



Istanbul:

The springboard to the global markets

Istanbul being the business capital of not only Turkey but also the region; functions as an intersection point between East and West and offers wide variety of huge market opportunities from Eastern Europe - Balkans to Central Asia, from Middle East to Africa

Here are more reasons to be in Istanbul and Turkey:

- With nearly USD 1 trillion GDP, Turkey is among top 15 largest economies in the world
- Booming economy with more than 5 % growth every year
- 400 billion USD foreign trade volume
- Customs union with the EU free trade since 1996
- Free trade agreements with more than 15 countries, that far from Chili to South Korea, including neighbors
- Easy Access, Turkey does not require visas for citizens of most countries and in case visa is easily issued via e-visa, at the entry points to the country and consulates, as 40 million people visit Turkey every year.
- Istanbul functions as flight hub and one of the worldwide transit points, thanks to Turkish Airlines and several other international airlines, Flights from and to all over the world available all the time.
- A huge domestic market, with 80 million mostly young dynamic population and gateway to 500 million population Eurasian market,
- USD 5 billion local and USD 15 billion regional beauty/cosmetic market
- Istanbul, by itself, is a large market for the cosmetics, beauty industry with its own population of around 15 million.
- Countless number of companies involved in international trade of cosmetics beauty industry; specially marketing products to CIS, Middle East and African countries, located in Istanbul

Visitor Regions

Eastern Europe & Balkans

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

Caucasia, Central Asia, CIS

Armenia, Azerbaijan, Georgia, Kazakhstan, Kyrgyzstan, Mongolia, Tajikistan, Turkmenistan, Uzbekistan, Belarus, Moldova, Russia, Ukraine

Middle East & Gulf

Iran, Iraq, Israel, Jordan, Lebanon, Syria, Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE, Yemen

Africa

Algeria, Egypt, Libya, Morocco, Tunisia, Nigeria, Mauritania, Mali, Sudan, Chad, Niger, Benin, Cameroon, Ghana, Ivory Coast, Senegal, Togo, Guinea, Djibouti, Ethiopia, Kenya, Rwanda, South Africa, Tanzania, Uganda, Angola, Zimbabwe, Zambia, Mozambique, Gambia

South & South East Asia

Afghanistan, Bangladesh, Cambodia, India, Laos, Myanmar, Pakistan, Thailand, Vietnam, Indonesia, Malaysia, Philippines, Singapore

Latin-Central America & Caribbean

Chile, Colombia, Ecuador, Peru, Venezuela, Costa Rica, El Salvador, Guatemala, Panama, Barbados, Cuba, Dominican Republic, Jamaica, Puerto Rico, The Bahamas,

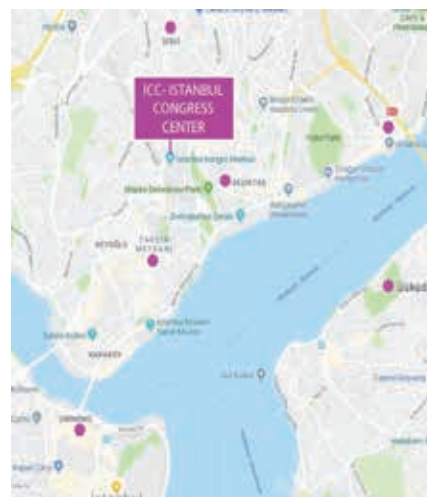


EMBRACE THE HARMONY OF BUSINESS, LEISURE, CULTURE AND HISTORY IN ISTANBUL

Istanbul, the bridge of Asia and Europe, creates a true blend of East and West that is unlike any place on Earth. The city that is separated into two continents by the Bosphorus accommodates magnificent ancient and modern wonders of the world with its 8.500 years of glamorous history. Istanbul welcomes its guest with its new business potentials, economic developments, cultural wealth, facilities for any kind of lifestyles, restaurants and 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 guests, easily accessed by metro line.



Organiser

IPEKYOLU
INTERNATIONAL EXHIBITIONS LTD
ULUSLARARASI FUARCIILIK LTD



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Exhibition for Cosmetics, Beauty, Hair Private Label, Packaging, Ingredients

October 2 - 3 - 4, 2019

ICC - Congress Center, Taksim - Istanbul / Turkey



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www.beautyistanbul.com.tr

Concurrent Events



Organiser



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

Beauty Istanbul will provide disparate opportunities for international and local buyers and suppliers to expand their business

- Personal Care Products
- Perfumery & Deodorants
- Professional Hair Salon Products, Equipment and Furniture
- Professional Beauty Salon, Spa & Wellness Products and Equipment
- Colour Cosmetics
- Natural Cosmetics
- Dermocosmetics
- Beauty Accessories
- Nail Care and Nail Art
- Cleaning - Hygiene Products
- Halal Cosmetics
- Raw Materials, Ingredients, Packaging and Machinery
- Private Label & Contract Manufacturing
- Associations, Press, Government institutions



The President of Panama visited BeautyIstanbul promotional booth in Panama City | 02.03.2018



Exhibitors Profile

400 exhibitors from 40 countries like Turkey, Italy, France, Spain, Switzerland, Germany, Greece, Poland, Bulgaria, Morocco, Korea, Malaysia, Taiwan, Thailand, China, India etc. will be exhibiting.

Hosted Buyers & Matchmaking

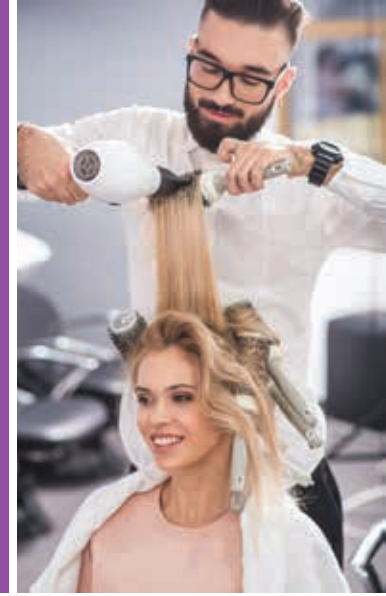
1,000 hosted buyers from various parts of the world will attend Beauty Istanbul to offer numerous opportunities to establish new, solid business partnerships.



Visitor Profile

8.000 expected professional visitors from more than 100 countries;

- Importers
- Distributors
- Wholesalers
- Retail Chains
- Salon and Spa Owners
- Buyers of Private Labels Packaging and Services
- Hairdressers
- Pharmacies
- Manufacturers
- Exporters
- Dermatologists
- Estheticians
- Press



Organiser

Ipekyolu International Exhibitions started its activities in 1999 by organising Turkish Pavillions to overseas beauty exhibitions in Moscow, Ukraine, Dubai, Paris and several other destinations. Later in 2005 launched and run 10 years the beauty show in Istanbul. which later has been sold to a multinational company. Ipekyolu almost known as pioneer of beauty exhibitions in the region with its proven record of success. Ipekyolu also organised several other international events in different industries in Istanbul, Kazakhstan, Tajikistan within last 20 years. Due to success of its events and quality of services, Ipekyolu has been awarded as UFI (International Exhibition Organisers Union) member status since 2007.

