

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



TUYAP Fair Center

TUYAP Fair Center is the meeting point for international trade fairs in Istanbul, the cradle of civilizations offering numerous business opportunities today and also for tomorrow.



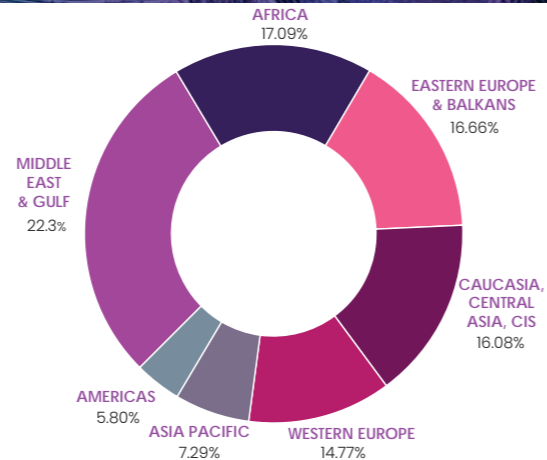
1200 Exhibitors from 60 Countries

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 INTERNATIONAL VISITING COUNTRIES

IRAN	5.14%	UNITED KINGDOM	2.21%
RUSSIA	4.95%	JORDAN	2.18%
SAUDI ARABIA	3.78%	ITALY	2.14%
UAE	2.79%	ALBANIA	2.12%
ALGERIA	2.57%	MOROCCO	1.97%
ROMANIA	2.57%	UKRAINE	1.88%
IRAQ	2.46%	EGYPT	1.74%
GERMANY	2.41%	UZBEKISTAN	1.73%
TUNISIA	2.39%	AZERBAIJAN	1.67%
BULGARIA	2.33%	FRANCE	1.67%
LIBYA	2.21%	PAKISTAN	1.65%

BEAUTYISTANBUL ONLINE BUSINESS PLATFORM & MOBILE APP

BEAUTYISTANBUL Online Platform and Mobile App present lucrative business opportunities all year long for exhibitors and visitors!

Exhibitors can access 52,000+ buyers from 195 countries, visitors can browse 1,200 exhibitors and 12,000+ products and directly contact each other or set-up meetings for the exhibition.

Check it out at online.beauty-istanbul.com

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
- Brands



VISITOR COMMENTS

NAHDI MEDICAL COMPANY – SAUDI ARABIA

Thank you for the support provided during the event. I came away with exactly what I needed, plenty of valuable contacts and engaging discussions. Looking forward to your next event.

TIMITE AND SONS – IVORY COAST

First, I would like to thank the organizers for their great work. This exhibition serves as an essential meeting point for many exhibitors, as we can see. I would like to highlight that the quality of exhibitors is extremely high. This show has been growing rapidly, I have heard about it since the first edition. We have no regrets about visiting it twice, and we will be there again next May.

FUZION ZONA LIBRE S.A. – PANAMA

The exhibition was perfect for my business needs and I would highly recommend it to any buyer looking to expand their operations in the beauty and cosmetics industry. The range of exhibitors and the opportunities available to establish new partnerships were outstanding. During the expo, I successfully initiated several collaborations with both Turkish companies and a variety of international businesses.



beautyistanbul

6th International Exhibition for
Cosmetics, Beauty, Hair, Cleaning
Private Label, Packaging, Ingredients

8-10 MAY 2025
TUYAP Fair Center
Buyukcekmece - Istanbul - Türkiye

New Date New Venue

www.beauty-istanbul.com

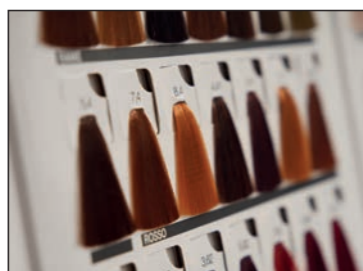
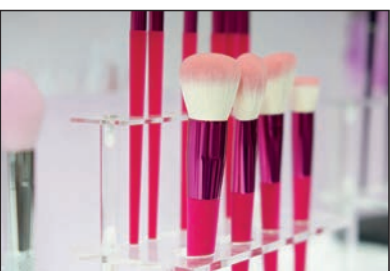


LAST EDITION

5th edition of BEAUTYISTANBUL Exhibition expanded by 2 new Halls and 317 more exhibitors vs. 4th edition, strengthening its place among Top 5 largest cosmetics exhibitions worldwide.

- 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



LAST EDITION FACTS AND FIGURES

Edition: 5th **Date:** 2-4 October 2024

Venue: Istanbul Congress Center & Lutfi Kirdar Congress Center & Hilton Istanbul Bosphorus, Istanbul - Türkiye

Organizer: Ipekyolu International Exhibitions

Exhibitors: 1,162 from 67 countries
634 International, 528 Local (55% International)
(37% more Exhibitors vs. 2023 edition)

Country Pavilions: Italy, France, Spain, Poland, Brazil, South Africa, Czechia, Ukraine, U.A.E., Indonesia, Palestine, Pakistan, India, Iran, Ghana, Guatemala, Nigeria, Malaysia, S.Korea, China

Visitors: 16,633 Unique Visitors from 167 countries
7,981 International and 8,562 Local Visitors
(48% International Visitor Ratio)

Hosted Buyer Program: 644 Buyers from 125 countries



TOP 20 EXHIBITING COUNTRIES

TÜRKİYE	528	RUSSIA	16
ITALY	144	IRAN	16
CHINA	91	FRANCE	15
INDIA	42	BRAZIL	11
SOUTH KOREA	32	UNITED STATES	9
UAE	23	EGYPT	9
PAKISTAN	22	GHANA	9
SOUTH AFRICA	19	NIGERIA	9
POLAND	19	UKRAINE	8
SPAIN	18	PALESTINE	8



EXHIBITOR COMMENTS

CERIOTTI - ITALY

This is our 5th participation and it has always been an excellent experience. Istanbul, as a melting pot, is now one of the top destinations for meeting buyers because of its prime location connecting Asia and Europe. BEAUTYISTANBUL continues to offer this opportunity by bringing everyone together. The quality and quantity of buyers consistently remain high and every year we meet new valuable prospects. That is why we are confident we will continue to participate in the future.

ANUBIS COSMETICS GROUP - SPAIN

As first time exhibitors, we were highly impressed with BEAUTYISTANBUL. We had the chance to meet quality visitors from various European countries. We even received visitors from unexpected countries like Mexico, who we usually don't see in this part of the world. This is precisely the portfolio that exporters like us seek and we are planning to participate again next year because we trust in the quality of visitors.

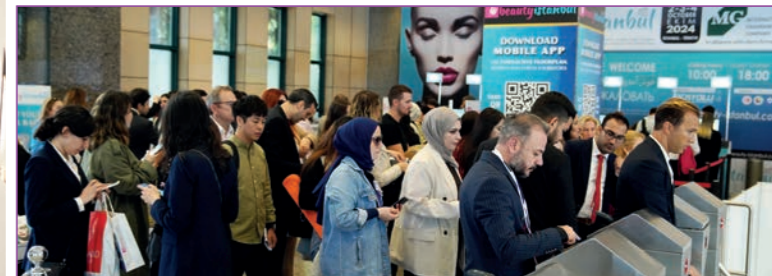
PASTEL - TÜRKİYE

We have been exhibiting since the first year. It's an event that keeps improving and we are very happy. This year, there are more exhibitors and from what we have seen, there is also an increase in the number of visitors. We noticed people coming from different countries, which also makes us happy. We had guests from interesting countries from the Balkans, Gulf countries and especially from Africa, and it was satisfying. We've already applied for TÜYAP next year and hopefully, we'll continue with the same success next year. hopefully, we'll continue with the same success next year.



HOSTED BUYER PROGRAM

2024 edition featured the largest Hosted Buyer Program worldwide in cosmetics industry by sponsoring 644 quality buyers including the biggest importers, distributors and retail chains from 125 countries with a special focus on Sub-Saharan Africa, Latin America and Far East to provide special business opportunities for the exhibitors.



HOSTED BUYER BREAKDOWN BY REGION

