



# 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 neighbours
- 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, CIS, Balkans, Middle East and North Africa.



### Visitor Regions

Caucasia&Central Asia	Balkans	North Africa	Central Africa
Afghanistan, Armenia, Azerbaijan, Georgia, Kazakhstan, Kyrgyzstan, Mongolia, Tajikistan, Turkmenistan, Uzbekistan	Albania, Bosnia, Bulgaria, Croatia, Greece, Kosovo, Macedonia, Montenegro, Romania, Serbia	Egypt, Libya, Tunisia, Algeria, Morocco, Sudan, Mauritania	Cameroon, Ghana, Kenya, Nigeria, Senegal, Tanzania
South Asia	CIS	Middle East	Gulf
India, Pakistan	Belarus, Moldova, Russia, Ukraine	Iran, Iraq, Israel, Jordan, Lebanon, Syria, Yemen	Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE



## Istanbul: A Beauty and a Legend

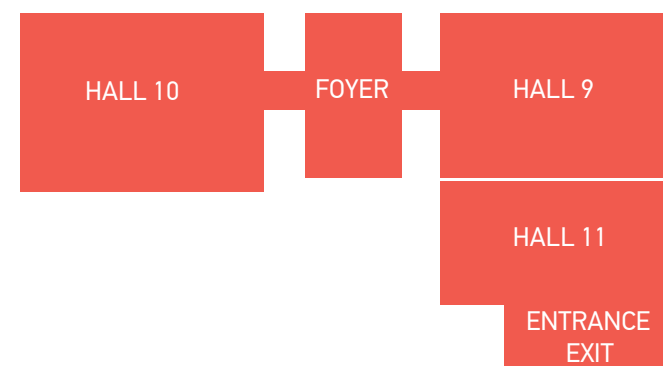
Istanbul, the demographic and economic heart of Turkey, has established itself as the industrial, financial, cultural, logistic, touristic, shopping, business and exhibition center between Europe, Asia, Middle East, Africa and East European countries.

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**  
BeautyEurasia 2015 will be held in 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.

Member of  
**ITE** GROUP PLC



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# BeautyEurasia

Ufi  
Approved  
Event

MEET THE  
**BEAUTY**  
WHERE THE  
CONTINENTS  
**MEET!**

**11TH** INTERNATIONAL  
**EXHIBITION FOR**  
**COSMETICS**  
BEAUTY, HAIR

**30<sup>th</sup> April - 02<sup>nd</sup> May 2015**

IFM, Istanbul Expo Center,  
Turkey

www.beauty Eurasia.com - www.beauty-events.com





## BeautyEurasia 2015: World's booming business hub!

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 by year BeautyEurasia links international beauty brands with new markets. Located in the vibrant city of Istanbul the business hub for Turkey, as well as Eurasia and Africa.

Combining the dynamic worlds of beauty and cosmetics, BeautyEurasia 2015 is one of the leading beauty, cosmetics and hair exhibitions in the World. BeautyEurasia 2015, real meeting point for all industry professionals, experienced significant 21 % growth in size compared to the previous edition.



## 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 Cosmetic Industry

## Exhibitors' Profile 2014 Edition

**Number of Exhibitors:**  
550 exhibitors from  
44 countries

**Breakdown:**  
55% International,  
45% Local Exhibitors

**National & Group Pavilions:**  
Italy, France, Spain, Poland,  
Bulgaria, Korea, Thailand,  
Morocco, Malaysia, Taiwan, China

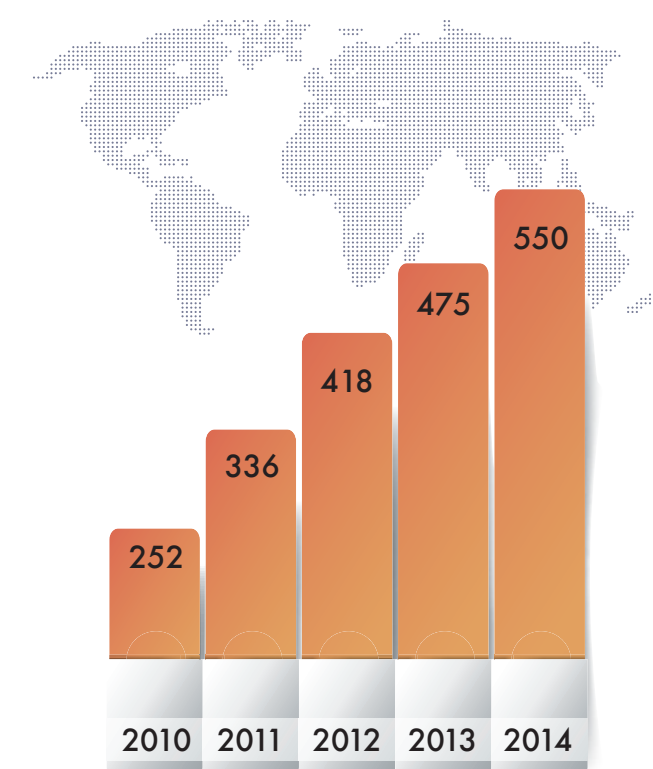


## Exhibitors' opinions:

"Our company is quite satisfied with our participation at BeautyEurasia. We made a lot of contacts from all around the World with companies from Japan, Turkey, Iran, Iraq, Dominican Republic and Vietnam. The fair is international and very well organized. We surely will exhibit next year again." – **Mr. Jean Aldric Colon de Franciosi, Sales manager, Argane Aouzac, Morocco**

"This is our 3rd year at BeautyEurasia. Our main objective in participating to BeautyEurasia 2014 was increasing our market share, establishing new business relations and promoting company's products. Every year we can see improvement in the organization. We had negotiated with many serious companies interested in having distribution of our products. I think that we achieved very good results and we got business contacts from Turkey, Middle East, Gulf countries, South and Central Europe, so the fair is quite international." – **Mr. Giannantonio Negretti, President, NG Group, Italy**

## Number of Exhibitors by Years



## Visitors' opinions:

"I came from Brazil specially to visit this exhibition and I was so surprised of the quality of the products and visiting companies I met here. BeautyEurasia is quite professional and international exhibition with wide product range. Our company is producer of hair and skin care products, we believe that we will be able to make good business in this show that's why our company is planning to exhibit next year." – **Mr. Joe Mann, Executive Director, Definity Hair Professional, Brazil**

"This is my second time to BeautyEurasia I am so glad of that. I had very good contacts here with companies from Turkey, Italy, Germany, Spain, France and China. I will come next year for sure as this exhibition make me know many new companies and make my business easy, as I do not need to travel to Germany, Italy or China to establish new contacts and find new products." – **Mr. Rami Al - Hammadi, Importing manager, Al-Hammadi Parfumes, Yemen**

"We are dealers in skin care, perfumes, hair products, and air fresheners in Ghana. We have visited BeautyEurasia exhibition to establish new business relations and find products such as perfumes, skin care and hair care products which we would like to distribute in our country. We had so many business contacts with companies from Indonesia, Turkey, Italy, Bulgaria, Morocco and many other countries. We are very satisfied and we will come again next year." – **Mr. Daniel Nkansah, Managing Director, Daniel Nkansah Enterprises, Ghana**



## Visitors Profile 2014 Edition

**9.383** PROFESSIONAL VISITORS  
FROM **104** COUNTRIES

### Top 15 visiting countries

- Iran
- Bulgaria
- Greece
- Algeria
- Iraq
- Germany
- Saudi Arabia
- Jordan
- Egypt
- Tunisia
- Syria
- Lebanon
- Macedonia
- Italy
- UAE

### 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

