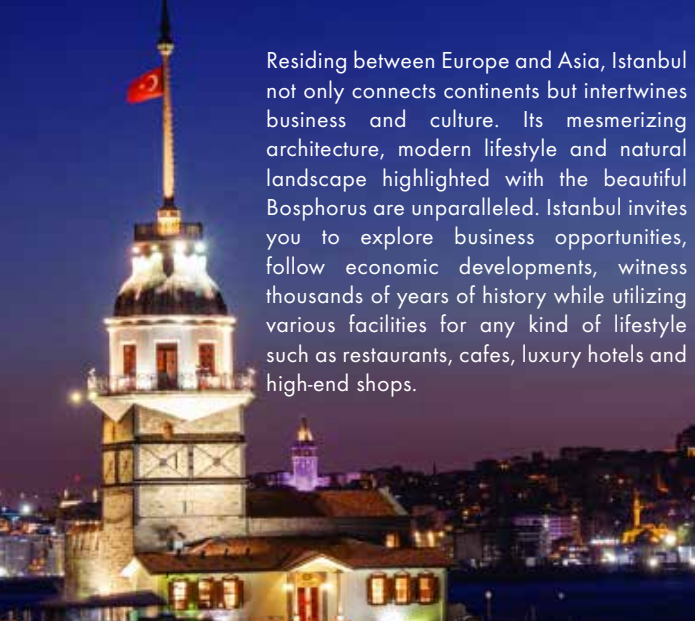


EMBRACE THE HARMONY OF BUSINESS, LEISURE, CULTURE AND HISTORY IN ISTANBUL



Residing between Europe and Asia, Istanbul not only connects continents but intertwines business and culture. Its mesmerizing architecture, modern lifestyle and natural landscape highlighted with the beautiful Bosphorus are unparalleled. Istanbul invites you to explore business opportunities, follow economic developments, witness thousands of years of history while utilizing various facilities for any kind of lifestyle such as restaurants, cafes, luxury hotels and high-end shops.

Venue: ICC, Istanbul Congress Center

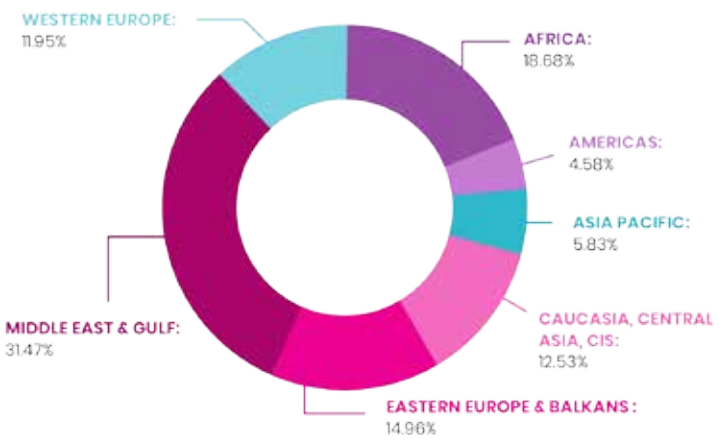
ICC is situated in the Congress Valley in Taksim-Nişantaşı district, the most elegant and central destination in Istanbul. Istanbul Congress Center is close to most of the commercial, cultural and shopping spots of the city, making ICC a privileged and unique place for its guests.



Organizer
İPEKYOLU INTERNATIONAL EXHIBITIONS LTD
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THIS FAIR IS ORGANIZED UNDER SUPERVISION OF TOBB (THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO. 5174

BEAUTYISTANBUL 2019 VISITOR BREAKDOWN BY REGION



BEAUTYISTANBUL 2019 VISITING COUNTRIES BY REGION

Western Europe: Austria, Belgium, Czech Republic, Denmark, Estonia, Finland, France, Germany, Italy, Latvia, Lithuania, Malta, Monaco, Netherlands, Norway, Portugal, San Marino, Slovakia, Spain, Sweden, Switzerland, United Kingdom

Eastern Europe & Balkans: Albania, Bosnia And Herzegovina, Bulgaria, Croatia, Greece, Hungary, Ireland, Kosovo, Macedonia, Montenegro, Northern Cyprus, Poland, Romania, Serbia, Slovenia, Southern Cyprus

Caucasia, Central Asia, CIS: Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan, Turkmenistan, Ukraine, Uzbekistan

Middle East & Gulf: Bahrain, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Palestine, Qatar, Saudi Arabia, Syria, United Arab Emirates, Yemen

Africa: Algeria, Angola, Benin, Cameroon, Central African Republic, Chad, Congo, Democratic Congo, Egypt, Equatorial Guinea, Ethiopia, Gabon, Ghana, Ivory Coast, Kenya, Libya, Madagascar, Malawi, Mali, Mauritania, Mauritius, Morocco, Mozambique, Nigeria, Senegal, Seychelles, Somalia, South Africa, South Sudan, Sudan, Tanzania, Togo, Tunisia, Uganda, Zambia, Zimbabwe

Asia-Pacific: Afghanistan, Australia, Bangladesh, Cambodia, China, Djibouti, India, Indonesia, Japan, Malaysia, Maldives, Mongolia, Myanmar, Nepal, Pakistan, Philippines, Singapore, South Korea, Sri Lanka, Taiwan, Thailand, Vietnam

Americas: Argentina, Barbados, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Dominica, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Panama, Paraguay, Peru, Suriname, United States, Uruguay, Venezuela



VISITOR PROFILE

- Importers
- Distributors
- Wholesalers
- Private Label Buyers
- Retail Chains & Discount Stores
- Department Stores
- Cosmetics Chain Stores
- Pharmacies and Pharmacy Chains
- Home Stores
- Online Stores
- Duty Free Stores
- Manufacturers
- Exporters
- Hairdressers
- Salon and Spa Owners
- Dermatologists
- Estheticians
- Press



TOP 20 COUNTRIES BY INTERNATIONAL VISITORS

Iraq	3.56%	Russia	1.64%
Iran	3.44%	Jordan	1.62%
Tunisia	2.08%	Bulgaria	1.60%
Palestine	2.03%	Morocco	1.60%
Saudi Arabia	1.97%	Uzbekistan	1.28%
Ukraine	1.89%	United Kingdom	1.24%
Libya	1.89%	Romania	1.22%
Lebanon	1.87%	Macedonia	1.16%
United Arab Emirates	1.81%	Italy	1.13%
Algeria	1.74%	Kuwait	1.13%

VISITOR COMMENTS

I was especially pleased to attend this fair. There are many products that I am interested in and looking for. The organizers are very professional and put together a large-scale fair with many diverse products. Organizers provided us very specific information and I hope to be able to work with the suppliers in this exhibition. Hope to see you again next year. **Sky Phoenix Jsc, Vietnam**

Thank you for arranging everything for BEAUTYISTANBUL, you did a great job at organizing all the details. It was a pleasure for HigiTetex and me to visit and I look forward to developing business relationships with the companies I had the opportunity to meet during the event. **HigiTetex, Colombia**

I would like to thank the organizers for their hospitality and organization. BEAUTYISTANBUL was a job well done. After receiving such successful results, I have extended my stay for 3 more days to attend more meetings with suppliers. Keep up the good work connecting companies. **Beyond U Collection, Zimbabwe**

We are an import/export company which operates in FMCG looking to find new business partners. We not only met many different suppliers from different countries but also the product quality and prices were very good. BEAUTYISTANBUL exhibition is more successful than other events held in the city and I recommend other companies to visit. **ADM, Turkey**



2nd International Exhibition for Cosmetics, Beauty, Hair, Home Care Private Label, Packaging, Ingredients

NEW DATE October 14 - 15 - 16, 2021

ICC - Istanbul Congress Center - Taksim, Istanbul - Turkey



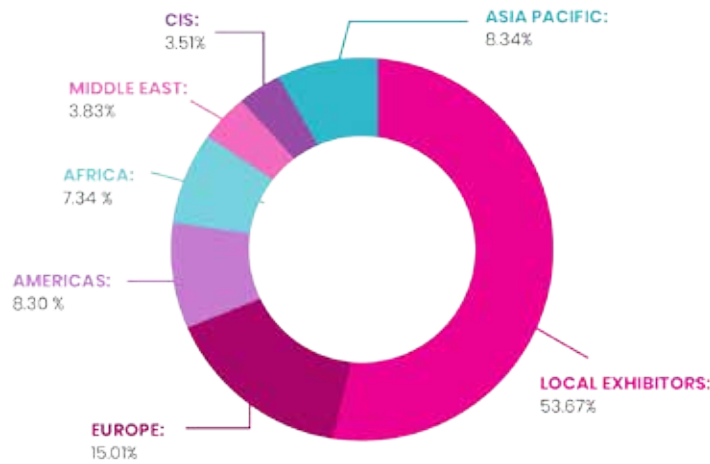
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Organizer
İPEKYOLU INTERNATIONAL EXHIBITIONS LTD

ufi Approved International Event



BEAUTYISTANBUL 2019 EXHIBITOR BREAKDOWN BY REGION



EXHIBITORS

313

FROM

52 COUNTRIES



TOP 10 INTERNATIONAL EXHIBITORS

	Italy	13.10%
	Morocco	11.72%
	Brazil	9.65%
	China	6.20%
	South Korea	4.13%
	USA	3.44%
	Russia	3.44%
	France	2.75%
	India	2.75%
	Germany	2.06%



EXHIBITOR COMMENTS

All in all the first edition of BEAUTYISTANBUL was very productive and successful. Our main focus was to introduce our brands to potential clients and meet our previous partners. I can say that we reached all our goals at this event. It is a great advantage when visitors from distant geographies gather in one place. After experiencing such great results, I can say that BEAUTYISTANBUL is one of top 3 exhibitions for our company and we will once again attend in 2020. **Evyap, Turkey**

At BEAUTYISTANBUL we found many professional visitors from different regions. To be honest this event has been very well organized and we are very happy and satisfied. The amount and quality of visitors was very high and I congratulate the team for the wonderful organization. With the high total of possible clients visiting our booth we are having trouble finding time to meet all of them. We will definitely be here next year and will recommend this successful event to our colleagues in Italy. **Farmen, Italy**

It's been an excellent fair. We've received clients from Honduras, Greece, Iran, Libya Iraq, etc; many countries that we are not exist-in. We've had a high crowd with quality visitors coming to us. We're very very happy to be here and no doubt we will be here again. **Sweeteez Professional, Brazil**

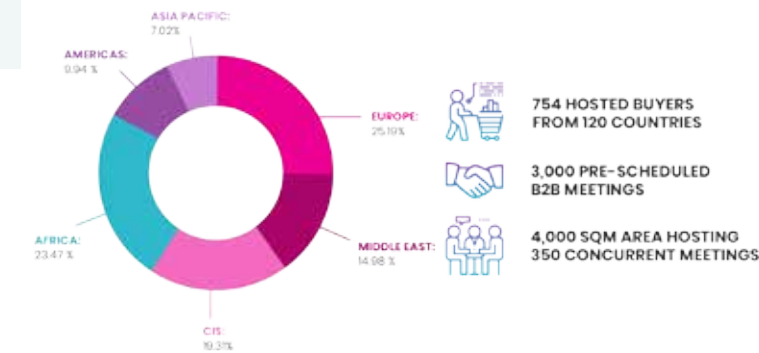


VIP HOSTED BUYER PROGRAM



BEAUTYISTANBUL is entirely funded and organized by Ipekyolu International Exhibitions. BEAUTYISTANBUL 2019 hosted 754 delicately selected VIP Buyers from 120 different countries, making Hosted Buyer Program the biggest in the cosmetics and beauty industry. Buyers were provided with travel and accommodation incentives to conduct business with exhibitors. Exhibitors and VIP Buyers held over 3,000 meetings at the exclusive B2B Area and continued by visiting all stands at the venue, signing multiple on-site agreements.

VIP HOSTED BUYER BREAKDOWN BY REGION



BEAUTYISTANBUL'S REVOLUTIONARY ONLINE BUSINESS PLATFORM: O2O

BEAUTYISTANBUL exhibitors and registered buyers have conducted their business 24/7 and 365 days with O2O (Online-to-Offline) business platform. O2O Platform enables exhibitors to access registered buyer list and buyer profiles to directly communicate and pre-arrange on-site meetings with buyers and to display their products. Visitors can browse exhibitors and uploaded products to enquire and contact with numerous manufacturers and suppliers.

REGISTERED BUYERS

11.439

UPLOADED PRODUCTS

3.874

SCHEDULED MEETINGS

9.294

BEAUTYISTANBUL 2019: "A SUCCESS STORY"

The first edition of BEAUTYISTANBUL was a success story, achieving great feats with high profile of exhibitors and qualified international professional visitors.

- Baby Care
- Beauty Accessories
- Beauty Salon Equipment & Furniture
- Dermocosmetics
- Hair Care
- Hair Salon Equipment & Furniture
- Halal Cosmetics
- Home Care & Cleaning Products
- Ingredients & Raw Materials
- Make-Up & Color Cosmetics
- Nail Care
- Natural & Organic
- Packaging & Machinery
- Perfumery
- Personal Care
- Pharmaceuticals & OTC Products
- Private Label & Contract Manufacturing
- Professional Beauty Products
- Professional Hair Products
- Skin Care
- Spa & Wellness
- Institutions, Press

PRODUCT RANGE

