



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

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

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

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

Because of market needs along with demands from cosmetics and beauty industry, after 3 years of refreshing and rejuvenating, IPEKYOLU launched BeautyIstanbul event with brilliant fresh ideas to become a worldwide pioneer among international beauty exhibitions.

Beauty Istanbul expects to host more than 400 exhibitors from 40 countries, most of the exhibitors are expected from Turkey, Europe and Asia. Personal care products, perfumery, spa & wellness products, make-up, dermo cosmetics, nail care, hair & beauty salon equipment and products, home care and cleaning/hygiene products will be showcased in the exhibition.

Over 8.000 professional visitors from more than 120 countries including 3.000 internationals are expected for BeautyIstanbul. In terms of buyers, the exhibition is not only targeting traditional hub-regional markets but also focuses farther destinations.

In addition to local buyers, all CIS-Ex Soviet Areas (in Kazakhstan, Tajikistan and Uzbekistan Ipekyolu has its own offices), Eastern Europe and Balkans, Middle East, Gulf & Arabic speaking countries, North Africa and new undiscovered markets of all African continent covering over 50 countries, Central-Latin America and Caribbean countries along with South Asian & South East Asian-ASEAN countries will be the main areas where buyers and distributors come from.

### **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 thanks to the concurrent event Private Label Istanbul.

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

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



Importers, distributors, retail chains, department stores, pharmaceutical chains, hair and beauty salon & spa professionals, manufacturers, buyers of private label products, buyers of packaging, raw materials ingredients will be the primary visitors of BeautyIstanbul.

To assure these targets, Beauty Istanbul's multilingual large team started its activities for the event almost 2 years prior to the exhibition, making roadshows and direct face to face contacts with potential visitors from all over the world using conventional, digital and social media, activities some of which almost no other organizers do.

In addition to organizer-IPEKYOLU Exhibitions' own efforts, the magical city Istanbul itself with its broad magnificence in business, history, nature, culture and leisure contributes to convincing buyers to come to Istanbul and to the event. Additionally, Turkish Airlines with its transit hub in Istanbul, is the number one airline flying to the most destinations throughout the world, simplifies the transportation for both exhibitors and visitors.

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

BeautyIstanbul is investing in an international hosted buyers program to ensure the quality of international buyers at the first edition of the exhibition and targets to host 1.000 international buyers from all around the world.

Beauty Istanbul will achieve many outcomes using latest technologies. There will be an online B2B platform and an online matchmaking program to bring together targeted buyers with exhibitors and to meet expectations of both buyers and sellers which will enable them to communicate and make appointments months before the exhibition.

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

**New venue,** ICC-Istanbul Congress Center is in the very heart of the city, with less than 10 minutes walking distance from Taksim Square and near all attractions in Istanbul like Bosphorus, Istiklal Street, Old City - Sultanahmet - Grand Bazar Area, Nisantasi shopping district and several other leisure centers.

Hope to see you at Beauty Istanbul, October 2 – 3 – 4 2019, Istanbul, in one of the world's most attractive cities!

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