



## BEAUTYISTANBUL 2019

### EXPAND YOUR BUSINESS IN THE CENTER OF TRADE

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

Beauty sector gains pace with BEAUTYISTANBUL that is organized by **Ipekyolu International Exhibitions**. Beauty Istanbul will be held at **Istanbul Congress Center on 2-3-4 October** and it is set to be the new center of beauty sector worldwide.

BEAUTYISTANBUL confirms to be an effective trade platform, facilitating networking and business opportunities for companies, retailers, and professional visitors. Ipekyolu International Exhibitions creates a tailor-made fair to meet the special needs of both exhibitors and attendees.

BEAUTYISTANBUL offers personal care products, perfumery & deodorants, color cosmetics, 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 products. Beauty Istanbul showcases the latest developments of cosmetics business in the world: trends, novelties, smart manufacturing, raw materials, formulations and packaging designs 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 in between continents. Moreover, **1,000 hosted buyers** from various parts of the world will attend BEAUTYISTANBUL to offer numerous opportunities to establish new, solid business partnerships.

### REACH NEW POTENTIALS WITH ISTANBUL, TURKEY

BEAUTYISTANBUL will be organized in Turkey, giving numerous opportunities to cosmetics sector companies to reach different continents and geographical areas. Every year, the cosmetics sector has a substantial growth in the world and this creates a necessity of reaching new markets or extending current market shares. Turkey creates a bridge between European companies that have powerful market shares, Asia and Pacific companies that have strong growth rate and Middle East countries that have a high demand for cosmetics and personal care products.

On the other hand, Turkey itself has a powerful growth rate in cosmetics, personal care and packaging sectors. Each year the sector grows around 10% and this shows that demand in the sector is growing stably. Young population, the positive aspect for the cosmetics sector, increasing number of working women, increasing demand from men and increasing number of tourists who come only for shopping, makes Turkish cosmetics sector stronger each year. Positive developments in the cosmetics sector affect related sectors such as packaging, machinery and ingredients.



All these facts make BEAUTYISTANBUL a strong hub for world cosmetics sector. Most strategic markets will be participating in BEAUTYISTANBUL and tailor-made proposals will be made for local and international buyers, suppliers and producers in the exhibition. **BEAUTYISTANBUL** that will be held on **2-3-4 October 2019, at Istanbul Congress Center**, awaits you with its unique great business opportunities.

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

[www.beauty-istanbul.com](http://www.beauty-istanbul.com) - T. +90-212.222.90.60