

Turkey

World's rising star and region's business hub

Turkey enjoys a very special location at the crossroads between East and West and offers both domestic and regional market opportunities.



Caucasia & Central Asia: Afghanistan, Armenia, Azerbaijan, Georgia, Kazakhstan, Kyrgyzstan, Mongolia, Tajikistan, Turkmenistan, Uzbekistan

South Asia: India, Pakistan

Balkans: Albania, Bosnia, Bulgaria, Croatia, Greece, Kosovo, Macedonia, Montenegro, Romania, Serbia

CIS: Belarus, Moldova, Russia, Ukraine

Middle East: Iran, Iraq, Israel, Jordan, Lebanon, Syria, Yemen

Gulf: Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE

North Africa: Egypt, Libya, Tunisia, Algeria, Morocco, Sudan, Mauritania

Central Africa: Cameroon, Ghana, Nigeria, Senegal, Kenya, Tanzania



Combine

Business, Shopping, Leisure, History and Culture by visiting BeautyEurasia Istanbul

Istanbul, the demographic and economic heart of Turkey, has established itself as the industrial, financial, cultural, logistics, tourism, shopping, business and exhibition center between Europe, Asia, Middle East, Africa and East European countries.



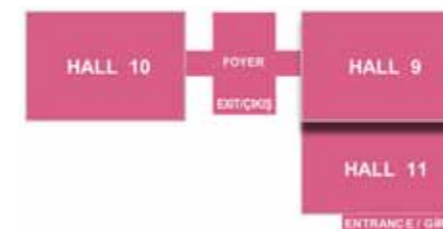
Adorned with some of the finest architectural and artistic wonders in the World, and with an extraordinary historic legacy on every street corner, Istanbul remains Turkey's real social, artistic and commercial hub, brimming with vitality and activity.



NEW Venue:
IFM, Istanbul Expo Center

Halls: 9, 10, 11

BeautyEurasia 2014 now at Istanbul Expo Center – IFM strategically positioned next to Ataturk International Airport and close to the city center, easily accessible by metro, bus, car and metrobus. IFM is the largest exhibition ground in Turkey.



Organizer

PLATFORM
ULUSLARARASI FUARCILIK A.Ş.
INTERNATIONAL EXHIBITIONS INC

29 Ekim Cad. No:1, Vizyon Park Plaza 1, Office 29, 34197
Yenibosna / ISTANBUL, TURKEY
Phone: +90 (212) 603 33 33 **Fax:** +90 (212) 603 33 34
info@beauty Eurasia.com – www.beauty Eurasia.com
facebook.com/beauty Eurasia – twitter.com/beauty Eurasia



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BeautyEurasia 

Meet the 'Beauty'
where the continents meet!

www.beauty Eurasia.com

10th International Exhibition for
Cosmetics, Beauty, Hair

June 12th - 14th, 2014
IFM, Istanbul Expo Center, Turkey



BeautyEurasia 2014: The key to world's booming beauty markets



BeautyEurasia 2013: Bigger and Better than Ever!

BeautyEurasia; worldwide leading cosmetics and beauty event, real meeting point for all industry professionals experienced substantial 15 % growth compared to the previous edition.

BeautyEurasia 2014: the largest cosmetics, beauty and hair exhibition in the region, place to do business, discover new opportunities, renew business contacts, find new partners and increase your market share. With its large international visitor and exhibitor profile, BeautyEurasia will once again be showcasing the latest developments and achievements in the beauty industry.



www.beauty Eurasia.com

Exhibition product range:

- Personal care products
- Perfumery & Deodorants
- Professional Hair Salon, Products, Equipment and Furniture
- Professional Beauty Salon, Spa and Wellness Products, Equipment and Furniture
- Colour Cosmetics
- Natural Cosmetics
- Dermocosmetics
- Hair Care Products
- Baby Cosmetics
- Beauty Accessories
- Pharmaceuticals
- Antiaging & Aesthetic Products and Equipment
- Raw Materials, Packaging and Machinery
- Contract manufacturing & Private Label
- Nail care & Nail Art
- Associations & Service to the Cosmetics Industry

BeautyEurasia



Exhibitors' Profile 2013 Edition

Number of Exhibitors:
475 exhibitors from
46 countries

National & Group Pavilions:
Italy, France, Poland, Bulgaria,
Korea, Malaysia, Taiwan, China

Breakdown:
49% International,
51% Local



Exhibitors' opinions:

“We have been participating BeautyEurasia since 2008 because BeautyEurasia is growing and expanding year by year. This year there is a clear growth of 40%. We met visitors from new countries such as Mauritania and they are high eligible visitors who are ready to be our regional and country distributors.” - **Rebul, Turkey**

“This is our second time here at BeautyEurasia. We met a lot of visitors from Turkey, North Africa, Middle East, Gulf Countries and some visitors from Balkan countries. They are high level visitors like owners and general managers of companies. We definitely will exhibit next year again.” - **Vioryl, Greece**

“France should be presented with the biggest pavilion in BeautyEurasia. By number of exhibitors we are after Italy this year. France will show the biggest participation next year. I was impressed by BeautyEurasia's exhibition success last year. Istanbul becomes very essential regional hub, because it attracts many visitors from Iran, Iraq, Egypt, Africa and Middle East and it is important for our exhibitors.” - **Ubifrance, Istanbul**

Number of Exhibitors by Years



Visitors' Profile 2013 Edition

26,116 professional visitors
from 99 countries

3,743 international visitors



Top 15 visiting countries

- Turkey
- Bulgaria
- Iran
- Iraq
- Saudi Arabia
- Algeria
- Egypt
- UAE
- Greece
- Lebanon
- Libya
- Romania
- Ukraine
- Azerbaijan
- Turkmenistan

Visitors' profile:

- Importers
- Distributors
- Wholesalers
- Retail Chains
- Salon and Spa Owners
- Buyers of private labels, packaging and services
- Hairdressers
- Pharmacies
- Manufacturers
- Exporters
- Dermatologists
- Estheticians
- Press

Visitors' opinions:

“It is first time I see in an international show like BeautyEurasia having so many visitors from Africa. We are distributor of nail products, cosmetics, hair products. Our main purpose to visit BeautyEurasia 2013 is to look for hair care products, beauty salon equipments, baby care and spa products. I am happy to be here.” - **Brief M&F Limited, Nigeria**

“We are importer and wholesaler of hair care, skin care and body care products, natural cosmetics and cleaning products. Visiting this event made me know more about the industrial knowledge and innovation. I can say that I am satisfied with BeautyEurasia 2013 and I will visit the show next year again.” - **Naran Group, Mongolia**



“I work for Ramez Group company which is covering all Gulf countries. Our company has 30 shops in different countries. I really like to be at BeautyEurasia 2013 because I can find the opportunity to meet all manufacturers under one roof. Every year I meet new manufacturers at BeautyEurasia and I am confident to tell you that I will be here next year.” - **Ramez Group, Kingdom of Bahrain**