later in 2005 launched and ran 10 years a beauty show in Istanbul which later has been sold to a multinational company. Ipekyolu is known as pioneer of beauty exhibitions in the region with its proven record of success.

Ipekyolu also organized several other international events in different industries in Istanbul, Kazakhstan and Tajikistan within last 20 years. Due to the success of its events and quality of services, Ipekyolu has been awarded as UFI (International Exhibition Organizers Union) member status since 2007.

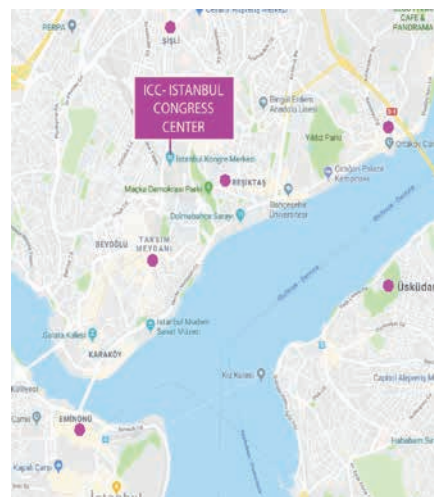


EMBRACE THE HARMONY OF BUSINESS, LEISURE, CULTURE AND HISTORY IN ISTANBUL

Istanbul, the bridge between Asia and Europe, creates a true blend of East and West that is unlike any place on Earth. The city that is separated into two continents by the Bosphorus accommodates magnificent ancient and modern wonders of the world with its 8.500 years of glamorous history. Istanbul welcomes its guest with its new business potentials, economic developments, cultural wealth, facilities for any kind of lifestyles, restaurants and cafes, luxury hotels and high-end shops.

Venue: ICC, Istanbul Congress Center

ICC is situated in the Congress Valley in Taksim-Nişantaşı district, the most elegant and central destination in Istanbul. Istanbul Congress Center is close



to most of the commercial, cultural and shopping spots of the city, making ICC a privileged and unique place for its guests.



Organizer

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THIS FAIR IS ORGANIZED UNDER SUPERVISION OF TOBB (THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO. 5174



beautyistanbul

**o2o (365 Days Online Matchmaking)
B2B & Trade Fair**

**for Cosmetics, Beauty, Hair, Private Label
Packaging, Ingredients**

October 2 - 3 - 4, 2019
ICC - Congress Center, Taksim - Istanbul

Organizer

IPEKYOLU INTERNATIONAL EXHIBITIONS LTD

Concurrent Events
Private Label Cosmetics

www.beauty-istanbul.com

All-in-One Event
The First & Only in the World

Official Airline

TURKISH AIRLINES
A STAR ALLIANCE MEMBER



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Exhibitor Profile

400 exhibitors from 40 countries including Turkey, Italy, France, Germany, UK, Spain, Netherlands, Switzerland, Poland, Ukraine, Bulgaria, Greece, Morocco, Egypt, UAE, Iran, Pakistan, India, China, Korea, Malaysia, Taiwan, Thailand, USA, Brazil etc.

Product Range

- Personal Care
- Skin Care
- Perfumery
- Make-Up & Color Cosmetics
- Hair Care
- Nail Care and Nail Art
- Natural & Organic
- Baby Care
- Home Care
- Beauty Accessories
- Hair Salon Products, Equipment and Furniture
- Beauty Salon Products, Equipment and Furniture
- Spa & Wellness
- Dermocosmetics & OTC Products
- Halal Cosmetics
- Ingredients & Raw Materials
- Packaging & Machinery
- Private Label & Contract Manufacturing
- Trade Associations, Government Agencies, Media
- Business Services



BEAUTYISTANBUL team in Hong Kong | November 2018



B2B Meetings at Turkish-Nigerian Business Forum in Lagos-Nigeria | August 2018



BEAUTYISTANBUL advertisement in Italy Bologna Train Station - March 2019



BEAUTYISTANBUL booth in Moscow-Russia February 2019

Hosted Buyers Program & Matchmaking

BeautyIstanbul is investing in a tailor made international hosted buyers program to ensure the quality of the buyers at the first edition of the exhibition and targets to host 1.000 international buyers from all around the world.

O2O

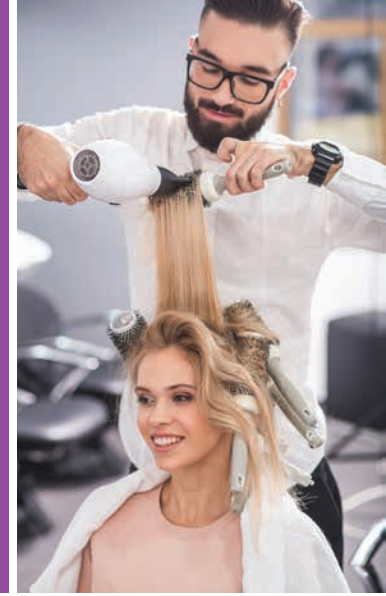
BeautyIstanbul will introduce an O2O platform for its exhibitors and visitors which will enable them to communicate and proceed doing business months before the exhibition. This will bring additional value to the exhibitors by having constant communication with their potential buyers and pre-arranging their deals while buyers will be able to view listed products, make enquiries and request appointments for the show.



Visitor Profile

8.000 expected professional visitors from more than 120 countries

- Importers
- Distributors
- Wholesalers
- Private Label Buyers
- Retail Chains & Discount Stores
- Department Stores
- Cosmetics Chain Stores
- Pharmacies and Pharmacy Chains
- Home Stores
- Online Stores
- Duty Free Stores
- Manufacturers
- Exporters
- Hairdressers
- Salon and Spa Owners
- Dermatologists
- Estheticians
- Press



Visitor Regions

Europe: France, Germany, UK, Italy, Spain, Portugal, Austria, Czechia, Switzerland, Ireland, Netherlands, Denmark, Norway, Sweden, Finland, Lithuania, Latvia, Estonia

Eastern Europe & Balkans: Albania, Bosnia, Bulgaria, Croatia, Serbia, Montenegro, Kosovo, Slovenia, Slovakia, Greece, Macedonia, Poland, Romania, Moldavia

Caucasia, Central Asia, CIS: Armenia, Azerbaijan, Georgia, Kazakhstan, Kyrgyzstan, Mongolia, Tajikistan, Turkmenistan, Uzbekistan, Belarus, Ukraine, Russia

Middle East & Gulf: Iran, Iraq, Israel, Jordan, Lebanon, Syria, Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE, Yemen, Palestine

Africa: Algeria, Egypt, Libya, Morocco, Tunisia, Nigeria, Mauritania, Mali, Sudan, Chad, Niger, Benin, Cameroon, Ghana, Ivory Coast, Senegal, Togo, Guinea, Djibouti, Ethiopia, Kenya, Rwanda, South Africa, Tanzania, Uganda, Angola, Zambia, Mozambique, Gambia, Madagascar, Burundi, Gabon, Liberia, Sierra Leone, Congo, DRC, Botswana, Namibia, Eritrea, Somalia, Burkina Faso

Asia-Pacific: Afghanistan, Bangladesh, Cambodia, India, Laos, Myanmar, Pakistan, Thailand, Vietnam, Indonesia, Malaysia, Philippines, Singapore, Japan, South Korea, China, Hong Kong, Nepal

Americas: USA, Brazil, Argentina, Chile, Colombia, Ecuador, Peru, Venezuela, Costa Rica, El Salvador, Guatemala, Panama, Barbados, Cuba, Dominican Republic, Jamaica, Puerto Rico, The Bahamas

