



## **Promotions of BeautyIstanbul 2019 Exhibition continuing in different platforms worldwide.**

Since beginning of January 2018, team of IPEKYOLU Exhibitions, organisers of BeautyIstanbul exhibition, is putting in most effort to attract buyers-visitors all around the world.

Started with a roadshow in Qatar by mid January, Ipekyolu Exhibitions team met and invited a lots of Qatari businessmen working in the field of in cosmetics, pharma, retail catagories to BeautyIstanbul in Turkish-Qatar business forum in Doha.

End of January, during the Healthcare exhibition, thousands of business people, potential buyers, specially in the field of professional beauty from Middle East and around invited to BeautyIstanbul.

1st day of February, BeautyIstanbul was presented to aeresol and packaging category buyers in Paris, France

By the beginning of February 2018, BeautyIstanbul team presented Beauty Istanbul to OIC countries and meet hundreds of importers and distributers from Kuwait and Gulf region exhibition in Kuwait.

First week of February BeautyIstanbul also was promoted to potential retail buyers in Moscow during an important food show.

BeautyIstanbul was presented to natural cosmetics buyers from all over the world in Nurnberg, Germany by mid February. The same time Belarussian business people invited to BeautyIstanbul during Turkish-Belarussian business forum in Minsk.

Again mid February, BeautyIstanbul presented to tens of thousands of retail – mass market buyers, disributers coming from all over the world, during food event in Dubai.

Ecowas countries summit in Istanbul, February 22nd-23rd was an important platform to invite potential buyers from more than West African buyers, georaphically an important focus of BeautyIstanbul in terms of visitors.

BeautyIstanbul team participated congress of cosmetics scientist in Antalya, Turkey in February and resented information about the exhibition to researcher devolpment people, formulators, and purchasing managers.

End of February , BeautyIstanbul team met with potential professional beauty people in London.

Panama City, was one of the interesting and important place where BeautyIstanbul team met and attracted a lots of buyers-visitors from more than 30 countries Central American and Caribbean region, including Ecuador, Peru, Colombia, Costa Rica, Guatemala, Dominic Republic, Barbados, Surinam etc. These regions are one of the main focus areas of BeautyIstanbul in terms of visitors, and planning a hosted buyer program as well to host buyers from Central – South American countries and Caribbean. Days after Panama also Ecuador and Costa Cira capitals, Qito and San Jose visited and met with several



associations and chambers of commerces and they have been briefed about Beauty Istanbul. Final stop of Central American tour was Guadalajara city Mexico, where information presented to hundreds of buyers during a retail event.

Moldova, the small country between Romania and Ukraine, was another country where BeautyIstanbul promoted beginning of March 2018

After meeting with hair and beauty professionals in Duesseldorf – Germany mid March, Jordanian and Yemenian business people during seperate bileteral business forums in Istanbul.

Bologna – Italy was an important platform during mid March, where big BeautyIstanbul team met thousands of potential buyers from all over the world and they were invited to Istanbul. Also BeautyIstanbul advertised in different outdoor and indoor places in Bologna city.

The same dates, in Dubai, BeautyIstanbul promoted to people who is in dermacosmetics sector.

After meeting with private label potential buyers and inviting them to BeautyIstanbul in Moscow last week of March, promotion activities continued in Plovdiv-Bulgaria, Riga-Latvia, Kuala Lumpur-Malaysia, Shanghai -China, Kiev-Ukraine and Mumbai-India.

Activities in April started with meeting with Halal Cosmetics insutry in Kualalumpur-Malaysia, and continued with perfume industry players in Milano-Italy, as well as cosmetics-beauty professionals in Almaty-Kazakhstan, Villnius-Lithuania and Porto-Portugal first week of April.

While meeting with cosmetics packaging professionals in Shanghai mid April, BeautyIstanbul presented to local Turkish retail professionals-buyers in a retail summit.

April was a busy period for BeautyIstanbul team, meeting with cosmetics ingredients and raw materials professionals in Amsterdam and cosmetics-beauty importers distributors in Ho Chi Minh City, Vietnam and continued with promotion activities in Moscow-Russia to professional beauty people and cosmetics distributors and importers in Nairobi-Kenya.

Tehran-Iran, which is an emerging and important market for beauty industry, spacially in make-up and haircare products as well as perfumery and also a major potential buyer-visitor region for BeautyIstanbul was the final destination of BeautyIstanbul team, where met thousands of distributors, as well as manufacturers looking for suppliers

## **Special advantages for exhibitors who book till end of May 2018.**

Beauty Istanbul, in addition to visitor-buyer promotion activities, also started its stand allocations/bookings and offering early bird advantages to those who registers till end of May 2018. Those advantages covers special price, priority at floor plan, priority at b2b meetings and matchmaking, continues promotion of products of exhibitors all around the year by different tools of Beauty Istanbul.



## **Beauty Istanbul, Online to Online business platform.**

Beauty Istanbul is planning to introduce a Online to Online platform for its exhibitors and visitors which will enable them to start communicate and proceed doing business when they register. This will bring additional value for exhibitors and visitors-buyers, even finalising deals before the start of the event. This online tool expected to be ready by beginning of July almost 15 months before the event date.

BeautyIstanbul team will continue its worldwide promotion activities speeding up in upcoming months, which will dedicate a huge investment and human resources, both in local market and all over the world to reach its targets of hosting around 10.000 highly qualified visitors-buyers, being more then 2.500 international from more then 120 countries in Istanbul, an unique worldknown city with its.