

beautyistanbul

All-in-One Event

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

www.beauty-istanbul.com

Organizer

IPEKYOLU
INTERNATIONAL EXHIBITIONS LTD



Concurrent Events

PLI PrivateLabel
istanbul

CosMaking
Istanbul



BEAUTY ISTANBUL, THE NEW EXHIBITION BY IPEKYOLU WITH ITS EXPERIENCED TEAM

IPEKYOLU Exhibitions with 20 years experience, is back to cosmetics, beauty industry trade show business with its new project: Beauty Istanbul, October 2 – 3 – 4, 2019; with the motto of New Exhibition, New Date, New Venue, Experienced Team

Ipekyolu 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.

 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 / Turkey

www.beauty-istanbul.com

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 largest 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 the 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

 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 / Turkey

www.beauty-istanbul.com

BEAUTY ISTANBUL EXHIBITOR PROFILE

400 exhibitors expected from 40 countries including

- Turkey
- Italy
- France
- Germany
- UK
- Spain
- Netherlands
- Switzerland
- Poland
- Ukraine
- Greece
- Bulgaria
- Morocco
- Egypt
- UAE
- Iran
- Pakistan
- India
- China
- Korea
- Malaysia
- Taiwan
- Thailand
- USA
- Brazil



 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 / Turkey

www.beauty-istanbul.com

BEAUTY ISTANBUL EXHIBITOR PROFILE

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 and Equipment
- Spa & Wellness
- Dermocosmetics & OTC Products
- Halal Cosmetics
- Ingredients & Raw Materials
- Packaging & Machinery
- Private Label & Contract Manufacturing
- Trade Associations, Government Agencies, Media
- Business Services



 beautyistanbul

o2o (365 Days Online Matchmaking) + B2B + Trade Fair

For Cosmetics, Beauty, Hair, Private Label, Packaging, Ingredients

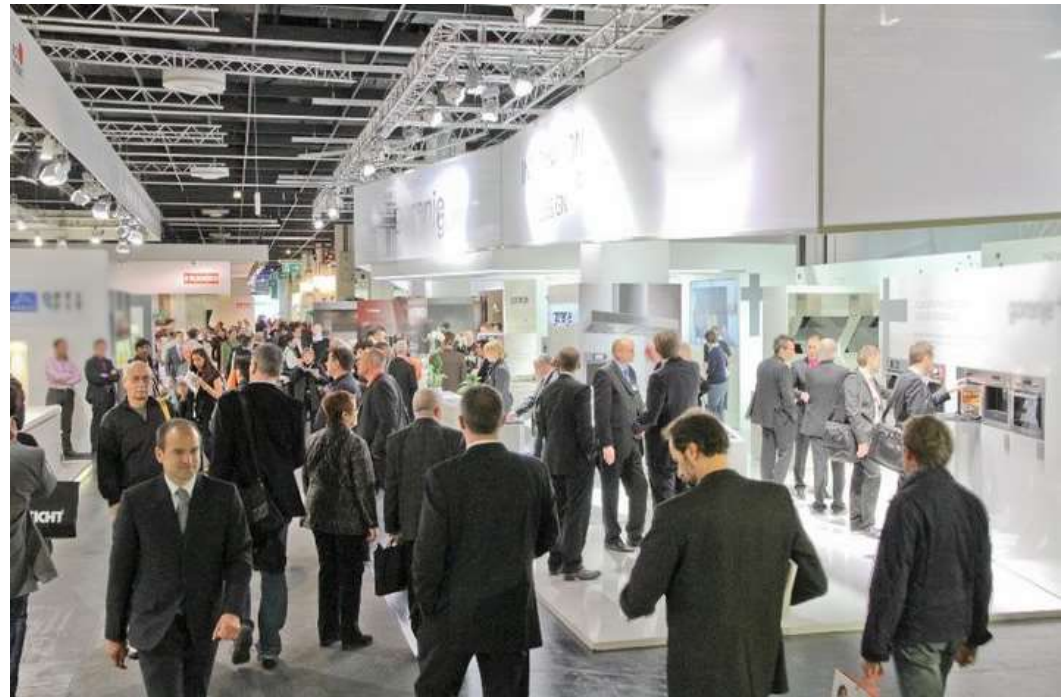
October 2 - 3 - 4, 2019 | ICC - Congress Center, Taksim, Istanbul / Turkey

www.beauty-istanbul.com

BEAUTY ISTANBUL 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



 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 / Turkey

www.beauty-istanbul.com

BEAUTY ISTANBUL VISITOR REGIONS

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, Cyprus

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, Zimbabwe, 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

 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 / Turkey

www.beauty-istanbul.com

HOSTED BUYERS PROGRAM, MATCHMAKING & B2B MEETINGS

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 qualified buyers from all around the world.

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.



 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 / Turkey

www.beauty-istanbul.com



Better Connections Leads & Results

Exhibitors sitting and waiting for visitors to approach them is

Over

 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 / Turkey
www.beauty-istanbul.com

O2O PLATFORM

O2O is an online platform designed to meet, communicate and generate leads form visitors before the trade show with multiple ways



Istanbul Beauty Show will offer the state of art Online to Offline Engagement solution for 2019 exhibitors to maximize their exhibition value

 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 / Turkey
www.beauty-istanbul.com

CONCURRENT EVENTS



PLI - Private Label Istanbul

Beauty Istanbul will not only be a platform for finished products, but also will be a gathering place for retail chains to source their own brands with the concurrent event Private Label Istanbul.

CosMaking Istanbul

Additionally, from ingredients to packaging all the processes of manufacturing cosmetics including machinery and labeling will be displayed at the concurrent event CosMaking Istanbul.

Thus, Beauty Istanbul will be a 3-in-1 platform bringing all segments of industry together.

 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 / Turkey

www.beauty-istanbul.com

THE VENUE

ICC, Istanbul Congress Center

ICC is situated in the Congress Valley in Taksim-Nisantasi 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.



 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 / Turkey
www.beauty-istanbul.com

CONTACT INFORMATION – HOW TO PARTICIPATE

**RESERVE YOUR SPACE
TODAY AT BEAUTY ISTANBUL**

Organiser:
IPEKYOLU International Exhibitions

Address: 29 Ekim Cd. No.3 Vizyonpark 1. Plaza Ofis 41
Yenibosna - Istanbul – Turkey

Ph +902122229060
Fax +902126033134

info@beauty-istanbul.com

SCAN QR
BOOK NOW



IPEKYOLU | 
INTERNATIONAL EXHIBITIONS LTD

 beautyistanbul