

# BeautyEurasia

## 2014 Post Show Report

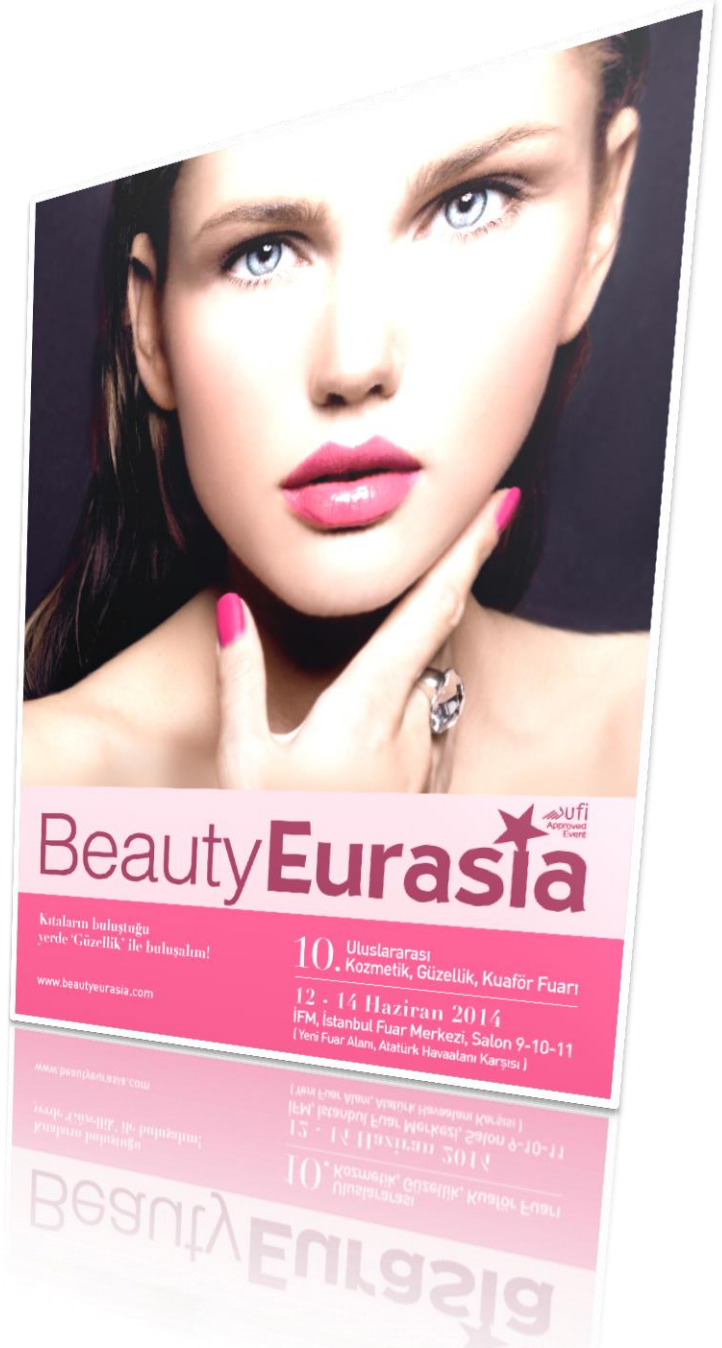
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[www.beautyeurasia.com](http://www.beautyeurasia.com)

[www.beauty-events.com](http://www.beauty-events.com)



### 10<sup>th</sup> International Exhibition for Cosmetics, Beauty, Hair

**DATE:**

June 12 – 14, 2014

**VENUE:**

IFM-Istanbul Expo Center

**TOTAL Sqm:**

18.000 m2

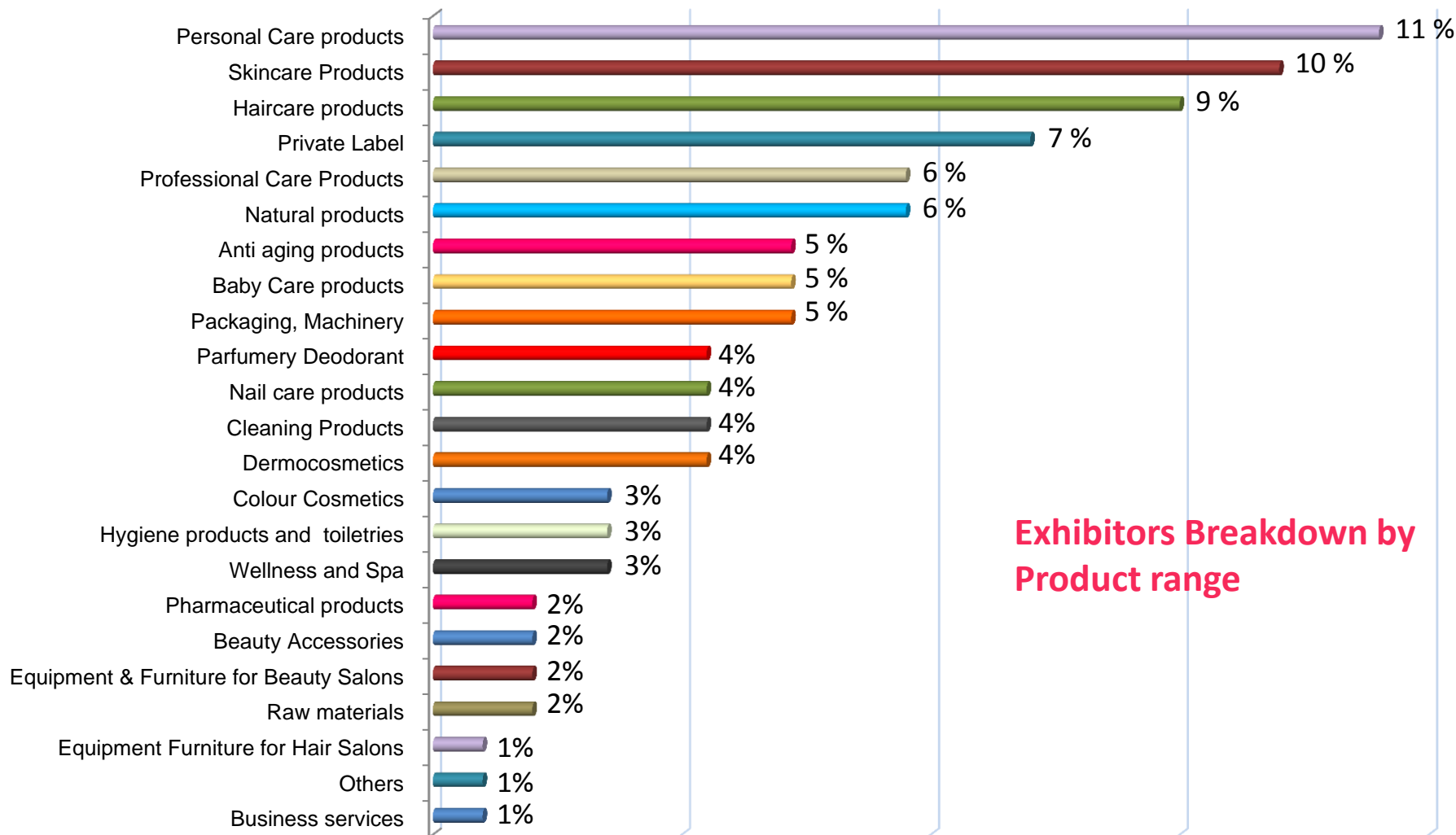
**EXHIBITORS:** 550 exhibitors from 44 countries

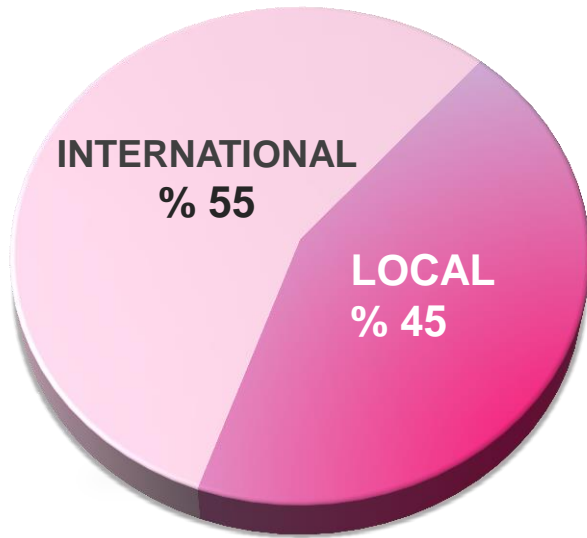
Azerbaijan, Austria, Bahrain, Bulgaria, China, Canada, Czech Republic, Egypt, France, Germany, Greece, India, Indonesia, Iran, Italy, Jordan, Korea, Lebanon, Macedonia, Malaysia, Moldova, Morocco, Pakistan, Peru, Poland, Romania, Russia, Saudi Arabia, Scotland, Serbia, Slovenia, South Africa, Spain, Switzerland, Taiwan, Tanzania, Thailand, the Netherlands, Tunisia, Turkey, UAE, United Kingdom, Ukraine and the United States.

**VISITORS:** 9.383 professional visitors from 104 countries.

**PRODUCT RANGE:**

Personal care products, Professional Care Products, Perfumery & Deodorants, Professional Hair Care Products, Equipment and Furniture for Hair Salons, 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, Cleaning products and Toiletries, Business services.





### Local / International Exhibitors

**The biggest cosmetic meeting BeautyEurasia 2014 more successful than ever:**

#### **550 exhibitors from 44 countries**

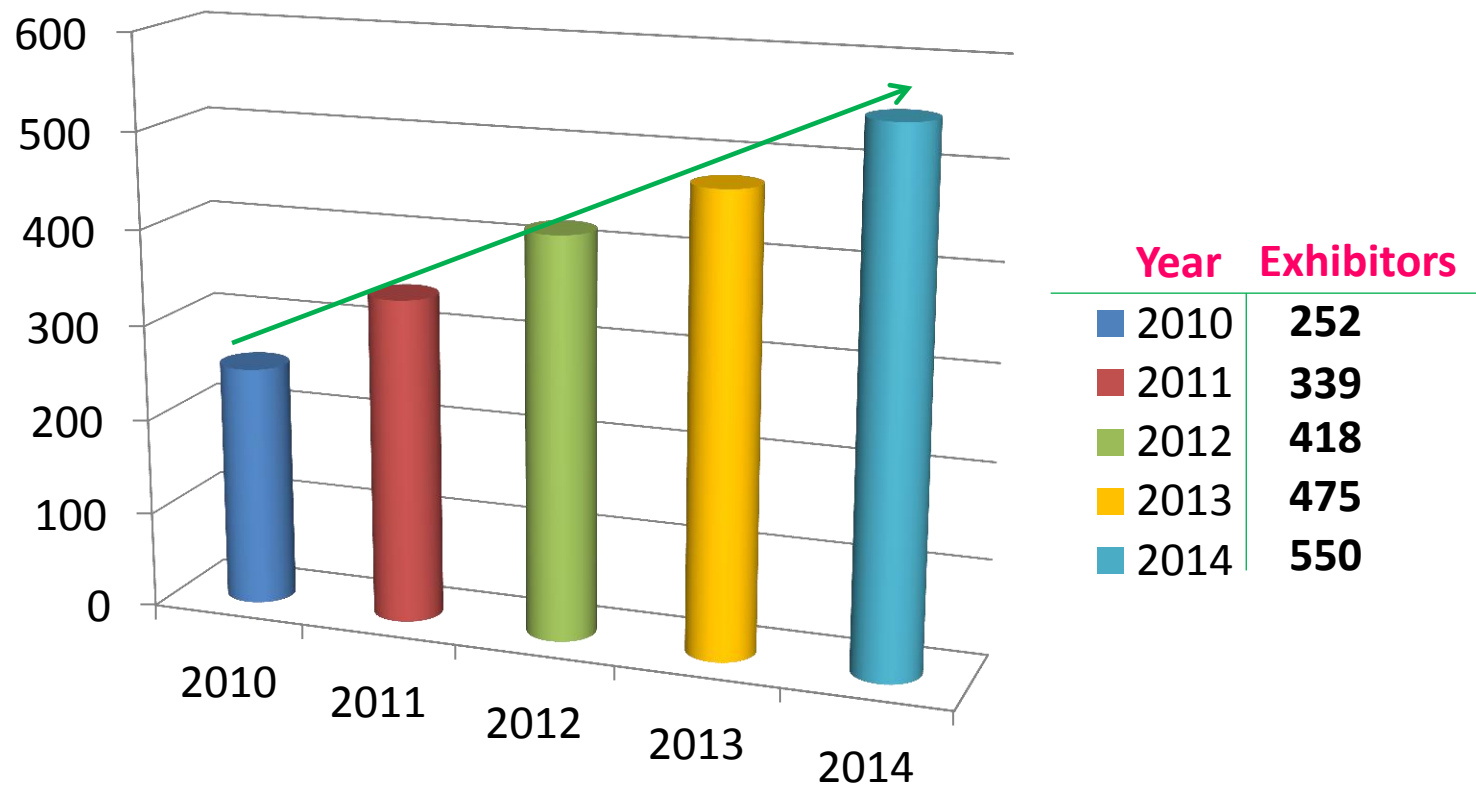
World's leading Cosmetics, Beauty, and Hair Exhibition  
BeautyEurasia 2014 boasted the highest attendance with record exhibitors and visitors participation this year. The 10th exhibition of BeautyEurasia 2014 took place from the 12th to 14th of June at Istanbul Expo Center ( IFM) in Istanbul - the city of two continents.







BeautyEurasia 2014 continues its rapid growth by every year with impressive 21% growth in the fair ground, 15% increase on the previous year's exhibitor numbers and 14 % increase in terms of visitors.



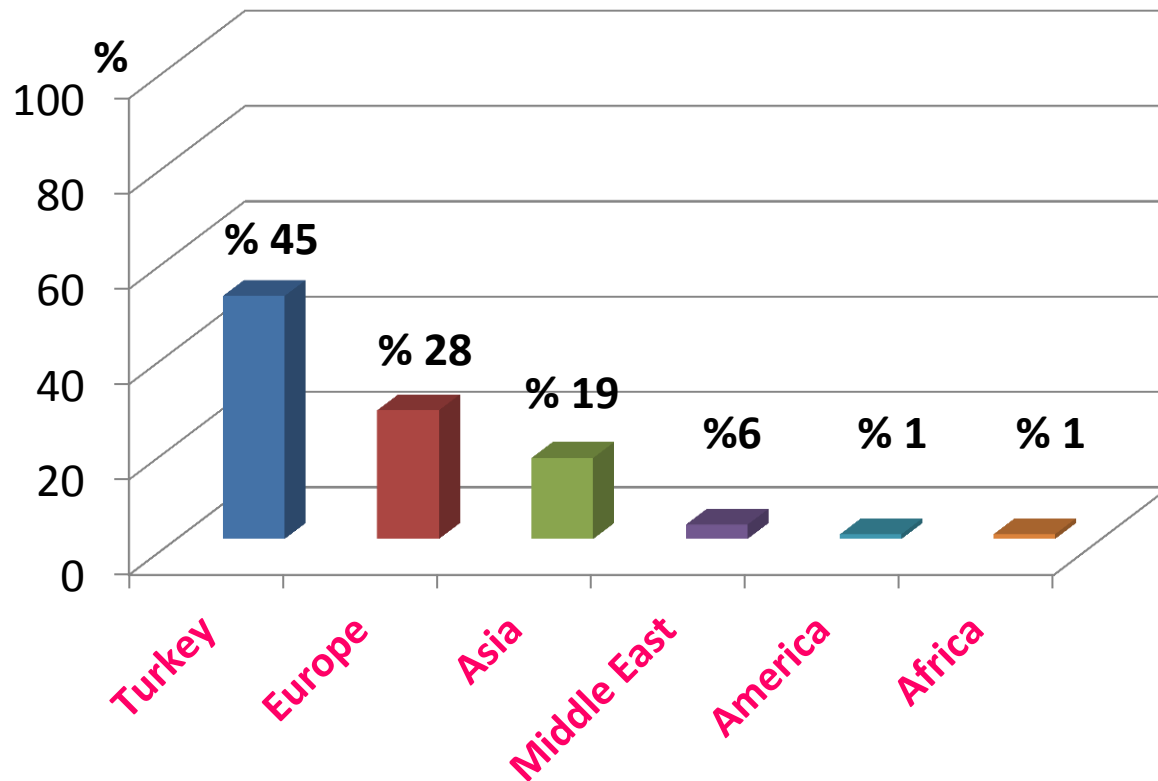
The graphic displaying the increase in the number of exhibitors during the last 5 years

550 exhibitors from 44 different countries displayed their brands and products during 3 days at BeautyEurasia 2014. Italy, France, Spain, Poland, Bulgaria, Korea, Thailand and Morocco presented their products within national pavilions while Malaysia, Taiwan and China presented their products within group participation. Exhibitor numbers in BeautyEurasia 2014 achieved impressive increase of 15% this year by hosting international exhibitors from 44 countries worldwide: Turkey, Germany, Greece, Netherlands, Slovenia, Serbia, Switzerland, Scotland, Jordan, UK and Canada.



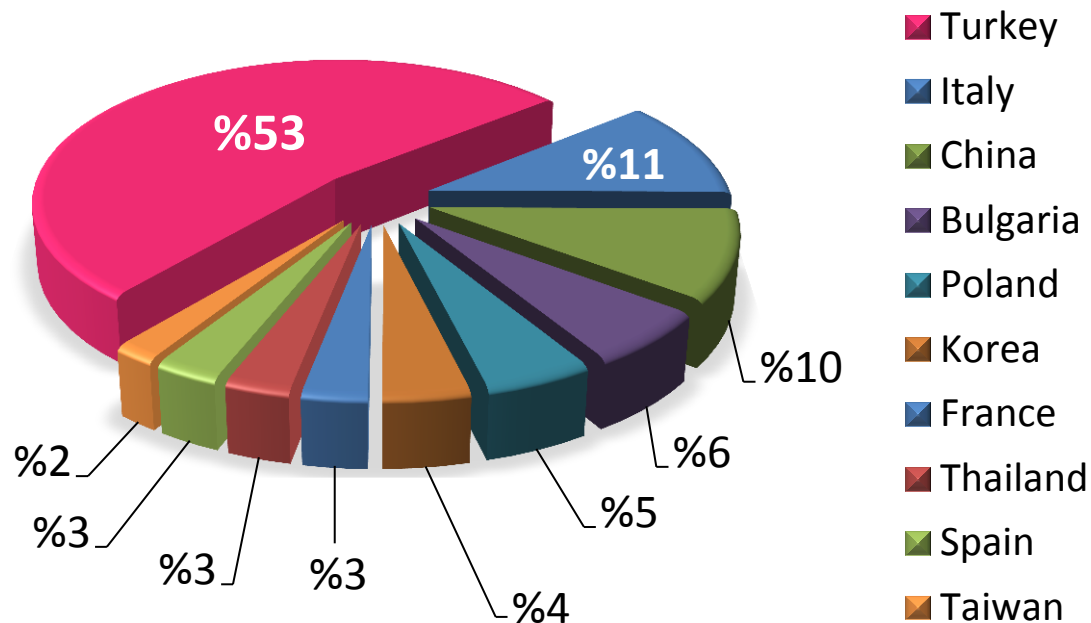
As in previous years after Turkish participation, Italian presence at BeautyEurasia 2014 was the highest. Italian companies led by ITA - The Italian Trade Agency and Promos - the Milan Chamber of Commerce Special Agency, French exhibitors organized by Ubifrance – the French International Business Development Agency, Polish companies supported by Poland Ministry of Economy, leading Spanish companies supported by ICEX – Spanish Foreign Trade Institute, many exhibitors from Bulgaria organized by Bulgarian Small and Medium Enterprises Promotion Agency and Bulgarian National Association of Perfumery and Cosmetics - BNAEOPC, many Polish exhibitors organized by Poland Ministry of Economy, Korean pavilion supported by IBITA - International Beauty Industry Trade Association and Kotra - Korea Trade - Investment Promotion Agency and Moroccan companies supported by the General Consulate of the Kingdom of Morocco in Istanbul and Maison de l'Artisan and many other exhibitors have been pleased to meet the buyers and establish new contacts at BeautyEurasia 2014.

### Geographical Breakdown of exhibitors



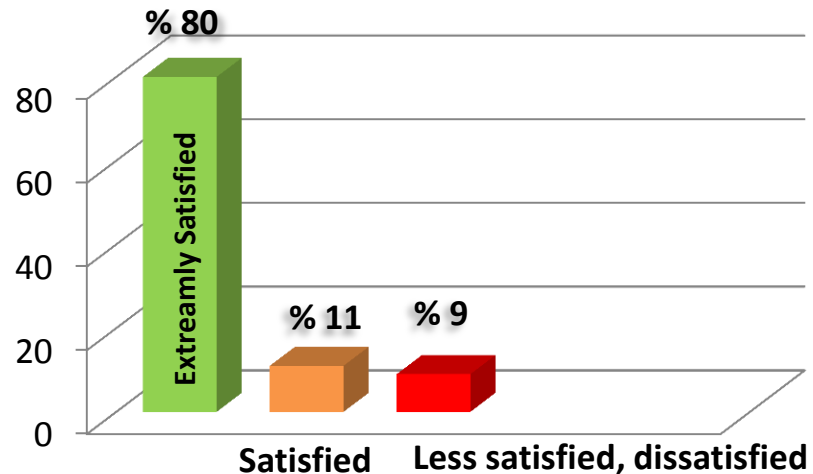


### Top 10 exhibiting countries



### Exhibitors' overall assessment of BeautyEurasia 2014

**91 %, Most of the exhibitors are satisfied with show results!**



“It is our first time exhibiting at BeautyEurasia and we are very happy to be here. Our company is private label producer, which has 2 own brands. During BeautyEurasia 2014 exhibition we had wide variety of Professional visitors. We met companies from Bulgaria, Iran, Turkey, Greece and many other countries. They are very interested with our services and products. We would like to say thank you to the organizers and we will be happy to participate next year as well.” – **Ms. Marina Khazova, Marketing manager, Phytocosma, France**

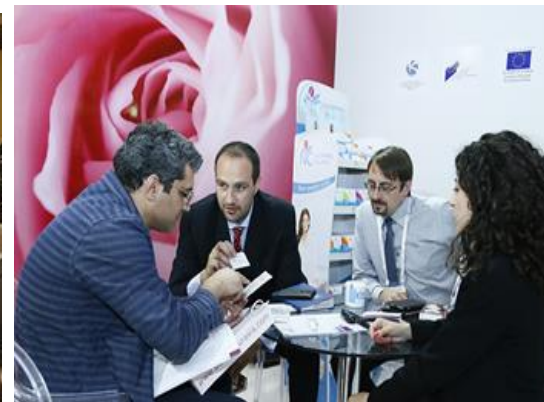
“Our company is quite satisfied with our participation at BeautyEurasia. We made a lot of contacts from all around the World with companies from Japan, Turkey, Iran, Iraq, Dominican Republic and Vietnam. The fair is international and very well organized. We surely will exhibit next year again.” - **Mr.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

“This is our sixth time exhibiting at BeautyEurasia. BeautyEurasia is exhibition which contributes to the development of Turkish cosmetic industry and promoting Istanbul as well. We are very satisfied with the result, achieved in BeautyEurasia 2014, as we are looking for distributors in Balkans and neighbouring countries and BeautyEurasia helped us to export to more than 25 countries until now. During the show we made contacts with distributors from Europe, Far East and Africa countries.” - **Mr. Cihan Bayraktar, Export Manager Rebul, Turkey**

“We have been exhibiting at BeautyEurasia exhibition since 10 years. This year the show was very fruitful for our company. BeautyEurasia is a show which we are always looking forward to exhibit, that’s why BeautyEurasia is always included in our calendar. We have been visited by so many buyers and customers not only from Turkey, Europe but also from CIS countries, Russia and Middle East. We are quite satisfied. Turkey is very important market and BeautyEurasia develops our business”. - **Mr. Zueb Kanorwalla, Vice President, Piramal Glass, India**

“We are exhibiting at BeautyEurasia since the last 7 years. The exhibition has rich visitors profile with many visitors from Middle East, Europe, Balkans and Russian speaking countries as well. This exhibition is growing every year. The visitor profile is very good and we had so many new contacts. We achieved our target and we will exhibit next year again.” **Mr. Ibrahim Zengin, Founder and Ceo, Giz Cosmetics, Turkey**

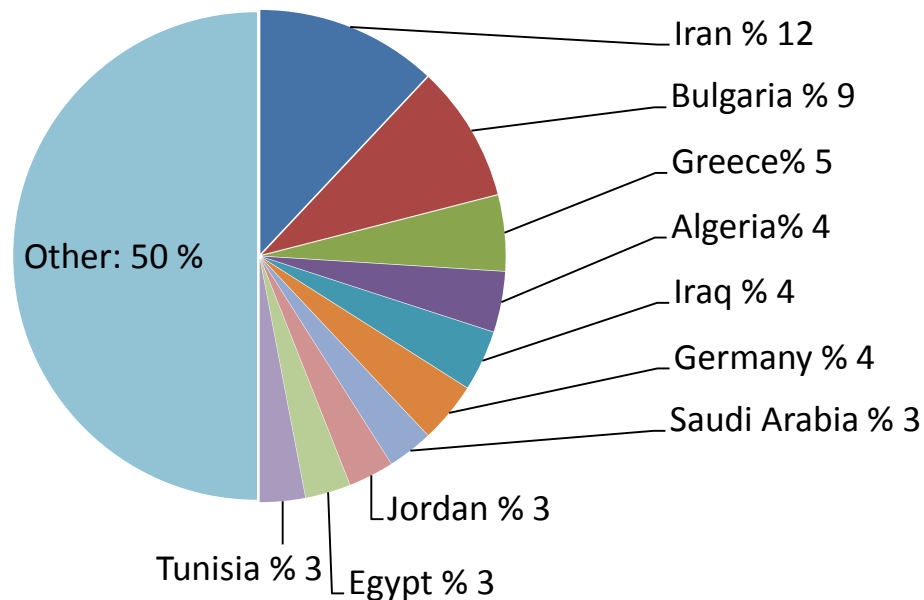
“This is our 3rd year exhibiting at BeautyEurasia. Our main objective in participating to BeautyEurasia 2014 was increasing our market share, establishing new business relations and promoting company’s products. Every year we can see improvement in the organization. We are looking for distributors in Turkey and surrounding countries. 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. For sure this is very competitive market.” – **Mr.Giannantonio Negretti, President, NG Group, Italy**



### BeautyEurasia 2014: 104 countries more than 9.383 professional visitors!

General visitor attendance at BeautyEurasia 2014 achieved + 14 % growth, while international visitors numbers reached 32 % growth compared to the previous edition. Thousands of qualified visitors attend to see the newest products and innovations. From manufacturers to distributors, importers to retail buyers, more **than 9.383 industry professionals**, from 104 different countries including huge regions of Eurasia such as; the Balkans, CIS countries, the Caucasian region, Central Asia, Middle East and Africa, found the opportunity to generate business during 3 days.

#### Top 10 visiting countries



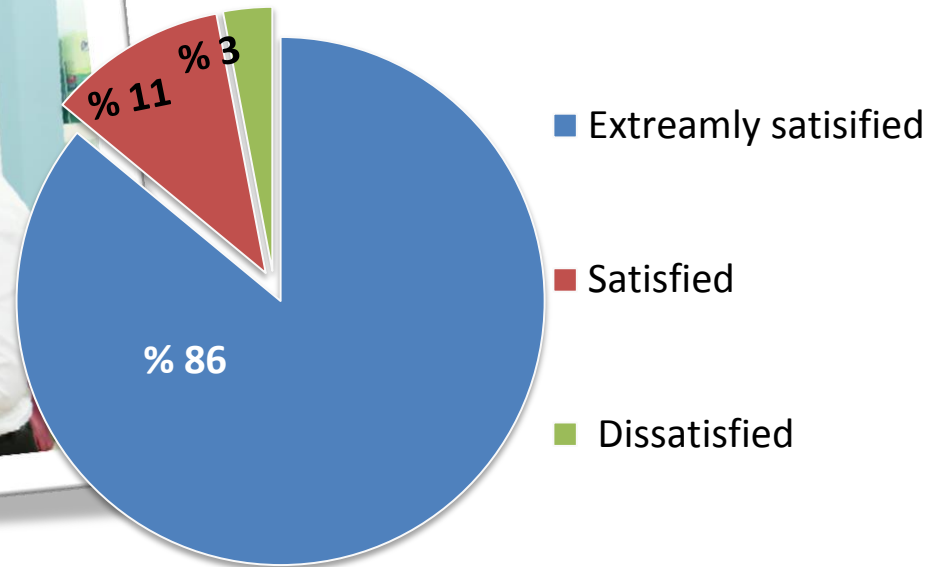
BeautyEurasia proved its position as a highly valued business point hosting many buyers. Thousands of buyers and importers from African countries; Angola, Senegal, Kenya, Nigeria, Niger, Liberia, Republic of Guinea, South Africa, Ghana, Togo, Chad, Tanzania, Cameroon, Mozambique, Ethiopia, Sierra Leone, Zimbabwe, Sudan, Libya, Algeria and Cote d'Ivoire and Central Asian countries; Kazakhstan, Kyrgyzstan, Azerbaijan, Turkmenistan, Tajikistan, Uzbekistan, Afghanistan have visited BeautyEurasia 2014. The show was meeting point for many Professional visitors from Far and tropical regions such as: Panama, Dominican Republic, Ecuador, American Samoa, Chile, New Zealand, Vietnam, Australia and Bahamas. BeautyEurasia 2014 hosted record number of visitor group and delegations from countries such as; Afghanistan, Bulgaria, Nigeria, Lebanon, Tunisia, Serbia, Croatia, Iran, Iraq and Morocco were just few of them. BeautyEurasia 2014 keeps increasing its success by each and every year.

Visitors groups from different cities of Turkey, such as: Izmir, Ankara and Antalya have visited the show. Ankara Chamber of Commerce have organized group of visitors to BeautyEurasia 2014. Hairdressers' associations, from 15 different cities, have also supported the show by organizing hairdresser visitor groups.



### Visitor satisfaction breakdown

Visitor satisfaction level at BeautyEurasia 2014 reached 97%!



#### BeautyEurasia 2014 Visitors Comments

"I came from Brazil specially to visit this exhibition and I was so surprised of the quality of the products and exhibiting companies, also I was surprised of the visitors 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 planing 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 bussiness 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**

"Our company is dealing with pharmaceutical products and cosmetics such as shampoos, nail polish, and face creams etc. We came here to find some products to supply to our country, we are quite impressed of the numbers and quality of exhibiting companies. We had contacts with more than 30 manufacturing companies and we are quite satisfied." - **Mr. Omer Abdelrahman Ali, General Manager, Alhaitham Chemicals&Pharmaceuticals, Sudan**



“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**

“We are producer of cologne, perfume, rose water and acetone. Our company is also very active in wholesale and retail sector. Every year we visit BeautyEurasia. This year we are looking for new perfume bottles, accessories and valves. We are quite satisfied with the results” - **Mr. Nevzat Uğurlu, Uğurlu Cosmetics CEO, Turkey**

“This is the 3rd year that I am visiting BeautyEurasia. I have noticed that every year this trade show is growing and developing. This year I saw more country pavillions so many new exhibitors. I am looking for pharmaceutical and OTC products and I found some very quality products here.” - **Xeno Farma, Dr. Farhad Ismaeel Khidhir, Sales & Marketing manager, Iraq**





### BEAUTYEURASIA 2014 SUPPORTING ORGANIZATIONS AND ASSOCIATIONS

#### LOCAL CHAMBERS, ASSOCIATIONS AND INSTITUTIONS

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- ▶ Turkey Ministry of Economy,
- ▶ TOBB - Union of Chambers and Commodity Exchanges of Turkey
- ▶ IMMIB - The General Secretariat of Istanbul Mineral and Metals Exporters' Association
- ▶ IKMIB - The Istanbul Chemicals and Chemical Products Exporters' Association
- ▶ KOSGEB - The Union of Small and Medium Enterprises
- ▶ ITO - Istanbul Chamber of Commerce
- ▶ IZTO - Izmir Chamber of Commerce
- ▶ Istanbul Cosmetic & Wholesalers Association
- ▶ Cosmetics & Toiletries Industry Association
- ▶ Chemists Association
- ▶ Chamber of Chemical Engineers,
- ▶ TPF - Turkish Retailers Federation
- ▶ ASD- Turkish Packaging Manufacturers Association

#### INTERNATIONAL CHAMBERS, ASSOCIATIONS AND INSTITUTIONS

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| ▶ ITA – Italian Trade Agency   | ▶ ICEX – Spanish Foreign Trade Institute                  |
| ▶ PROMOS - the Milan Chamber of Commerce Special Agency, Italy           | ▶ IBITA - International Beauty Industry Trade Association |
| ▶ UBIFRANCE - International Business Development Agency of France        | ▶ Kotra - Korea Trade - Investment Promotion Agency       |
| ▶ BSMEPA- Bulgarian Small and Medium Enterprises Promotion Agency        | ▶ General Consulate of the Kingdom of Morocco             |
| ▶ BNAEOPC - Bulgarian National Association Essential Oils, Perfumery and | ▶ Maison de l'Artisan - Morocco                           |
| ▶ Cosmetics, Bulgaria  | ▶ UFI - Global Exhibitions Association, France            |
| ▶ Poland Ministry of Economy   | ▶ FMM - Federation of Malaysian Manufacturers             |

### International Media

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- ▶ Estetica Hellas - Greece
- ▶ www.beauty.iteca.az - Azerbaijan
- ▶ www.christian-of-roma.com - Bulgaria
- ▶ www.beautyexpo.cz - Czech republic
- ▶ Hygienic&Cosmetic - Iran
- ▶ Export Magazine - Italy
- ▶ www.beauty-on-line.it - Italy
- ▶ www.cosmobeauty.it - Italy
- ▶ Cosmomed - Kazakhstan
- ▶ Professional Beauty Guide - Kazakhstan
- ▶ www.kazexpo.kz – Kazakhstan
- ▶ Lamasat - Lebanon

- ▶ Art of Beauty – Azerbaijan
- ▶ Queen For YOU - Lebanon
- ▶ Styling Magazine - Macedonia
- ▶ www.hairmagazine.com.mk - Macedonia
- ▶ www.beauty-fitnessegypt.com - Egypt
- ▶ www.en.beauty.moldexpo.md - Moldova
- ▶ www.sibfair.ru - Russia
- ▶ Kozmo Kozmetika - Serbia
- ▶ www.edsgroup.net - Serbia
- ▶ www.ikomo.co.rs - Serbia
- ▶ www.sajamkozmetike.com - Serbia
- ▶ www.intercharm.kiev.ua - Ukraine

### Local Media

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- ▶ Koz Bülten
- ▶ Packworld
- ▶ Perakende Çağı
- ▶ Beauty Turkey
- ▶ Pharma Turkey
- ▶ Hedef Sağlık
- ▶ Skylife
- ▶ Beauty Land
- ▶ IHA
- ▶ Ambalaj Dünyası
- ▶ Koz Medya - Kuaför Life
- ▶ Msn Medya - Newbeauty
- ▶ Kimya Bülteni

**THANK YOU TO ALL TURKISH COMMERCIAL  
COUNSELLORS**



# BeautyEurasia

**11<sup>th</sup> International Exhibition  
for Cosmetics, Beauty, Hair  
30 April– 2 May, 2015**

**IFM-Istanbul Expo Center  
Yesilkoy, Istanbul, Turkey**

**See you next year,  
April 30th - 2nd of May  
2015 ...**

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