



## Beauty Istanbul, October 2 – 3 – 4 2019

**IPEKYOLU Exhibitions with 20 years experience, is back to cosmetics, beauty industry trade show business with its new project: new date, new venue , a highly experienced team**

To recall. IPEKYOLU Exhibitions headquartered in Istanbul, has been in exhibition business almost for 20 years by organising exhibitions in Istanbul, Moscow, Almaty, Dubai, etc.. Moreover, Ipekyolu has a proven record of success with its previous events especially in cosmetics, beauty industry that is known as pioneer beauty exhibitions in the region.

Ipekyolu started its activities back in 1999 by organising Turkish Pavilions to overseas beauty exhibitions in Moscow, Ukraine, Dubai, Paris and several other destinations. Later in 2005 launched and run 10 years a beauty show in Istanbul cooperating with major international players of worldwide beauty trade shows business, and sold the event to a multinational exhibition company in 2014. Within this last 20 years Ipekyolu organised also several other international events in different industries in Istanbul, Kazakhstan, Tajikistan. Due to success of its events and quality of services, Ipekyolu has been awarded as UFI (International Exhibition Organisers Union) member status since 2007.

As a result of market needs, demands from cosmetics, beauty industry, after 3 years of repowering, refreshing and rejuvenating, IPEKYOLU recently launched Beauty Istanbul event with new brilliant ideas to become one of the worldwide pioneers in beauty exhibitions.

Beauty Istanbul expects to host more than 400 exhibitors from 40 countries, main parts of exhibitors are expected from Turkey, European, Asian countries. Personal care products, perfumery, hair products, spa & wellness products, make up, dermocosmetics, nail care, hair & beauty salon equipment and products, home care and cleaning/hygiene products will be showcased in the exhibition. The important focus of the exhibition will be for growing trends of Natural/Organic Cosmetics as well as Halal Cosmetics especially recently being more and more important in Islamic Countries.

### **Concurrent Events: PLI – Private Label Istanbul, CosMaking 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 concurrent event Private Label Istanbul.

Additionally, from ingredients to packaging, all the process of manufacturing cosmetics, beauty products, machinery, labelling will be displayed at concurrent event Cosmaking Istanbul.

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

More than 8 000 professional trade visitors expected from 100 countries being at least 35 % international to Beauty Istanbul. In terms of buyers, the exhibition is not only targeting traditional hub-regional markets but also is focusing much far destinations. In addition to local buyers, all CIS - Ex Soviet Areas (in Kazakhstan, Tajikistan, Uzbekistan Ipekyolu has its own offices), Eastern Europe and Balkans, Middle East, Gulf & Arabic speaking countries, North



Africa and Magrib, and new undiscovered markets of all African continent covering about 50 countries, Central – Latin America and Carribbean countries, and South & South East Asian-ASEAN countries will be the main areas where buyers, distributors comes. As an indication of this, Beauty Istanbul team recently had a roadshow trip to Panama, Ecuador, Costa Rica and Mexico to introduce the event to distributors, beauty industry professionals.

Importers, distributors, retail chains, department stores, pharma chains, hair and beauty salon & spa professionals, manufacturers, buyers of private label products, buyers of packaging, raw materials ingredients are main visitors of Beauty Istanbul.

To assure this targets , Beauty Istanbul's multilingual big team started its activities for the event, almost 2 years ahead, making roadshows, direct face to face contacts and visits all over the world, using conventional and online as well as social media, some of which almost no other organisers do.

In addition to organiser-IPEKYOLU Exhibitions own efforts, the magic city Istanbul itself with its business, history, nature, culture, leisure contributes to convincing buyers to come to Istanbul and event. Additionally Turkish Airlines with its transit hub Istanbul, is the number 1 airlines flying much more destinations throughout the world makes it easy for both exhibitors and visitors.

### **Hosted buyers - B2B – Matchmaking**

Beauty Istanbul is investing for international hosted buyer program to make sure the success and quality of international buyers at the first addition and targeting to host 1.000 international buyers from all around the world.

Beauty Istanbul will bring much more results with using new developments in technology, softwares and mobile applications. There will be a b2b platform and matchmaking program to bring together targeted buyers with exhibitors and to meet expectations of buyers & sellers.

**New date**, Beauty Istanbul's October 2 – 3 – 4 dates specially were chosen to meet the expectations of both manufacturers and buyers. Being away from spring which other similar events are organized specially in Europe and Middle East, will give buyers and distributors more chance to visit the show. Similarly less tight international exhibition schedule in October will make it easy for exhibitors to exhibit. Moreover, after a long off summer period; buyers will be more eager to order their new season purchases.

**New venue**, Istanbul Congress Center is at the heart of city, just less than 10 minutes walking distance from main Taksim Square and close distance to all attractions in Istanbul, like Bosphorus, Istiklal Street-Taksim, Old City – Sultanahmet – Grand Bazar Area, Nisantasi shopping district and several other shopping malls

Hope to see you at Beauty Istanbul, October 2 – 3 – 4 2019, Istanbul, at one of the world's most attractive cities, [www.beautyistanbul.com.tr](http://www.beautyistanbul.com.tr) T - + 90 212 222 90 60