

Visitors' Profile 2015 Edition

9.127 PROFESSIONAL VISITORS
FROM **100** COUNTRIES

Visitors Profile

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



Top 10 Visiting Countries

- Bulgaria
- Iran
- Saudi Arabia
- Iraq
- Greece
- Tunisia
- Germany
- Libya
- Russia
- Egypt

Visitor Regions

- 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, Kenya, Nigeria, Senegal, Tanzania



Turkey

Gateway to Growing Eurasian Beauty Market

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

- With nearly 1 trillion USD GNP, Turkey is among top 15 economies in the World,
- Stable political environment, a strong international investment record,
- Increasing economic and political power in the region,
- Free trade agreements with more than 15 countries including neighbors,
- 3 billion USD local and 10 billion USD regional beauty/cosmetic market,
- A huge domestic market with 81 million mostly young population and door to 500 million Eurasian market,
- The gateway to Turkish speaking Central Asian and Caucasian countries and CIS, Balkans, Middle East and North Africa

Istanbul: One city two continents

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.

Venue IFM, Istanbul Expo Center

Halls: 9, 10, 11

Venue Address: Next to Ataturk International Airport, Yesilkoy, Istanbul

BeautyEurasia is 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.



BeautyEurasia

12TH INTERNATIONAL COSMETICS, BEAUTY, HAIR EXHIBITION



MEET THE
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WHERE THE
CONTINENTS
MEET!



21-23 April 2016
IFM Istanbul Expo Center TURKEY

Organisers



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www.BeautyEurasia.com



Organisers



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2016:

The ideal platform for high-quality B2B opportunities!

BeautyEurasia:

The must attend beauty platform where Europe meets Asia and people of all nationalities come together to be inspired and to do business.

Growing year on year BeautyEurasia links international beauty brands with new markets.

Combining the vibrant worlds of beauty and cosmetics, BeautyEurasia is one of the leading beauty, cosmetics and hair exhibitions in the World. BeautyEurasia 2016 is a real meeting point for all industry professionals.



Exhibitors' Profile 2015 Edition

Number of Exhibitors:

450 exhibitors from **42** countries

Breakdown:

52% International **48%** Local Exhibitors

National and Group Pavilions:

- Italy
- Bulgaria
- Malaysia
- USA
- Germany
- Korea
- Taiwan
- China
- Spain
- Morocco
- USA

Exhibition Product Range

- Personal care products
- Perfumery & Deodorants
- Professional Hair Salon, Products, Equipment and Furniture
- Professional Beauty Salon, Spa and Wellness Products, Equipment and Furniure
- 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 Cosmetic Industry

Exhibitors' Opinions:

"Our company is participating for the first time in BeautyEurasia. We are here to present our new aesthetic device dedicated to aesthetic clinics, beauty and hair salons. Our stand has been visited by many beauty and hair salon owners and dermatologists. We had the pleasure to brief and host more than 300 visitors every day. We have realized very good business contacts with buyers and potential distributors from: Iran, Algeria, Tunisia and Morocco. We achieved our target and we will exhibit next year again." - **Mr. Suat Kahya, Scientific Aesthetic, United Kingdom**



"This is our second time here at BeautyEurasia. We had the opportunity to meet high level visitors, mainly wholesalers from Turkey and abroad. We are presenting very invincible product so our stand was full of people during 3 days. We met several important distributors, who liked the price and the quality of our products, so we will conclude our negotiations after the show. We definitely will exhibit next year." **Mr. Olcay Şimşek, Owner, Şimşek Makine, Turkey**

Visitors' Opinions:

"We are distributor of skincare, hair care and cleaning products in Bahrain. I have visited BeautyEurasia exhibition to establish new business relations and to find new products. We had many contacts with Turkish, Italian, Spanish and German companies. Every year I meet new manufacturers at BeautyEurasia and I am confident to tell you that I will be here next year." - **Mr. Mohamed Khalifa, Trust Worth Trading, Kingdom of Bahrain**



"It has been second time for us visiting BeautyEurasia. Our company is producer of skincare and color care products. We are satisfied and the quality of exhibiting companies is very high. I can see a lot of companies and different Products. It is always pleasure of being here." - **Mr. Mustapha Khadad, Export Area Manager, R.C.M Srl, Italy**



"I am from Kazakhstan. This is my third visit to BeautyEurasia. I am here to find new products for my beauty shop and salon. I found some sugaring wax products and hair colors. I am quite impressed of the quality of the Products I have already purchased. I liked this event more than ever and I am planning to come again next year." **Mrs. Assiya Abitaeva, Owner, Asia Beauty, Kazakhstan**

ITEBeauty

BeautyEurasia

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Indonesia

cosmobeauté
Asia

cosmobeauté
Myanmar



cosmobeauté
Thailand

Beauty
AZERBAIJAN

InterCHARM
UKRAINE
The Beauty Event

ESTET CONGRESS
UZBEKISTAN

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