



Beauty Eurasia



Meet the 'Beauty'
where the
continents meet!

8th International
Exhibition for

- Personal care and cosmetic products
 - Perfumery
- Hair salon and nail products and equipment
- Beauty salon, spa and wellness products and equipment
 - Natural Cosmetics
- Raw Materials, packaging, contract manufacturing and private label

June, 14th - 16th 2012
Tuyap Exhibition Center
Istanbul, Turkey

www.beautyeurasia.com

Organiser: PLATFORM International Exhibitions Inc.
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29 Elkim Cd. No: 1 Vizyon Park A Blok Ofis 29 Yenibosna - Istanbul / Turkey
THIS FAIR IS ORGANIZED UNDER THE PERMISSION OF TOBB ACCORDING TO THE LAW 9174

**Meet the 'Beauty'
where the continents meet!**

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8th Edition
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BEAUTYEURASIA LEADING THE BUSINESS

THE INTERNATIONAL HUB IS THE WINNING APPOINTMENT FOR THE FUTURE



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The only trade show for the Eurasian industry

Excellent results and great satisfaction for the exhibitors of 2011 edition involved in the presentation of their production to the importers and distributors: the expectations to meet potential new customers and new markets have been largely met through the involvement of an audience of international professionals.

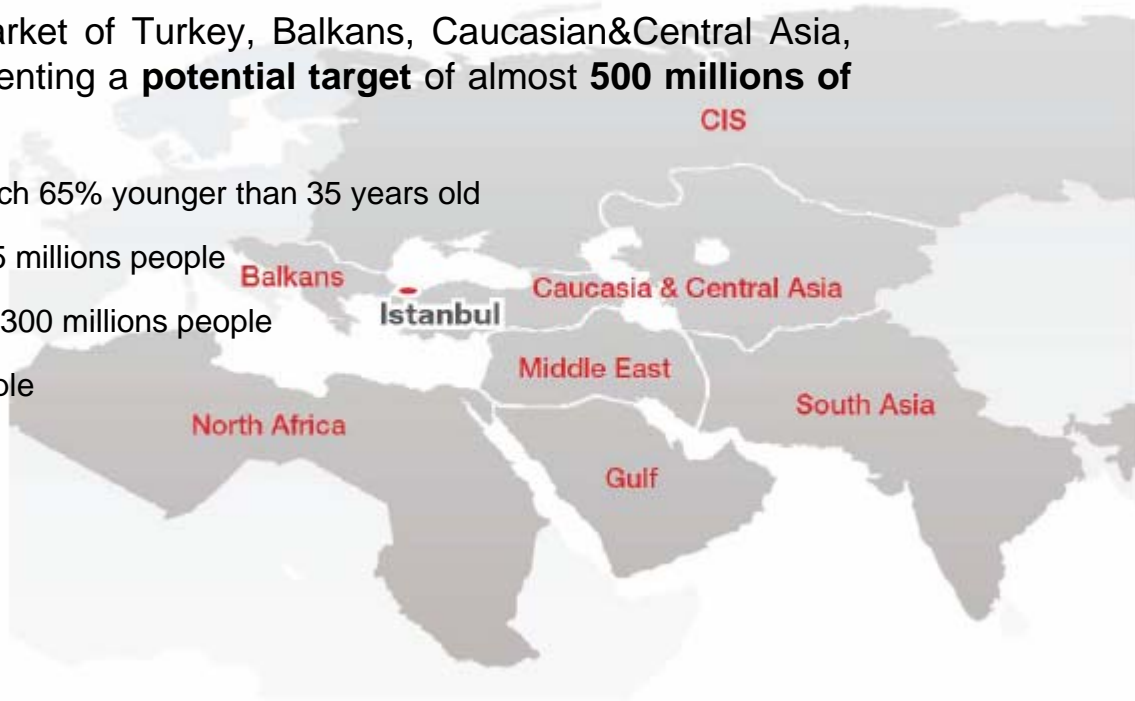
The 2012 event will be bigger in scope and size, with a special emphasis to the product mix for the different channels of distribution: mass market, hair salons, spas, packaging, private label and contract manufacturer.

Beauty Eurasia 

ISTANBUL – THE GATEWAY TO EURASIA BEAUTY BUSINESS

The **Eurasia region** gathers the market of Turkey, Balkans, Caucasian&Central Asia, Middle East and North Africa, representing a **potential target** of almost **500 millions of people**:

- Turkey's population: 72 millions, out of which 65% younger than 35 years old
- Caucasia and Central Asia's population: 75 millions people
- Middle East and North Africa's population: 300 millions people
- Balkans area's population: 60 millions people
- Ukraina's population: 47 millions people



Turkey represents the center of business and attraction for the entire Eurasia region, the **optimal gateway to doing business not only with the local Turkish market, but also with the surrounding Eurasian region.**

Imports of cosmetics and personal care products of Turkey amounts to about 1 billion USD in 2008, while the imports of cosmetics and personal care products of the Eurasia Region amounts to about 5 billions USD in total.

FACTS & FIGURES 2011 – EXHIBITORS' PROFILE

Great success for BeautyEurasia 2011 edition

June 16 -18, 2011 Istanbul, Turkey

Exhibition Space:

15,000 sqm

Number of Exhibitors:

336 exhibitors from 44 countries

Breakdown:

54% International exhibitors

46 % Turkish exhibitors

Exhibitors' Profile by Country of Origin:

Bahrain, Belarus, Brazil, Bulgaria, Canada, Chile, China, Croatia, Czech Republic, Egypt, France, Germany, Greece, Hungary, India, Iran, Italy, Japan, Jordan, Kazakhstan, Korea, Kuwait, Lebanon, Macedonia, Malaysia, Mexico, Moldova, Pakistan, Poland, Romania, Tajikistan, Russia, Serbia, Singapore, Syria, Taiwan, The Netherlands, Turkey, Northern Cyprus, UAE, UK, Ukraine, Uzbekistan, Vietnam and USA.



FACTS & FIGURES 2011 – EXHIBITORS' PROFILE

Exhibitors' Macro-categories:

- Personal Care Products
- Perfumery & Deodorants
- Color Cosmetics
- Professional Hair Salon & Nail Products & Equipment
- Professional Beauty Salon, Spa & Wellness Products Equipment
- Raw materials, Packaging, Contract Manufacturers and Private Label
- Beauty Accessories
- Natural Cosmetics
- Associations & Services to the Cosmetic Industry



FACTS & FIGURES 2011 – VISITORS' PROFILE

Number of Visitors:

over 22,465 professional visitors

Foreign Visitors:

from 93 countries

Visitors Pre-registration figures:

+25% on 2011

Visitors profile:

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



Top International Visitors by Country of Origin:

Turkey, Iran, Bulgaria, Iraq, Syria, Jordan, Lebanon, Greece, Romania, Russia, Morocco, Algeria, Uzbekistan, Ukraine

2011 HIGHLIGHTS

HOSTED BUYERS PROGRAM

The International “Hosted Buyers Programme” at BeautyEurasia, continues to bring together buyers around the world and exhibitors of BeautyEurasia with the resources and contacts to build fruitful business partnerships.



Significant number of importers and buyers coming from 51 countries including: Afghanistan, Belarus, Iran, Iraq, Kazakhstan, Kyrgyzstan, Libya, Macedonia, Pakistan, Tajikistan, Turkmenistan and many more has been offering exhibiting companies a unique chance to explore the multifaceted business opportunities.

2011 POST SHOW EXHIBITORS' SURVEY

Post show exhibitors' survey provided a good indication for the future plans

Exhibitors survey:

- Over 90% of exhibitors expressed their satisfaction for participation, rating the show “**very satisfactory**” in terms of visitors attendance
- “**More international than expected**” was the leitmotiv of first -time exhibitors who did not expect such a large number of importers and buyers for the region

Exhibitors' opinions:

Italy- Oyster Cosmetics: "Our main objective to participate BeautyEurasia was to introduce our new products, to promote our company's image and to meet potential representatives in Turkey. We can rate the quality of the fair and professional visitors like "very good". Eurasian region has a big potential. We definitely reached our target at the fair, so we are considering to participate next year again."

Brazil - Tradimpex: "We came from Brazil with 5 different brands. We've got many customers interested in our products. The visitor profile here at the fair is really good as most of them are buyers. We are really satisfied as we have reached our target. We will exhibit next year again at this fair."

Turkey - Fonex: "The main reason to participate to BeautyEurasia trade show was to demonstrate our products and meet importers from different countries. This year BeautyEurasia fair was the best of all editions. The visitors' profile was really qualified. We signed at least 10 business contracts with companies from Algeria, Lebanon and other countries. Like most of exhibitors we also are very pleased of being here."

Turkey - Akat: "We are in cosmetics sector for more than 39 years. Every year we participate to BeautyEurasia because it is the largest cosmetics trade show here in Turkey. One of the main reasons to participate to the show is because of the visitors' profile. The fair has a rich visitors' profile from Asia, Europe, Africa and the Middle East. We signed good contracts and had a fruitful business meetings. We reached our target at the fair."

2011 POST SHOW VISITORS' SURVEY

Post show visitors' survey provided a good indication for the future plans

Visitors' survey:

- "I did not expect such a **large product offer**"
- "Interesting product **mix** from many **different countries of origin**"

Visitors's opinions:

Ukraine - Prostor National Drogerie Chain: "The main reason to visit BeautyEurasia is to start cooperation with international companies, especially companies with private label production. I can say that we are really pleased with the results. We saw so many big manufactures and we made really fruitful discussions and negotiations with them. We will visit Turkey again to sign the final agreement.«

Kosovo - Orhidea Cosmetique: "I think Turkey is very attractive country in terms of trade. There are a big range of products at BeautyEurasia and it is a very good opportunity for the countries gained independence, like my country Kosovo. Our sole effort is to reach more cosmetic manufacturer companies and establish new business contacts. I will visit BeautyEurasia next year again. Everything was perfect.«

Kuwait - Bio-Tech Medical: The last few years the quality of Turkish products has risen I started to buy products from Turkey. In fact I came to finalize an agreement with company which is our second Turkish business partner and we are proud that we have already made this agreements.«

Kazakhstan - Degrand: We are wholesaler in Kazakhstan. We are very interested in colour cosmetics and skin careproducts, that's why we are visiting BeautyEurasia every year. I am very pleased with the show and we plan to come next year again."

EXHIBITING OPTION

Ready Stand Standard items for 12 sqm (3m x 4 m)

- Fascia name
- carpet
- 1 Table
- 2 Chairs
- 4 Spotlights
- 1 power socket



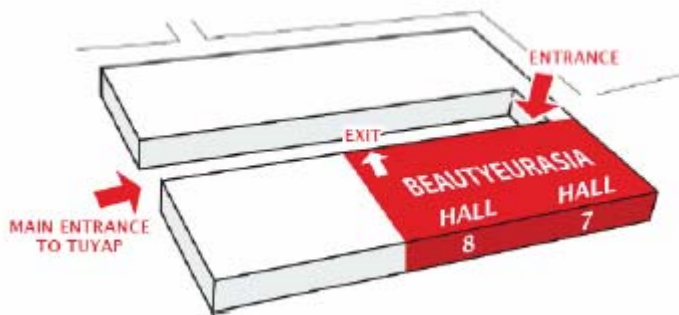
Example of ready stand
with additional showcases
and Country identification

THE VENUE

Tuyap Exhibition Center is Turkey's prominent and most respectable fair venue, at which scores of successful international exhibitions are held regularly every year. A substantial number of visitors across the region assemble at Tuyap exhibitions to find the best suppliers. The Istanbul Ataturk airport is only few minutes drive from the venue.

Address:

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E-5 Karayolu, Gürpınar Kavsagi,
Beylikduzu/Buyukcekmece 34522 Istanbul (Turkey)
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CONTACT INFORMATION – HOW TO PARTICIPATE



RESERVE YOUR SPACE TODAY AT BEAUTYEURASIA

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