

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



Venue: Istanbul Congress Center & Lutfi Kirdar Congress Center & Hilton Convention Center

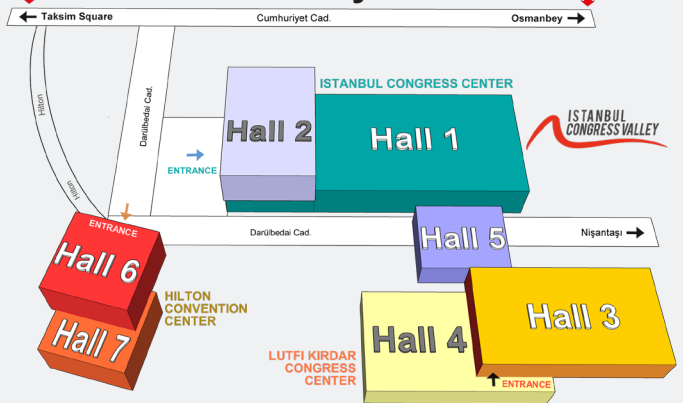
The venue is situated in the Congress Valley in Taksim-Nişantaşı district, the most elegant and central destination in Istanbul. It is close to most of the commercial, cultural and shopping spots of the city, making the venue a privileged and unique place for its guests.



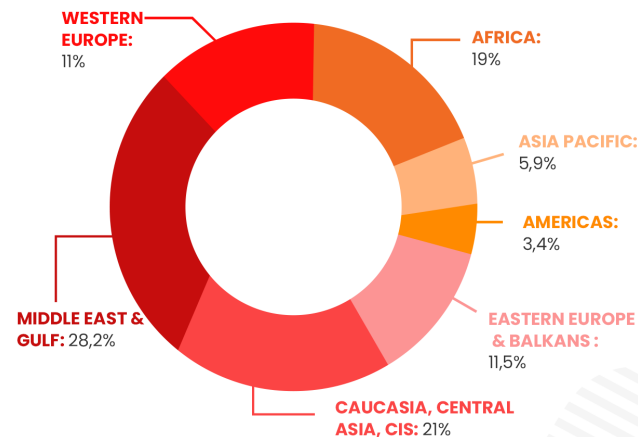
SCAN QR
for Google Maps
Location



Venue Layout



**INTERNATIONAL VISITOR
BREAKDOWN BY REGION**



VISITOR PROFILE

- 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 COMMENTS

ST. JOHN THE BELOVED - AUSTRALIA

This year I have already visited all the cosmetics exhibitions worldwide and I can definitely say that the BEAUTYISTANBUL Exhibition was the best one. In fact, you have completely surprised me as I did not expect the scope of the exhibition to be this big. I have just called some Australian companies and told them that you should participate in BEAUTYISTANBUL for the upcoming editions.

COIFF DISCOUNT DISTRIBUTION - MARTINIQUE

This is the first time I have visited your exhibition and I am really satisfied, it is better than I expected. I was able to get in touch thanks to you with several quality suppliers, I will be there among you next year and I will talk about your show to my partners in Martinique. See you next year!

ALEXANDAR COSMETICS - SERBIA

BEAUTYISTANBUL is the biggest exhibition in this region and the fair also helped me achieve my new business goals. It was the most crowded and excellent fair of recent times and we look forward to being here next year too.

DISTRIBUIDORA TEJADA RODRIGUEZ SRL - DOMINICAN REPUBLIC

I am very impressed with the exhibition. I missed the second edition and am very surprised in terms of product range, quality, diversity and size of the BEAUTYISTANBUL exhibition. It is a perfect place to find new products and business opportunities, which is why it is very crowded with visitors from different countries. I started several businesses with Turkish and many international companies here and I do not plan to miss a single edition in the future.

TOP INTERNATIONAL VISITING COUNTRIES

RUSSIA	9.3 %	PAKISTAN	2.1 %
IRAN	6.4 %	BULGARIA	1.9 %
IRAQ	3.4 %	ITALY	1.9 %
ALGERIA	3.2 %	GREECE	1.8 %
SAUDI ARABIA	3.1 %	AZERBAIJAN	1.8 %
JORDAN	2.9 %	TUNISIA	1.7 %
UAE	2.7 %	ISRAEL	1.7 %
PALESTINE	2.6 %	KAZAKHSTAN	1.7 %
LEBANON	2.5 %	ROMANIA	1.7 %
LIBYA	2.5 %	UZBEKISTAN	1.6 %
MOROCCO	2.3 %	UKRAINE	1.5 %



beautyistanbul

4th International Exhibition for
**Cosmetics, Beauty, Hair, Home Care
Private Label, Packaging, Ingredients**

**SEPTEMBER
27-28-29
— 2023 —**

Istanbul Congress Center
Lutfi Kirdar Congress Center
Hilton Convention Center
**Taksim - Istanbul
Turkey**

www.beauty-istanbul.com

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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





2022 FACTS AND FIGURES

Edition: 3rd **Date:** 13-14-15 October 2022

Venue: Istanbul Congress Center & Lutfi Kirdar Congress Center
Taksim, Istanbul - Turkey

Organizer: Ipekyolu International Exhibitions

Exhibitors: 680 - 363 International, 317 Local
from 59 countries (54 % International)

2 New Halls and 320 more exhibitors vs. 2021 edition with 86 % growth in 1 year. Joining Top 5 biggest cosmetics exhibitions worldwide in just 3rd edition.

Country Pavilions: Italy, Brazil, South Korea, Poland
South Africa, Pakistan, Ukraine, Morocco, Russia, China

Visitors: 14,107 Unique - 6,709 International - 7,398 Local
from 157 countries (48 % International)

51 % increase vs. 2nd edition

VIP Hosted Buyers: 606 Hosted Buyers from 113 countries



TOP 10 INTERNATIONAL EXHIBITORS

	ITALY	103
	RUSSIA	41
	PAKISTAN	22
	SOUTH AFRICA	18
	SOUTH KOREA	16
	IRAN	13
	MOROCCO	11
	UKRAINE	11
	BRAZIL	10
	FRANCE	8



EXHIBITOR COMMENTS

ASTRA MAKE-UP – ITALY

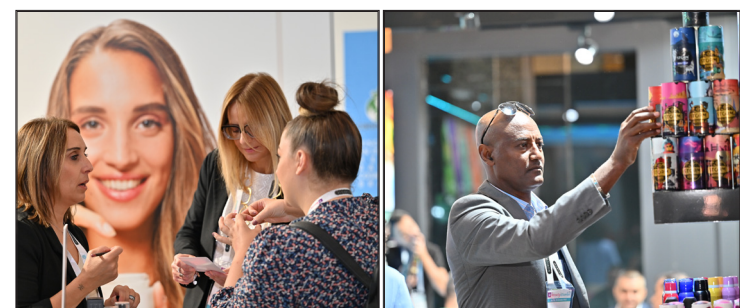
We had an excellent experience in 2021 and as soon as we went back to office we decided to attend again. This year, as we understand from the show's first day, it is a great fair once again. We are very satisfied with the visitors, both in terms of quantity and quality. We will book for the next year as well. Thanks to BEAUTYISTANBUL team for this excellent organization.

STX CORPORATION – SOUTH KOREA

We came here to identify potential clients in Turkey and surrounding countries. We are very surprised that this exhibition gathered so many clients from all over the world. It was amazing to meet with clients from North America, Australia, Saudi Arabia and Eastern European countries on the same day. Quite a pleasant surprise! You guys did an excellent job!

PROHALL – BRAZIL

It is an excellent exhibition, full of interested people from different countries looking for our products. We are delighted with the visitors and the organizational structure of the fair is fantastic. It was a pleasure to be part of this well-organized exhibition. For sure, we will be here again next year.

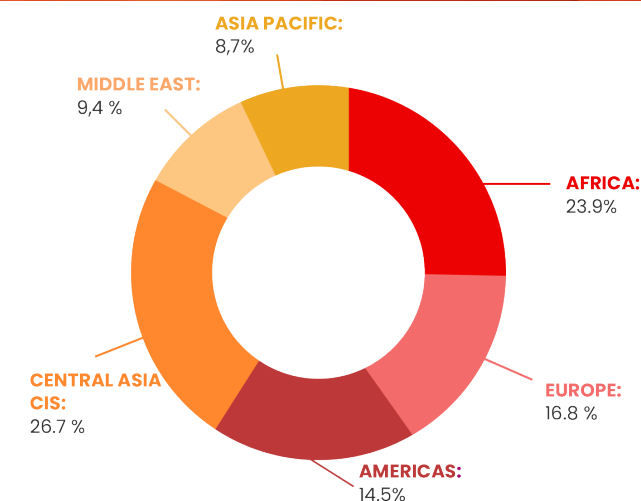


VIP HOSTED BUYER PROGRAM

2022 edition featured the **biggest Hosted Buyer Program** worldwide in cosmetics industry by sponsoring **606 quality buyers** including the biggest importers, distributors and retail chains from **113 countries** with a special focus on **Sub-Saharan Africa, Latin America and Far East** to provide special business opportunities for the exhibitors.



VIP HOSTED BUYER BREAKDOWN BY REGION



BEAUTYISTANBUL 2022

3rd edition of BEAUTYISTANBUL expanded by 2 new Halls and 320 more exhibitors vs. 2nd edition achieving 86% growth in 1 year. Joining the biggest Cosmetics exhibitions worldwide in 3 years

- Baby Care
- Beauty Accessories
- Beauty Salon Equipment & Furniture
- Dermocosmetics
- Hair Care
- Hair Salon Equipment & Furniture
- Halal Cosmetics
- Home Care & Cleaning Products
- Ingredients & Raw Materials
- Make-Up & Color Cosmetics
- Nail Care
- Natural & Organic
- Packaging & Machinery
- Perfumery
- Personal Care
- Pharmaceuticals & OTC Products
- Private Label & Contract Manufacturing
- Professional Beauty Products
- Professional Hair Products
- Skin Care
- Spa & Wellness
- Institutions, Press

PRODUCT RANGE



NEW BEAUTYISTANBUL ONLINE BUSINESS PLATFORM & MOBILE APP



Scan QR
Download App
Available on the
App Store
GET IT ON
Google play

BEAUTYISTANBUL Online Platform is renewed with state-of-the-art software and a Mobile App to present lucrative business opportunities all year long for exhibitors and visitors!

Exhibitors can access
29,384 buyers from **195 countries**
and showcase products, access the complete list of buyers and contact visitors directly with messaging and live video meetings or set up meetings for the exhibition.

Check it out at online.beauty-istanbul.com