

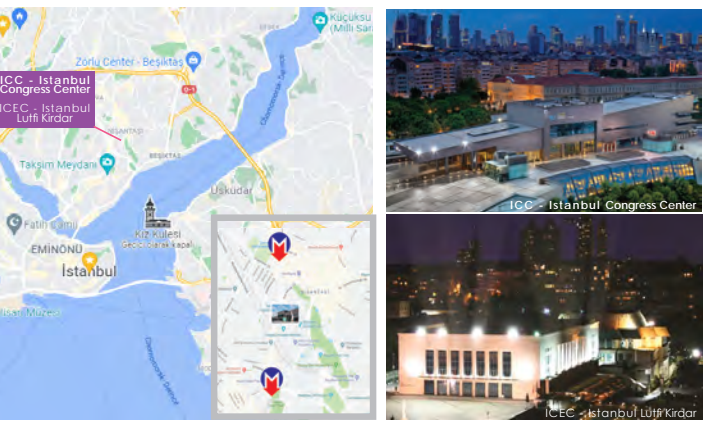
EMBRACE THE HARMONY OF BUSINESS, LEISURE, CULTURE AND HISTORY IN ISTANBUL



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 & ICEC - Istanbul Lutfi Kirdar

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

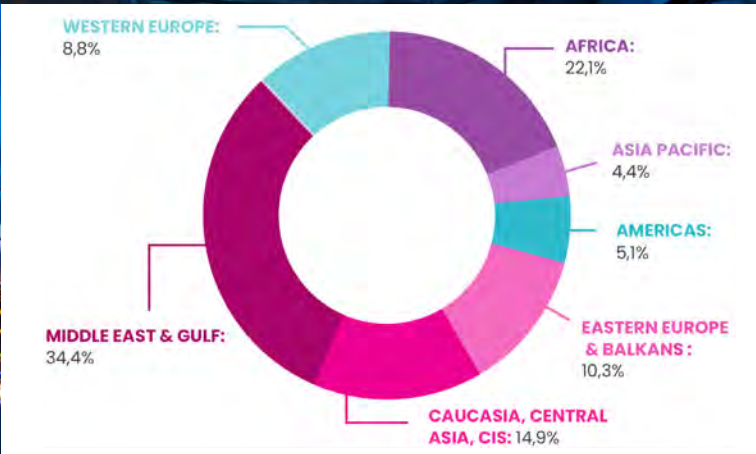


Organizer
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THIS FAIR IS ORGANIZED UNDER SUPERVISION OF TOBB (THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO. 5174

INTERNATIONAL VISITOR BREAKDOWN BY REGION



TOP 20 COUNTRIES BY INTERNATIONAL VISITORS

IRAN	9,9%	EGYPT	2,1%
IRAQ	5,5%	BOSNIA AND HERZEGOVINA	2%
RUSSIA	3,5%	SYRIA	1,9%
TUNISIA	3,5%	UNITED ARAB EMIRATES	1,8%
LIBYA	3,4%	KOSOVO	1,7%
PALESTINE	3,2%	PAKISTAN	1,7%
JORDAN	3%	UZBEKISTAN	1,7%
MOROCCO	2,9%	BULGARIA	1,6%
UKRAINE	2,8%	AZERBAIJAN	1,6%
LEBANON	2,2%	ALGERIA	1,5%

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



VISITOR COMMENTS

It was an amazing event, well designed, well organised, properly communicated to visitors. I found huge interest of visiting people and also more exhibitors took part this time. I am in communication with some companies and will do business in coming days. **JASEENA TRADING, UAE**

The exhibition was excellent, the reception of the exhibitors was really good, the booths were well arranged and decors were on point compared to the 2019. I met new suppliers and I am already in business with some and production is underway and hoping to get in touch with the rest too. **DEMAM INTERPRISES, UGANDA**

BEAUTYISTANBUL is a beautiful fair, its staff was incredible. I like this fair so much, the products, innovations, exhibitors, place, the help to the international visitors. It is a fair with a big future and I'm very interested in it. **INVERSIONES KAUTIVA, COLOMBIA**

We have several chains and shops in Uzbekistan looking for the partners. Actually we are following the exhibition for several years, everytime we are taking notifications from the emails and trying to not miss this opportunity to be here. Very interesting, it is very big and even bigger then last year. Definetly we will visit again. **ASIA BEAUTY BY GROUP, UZBEKISTAN**



beautyistanbul

Approved International Event

3rd International Exhibition for Cosmetics
 Beauty, Hair, Home Care, Private Label
 Packaging and Ingredients

OCTOBER
 13-14-15
 -2022-

ICC - Istanbul Congress Center
 ICEC - Istanbul Lutfi Kirdar
 Taksim, Istanbul Turkey

www.beauty-istanbul.com





2021 FACTS AND FIGURES

Edition: 2nd Date: 13-15 October 2021
Venue: ICC-Istanbul Congress Center, Taksim, Istanbul
Organizer: Ipekyolu International Exhibitions
Exhibitors: 365 - 243 Local, 122 International from 43 countries (34% International)
30% growth in total sqm and 17% more exhibitors vs. 1st edition
Country Pavilions: Italy, Moscow Region, Ukraine
Visitors: 9.336 - 4.032 Local, 5.304 International from 152 countries (57% International)
13% increase in total visitors vs. 1st edition
VIP Hosted Buyers: 515 Buyers from 93 countries

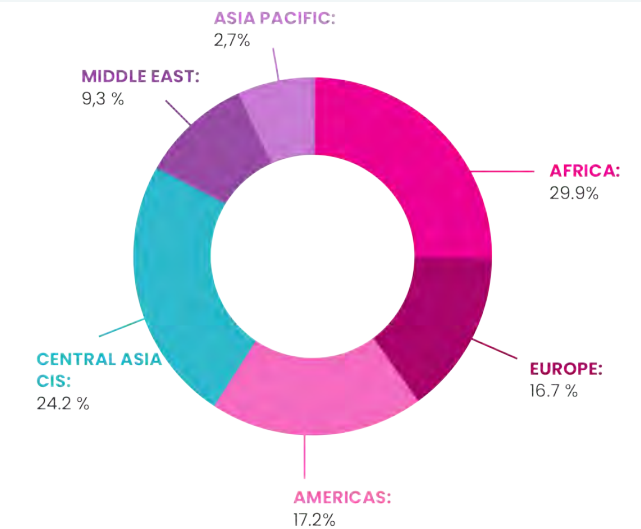


VIP HOSTED BUYER PROGRAM

BEAUTYISTANBUL has supported the international trade visitor attendance with the infamous biggest Hosted Buyer Program in the world by sponsoring 515 quality buyers including the biggest importers, distributors and retail chains from 93 countries with a special focus on Sub-Saharan Africa and Latin America to provide special business opportunities for the exhibitors.



VIP HOSTED BUYER BREAKDOWN BY REGION



ONLINE REGIONAL BUYER MEETINGS



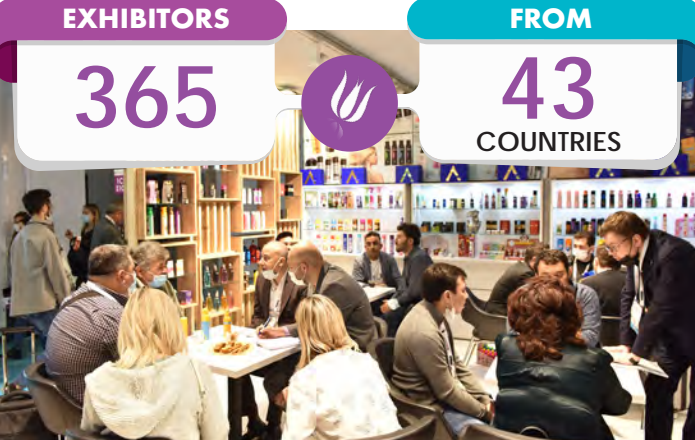
During the pandemic, we have organized BEAUTYISTANBUL Online Regional Buyer Meetings where we brought together important buyers from different regions with BEAUTYISTANBUL exhibitors for free. Since September 2020, meetings featured 1,856 buyers from 104 countries in 13 meetings covering Central Asia, East Africa, Central America, The Caribbean, Sub-Saharan Africa, Middle East, North Africa, Eastern Europe and West Africa.

BEAUTYISTANBUL 2022: NOW IN 2 VENUES!

2nd edition of BEAUTYISTANBUL achieved 30% growth in total space despite the pandemic, therefore the 3rd edition expands into a second venue connected within halls.

- 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



TOP 10 INTERNATIONAL EXHIBITORS

ITALY	33%
RUSSIA	6%
UKRAINE	6%
EGYPT	4%
INDIA	3%
UNITED STATES	3%
FRANCE	3%
PAKISTAN	2%
UNITED ARAB EMIRATES	2%
KAZAKHSTAN	2%



EXHIBITOR COMMENTS

At BEAUTYISTANBUL we are looking to enlarge our distribution in North Africa, Middle East and some other countries where we are not present. The quantity of professional visitors is crazy, we already finished all our business cards, all our catalogues. We will consider participation in 2022 for sure. Honestly speaking, I have never seen something similar before. You have done a very good job.

GA. MA SRL, ITALY

We came to Beauty Istanbul because we know that a lot of people from the region are attending which is important for us, we are very happy with the quantity and quality of visitors, we met a lot of people from all over the world, especially middle east, Georgia, Russia, Ukraine, we are very happy with the results, we consider to come back for the next edition, keep the good work you are doing.

ECKOZ PROFESSIONAL, USA

We met visitors not only from the neighbour countries, but also from far regions like Middle East, Africa, also many visitors from all Europe and Asia. The location of the fair is very convenient, and we expect from it really good outcomes. The number of visitors is much higher than we even expected, and the selection of buyers for this fair by the organizers was very delicate.

ZELDIS PHARMA / BIOPHARMRUS LLC, RUSSIA

