



## BEAUTYISTANBUL 2019

### LOCATE YOUR BUSINESS IN THE CENTER

**Beauty Istanbul is the ideal trading, sharing and learning industry platform in both Asia and Europe with its location advantages.**

Beauty sector gains speed with Beauty Istanbul that organized by **Ipekyolu International Exhibitions**. Beauty Istanbul that will be held at **Istanbul Congress Center from October 1<sup>st</sup> to 3<sup>rd</sup>** prepares to be center of beauty sector.

Beauty Istanbul confirms to be effective trade platform, facilitate networking and business opportunities for companies, retailers, and professional visitors. Ipekyolu International Exhibitions creates a tailor-made fair to meet the special needs of each sector both in the perspective of exhibitors and attendees.

Beauty Istanbul offers personal care products, perfumery & deodorants, colour cosmetic, dermocosmetics, hair care products, nail care & nail art, cleaning - hygiene products, halal cosmetics, private label & contract manufacturing, professional beauty salon, spa and wellness products. The exhibition aims to host more than **400 exhibitor companies** that want to meet most suitable interlocutors for their wide range of product. Beauty Istanbul showcases the developments of cosmetic business in the world: trends, novelties, smart manufacturing, raw materials, formulations and packaging design for its **more than 8000 expected professional visitors**. The exhibition increases the opportunities available for both exhibitors and visitors from **Caucasia & Center Asia, Balkans, South Africa, North Africa, Middle East, Balkans, Gulf countries** via its central location for continents. Moreover, **1,000 hosted buyers** from various parts of the world will attend Beauty Istanbul to offer numerous opportunities to establish new, solid business partnership.

### REACH THE NEW POTENTIALS WITH TURKEY/ISTANBUL

Beauty Istanbul will be organized in Turkey, gives opportunities for cosmetic sector companies to reach different continents and geographical area. Every year, the cosmetic sector has a substantial growth in the world. This creates a necessity of reaching the new market or extending market share. Turkey creates a bridge between European companies that a powerful market share, Asia and Pacific companies that have strong growth rate and, Middle East countries that a high demand for cosmetic and self-care products.

On the other hand, Turkey itself has a powerful growth rate in cosmetic, self-care and packaging sectors. Each year sector grows around 10% and this shows that demand in the sector is growing stably. Young population, the positive aspect for the cosmetic sector, increasing number of working women, increasing demand from man and, increasing number of tourist who comes only for shopping, makes Turkish cosmetic sector stronger each year.



Positive developments in the cosmetic sector effect related sectors such as packaging, machinery, ingredients.

All these facts make Beauty Istanbul strong hub for world cosmetic sector. Most strategic markets will be participating in Beauty Istanbul and tailor-made proposals will be made for local and international buyers, suppliers and, producers in the exhibition. **Beauty Istanbul** that will be held on **1<sup>st</sup> - 3<sup>rd</sup> October 2019, Istanbul Congress Center**, waits for you with strong opportunities.