



2019

Post Show Report

The first edition of BEAUTYISTANBUL 2019 was a success story, achieving great feats with high profile of exhibitors and professional visitors.

2019 FACTS AND FIGURES

Edition: 1st

Date: 2-4 October 2019

Venue: Istanbul Congress Center – ICC Istanbul, Turkey

Organizer: Ipekyolu International Exhibitions

Exhibitors: 313 – 168 Local, 145 International from 52 countries

Country Pavilions: Italy, Brazil, Morocco, France, Germany, China

Visitors: 8,246 – 3,026 Local, 5,220 International from 145 countries

VIP Hosted Buyers: 754 Buyers from 120 countries



BEAUTYISTANBUL IN NUMBERS

EXHIBITORS
313

EXHIBITORS FROM
52 COUNTRIES

VISITORS
8,246

INTERNATIONAL VISITORS
5,220

VISITORS FROM
145 COUNTRIES



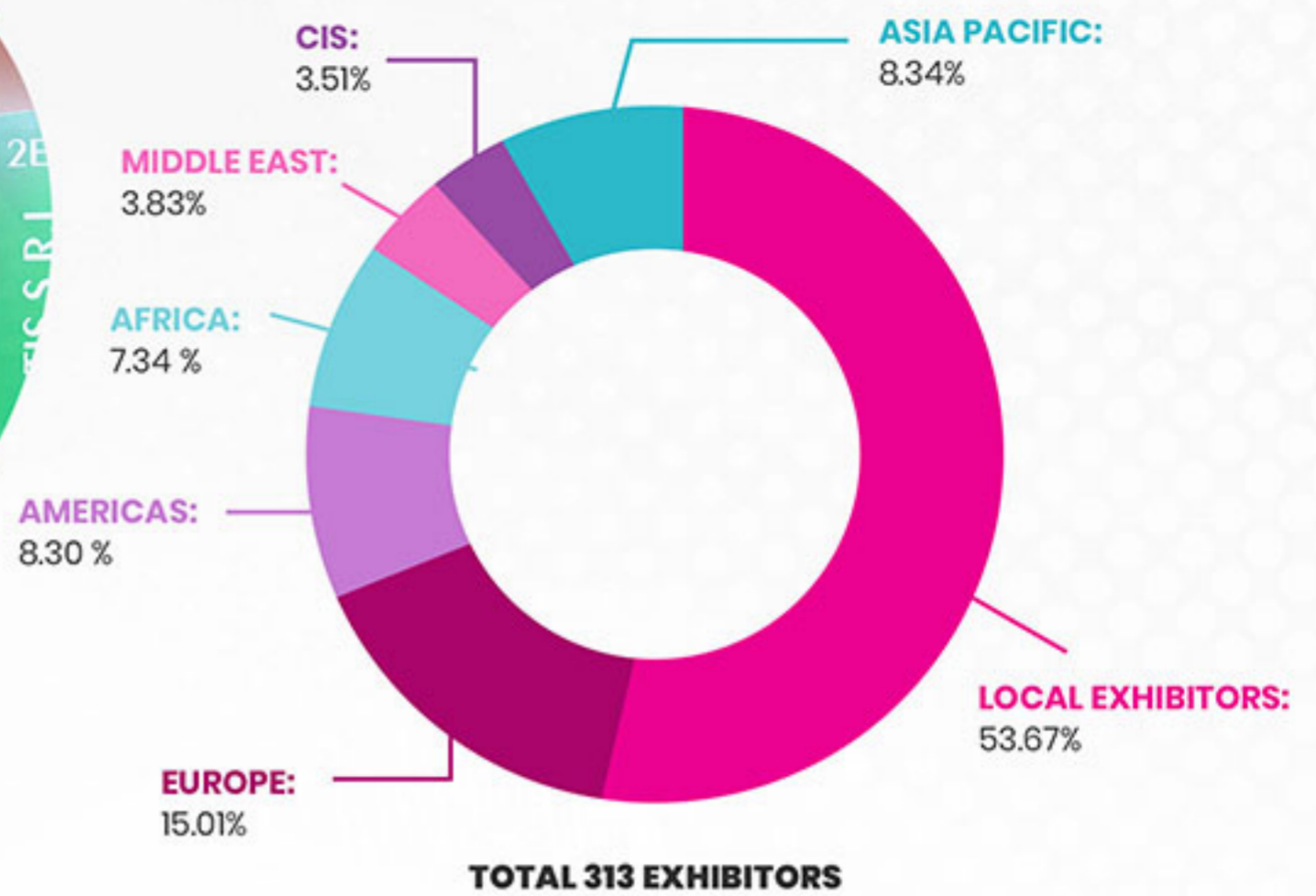
BEAUTYISTANBUL 2019: “NICHE EXHIBITION EXPANDING TO GLOBAL MARKETS”

The first edition of BEAUTYISTANBUL; the first & only in the world with “O2O (365 days online matchmaking) + B2B + Trade fair for Cosmetics, Beauty, Hair, Private Label, Packaging and Ingredients took place on October 2-3-4, 2019 at ICC – Congress Center, Taksim at the heart of Istanbul. Exhibitors and buyers utilized O2O online matchmaking platform and started business discussions months before meeting each other face to face. Instead of waiting for on-site meetings, exhibitors laid the path leading to sales and even shipments to clients during this time. Exhibitors and buyers continued their business in Istanbul and followed with multiple sales and agreements.

BEAUTYISTANBUL 2019 was not just a traditional event, it was the gathering of the international cosmetics and beauty community. If you too are looking to expand your business to the global market, BEAUTYISTANBUL is the exhibition to be a part of. BEAUTYISTANBUL does not just provide you a space at an exhibition, it offers consistent business opportunities with proven results 365 days 24/7.



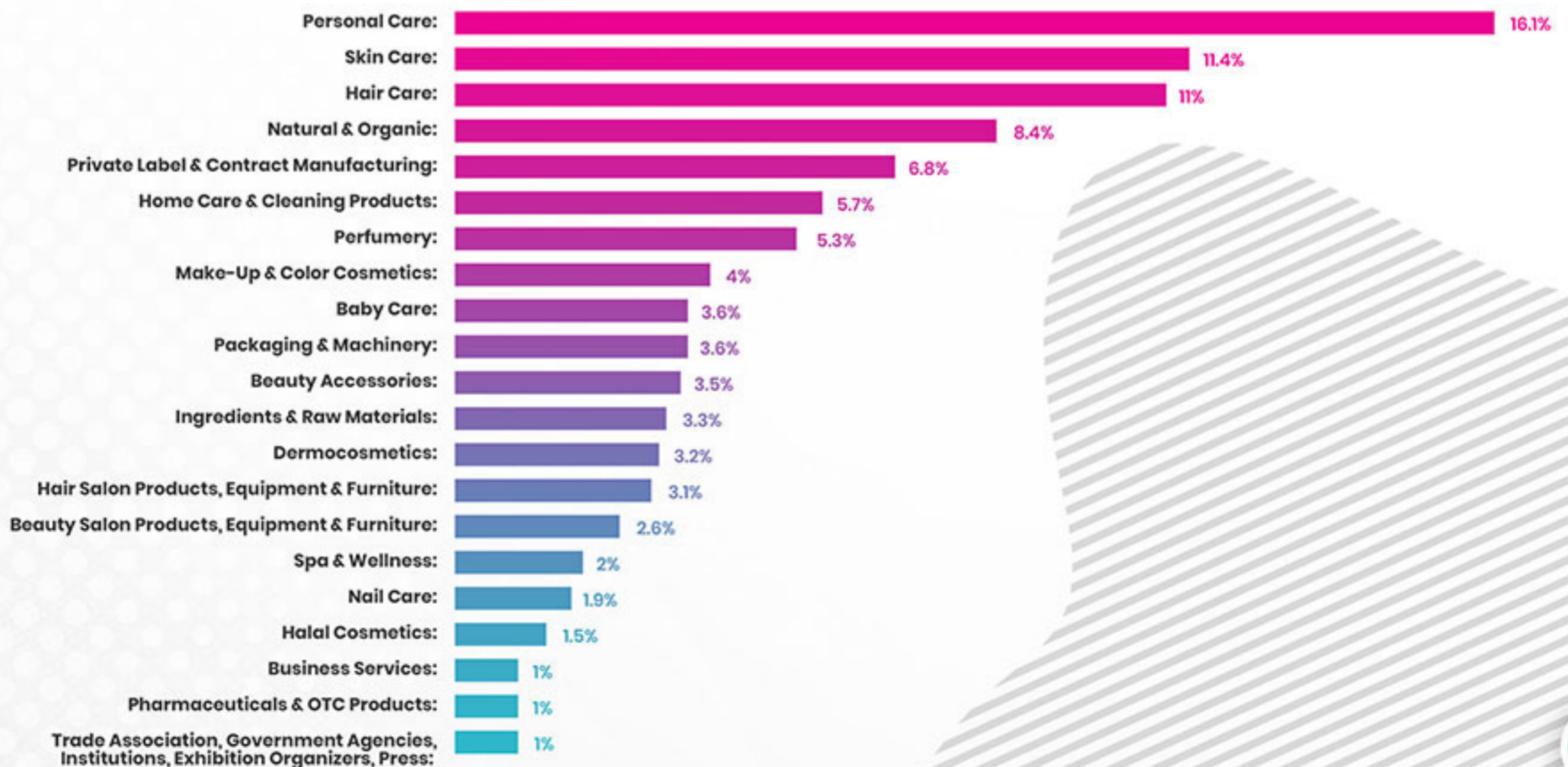
EXHIBITOR BREAKDOWN BY REGION:



EXHIBITOR BREAKDOWN BY COUNTRY

Italy	13.10%	Malaysia	1.37%	Mexico	.68%
Morocco	11.72%	Macedonia	1.37%	Libya	.68%
Brazil	9.65%	Jordan	1.37%	Lebanon	.68%
China	6.20%	Japan	1.37%	Kuwait	.68%
South Korea	4.13%	Czech Republic	1.37%	Kazakhstan	.68%
USA	3.44%	Bulgaria	1.37%	Iran	.68%
Russia	3.44%	Tunisia	.68%	Indonesia	.68%
India	2.75%	Syria	.68%	Hong Kong	.68%
France	2.75%	Switzerland	.68%	Denmark	.68%
Uzbekistan	2.06%	Sweden	.68%	Southern Cyprus	.68%
United Kingdom	2.06%	Spain	.68%	Columbia	.68%
Uganda	2.06%	San Marino	.68%	Chile	.68%
Pakistan	2.06%	Portugal	.68%	Chad	.68%
Germany	2.06%	Poland	.68%	Belgium	.68%
Croatia	2.06%	Palestine	.68%	Belarus	.68%
United Arab Emirates	1.37%	Oman	.68%	Azerbaijan	.68%
Peru	1.37%	Netherlands	.68%	Austria	.68%

EXHIBITORS BY PRODUCT CATEGORY



EXHIBITOR SURVEY RESULTS:

99% of exhibitors expressed their satisfaction with the show.
96% of exhibitors stated the importance of the show in their agendas.

91% of exhibitors are most likely to exhibit again next year.
92% of exhibitors anticipate excess returns in the upcoming future.

EXHIBITOR COMMENTS:

All in all the first edition of BEAUTYISTANBUL was very productive and successful. Our main focus was to introduce our brands to potential clients and meet our previous partners. I can say that we reached all our goals at this event. It is a great advantage when visitors from distant geographies gather in one place. After experiencing such great results, I can say that BEAUTYISTANBUL is one of top 3 exhibitions for our company and we will once again attend in 2020. - **Evyap, Turkey**

We are very happy with the visitors at BEAUTYISTANBUL. We met many new faces from a variety of geographies and all of them were professionals. Despite it being the first edition, it was a great success and BEAUTYISTANBUL holds an important future for the city of Istanbul. BEAUTYISTANBUL differs from all other exhibitions held in the city and is one step further than the rest. We will definitely participate once again. All I can say is that next year more exhibitors are going to attend with even bigger spaces and the current venue is most likely not going to fit us all. - **MG International, Turkey**

We are very satisfied with the results we have achieved. As we only export our brand, normally we do not attend exhibitions in Istanbul and stopped doing so 5 years ago because we stopped receiving results. With BEAUTYISTANBUL we decided it was a great opportunity to attend and saw a lively market in attendance. All clients that visited us were serious to import and I believe we achieved all our goals this year. We were one of the first exhibitors for this edition and have already expressed our intent to attend next year. - **BFF, Turkey**

At BEAUTYISTANBUL we found many professional visitors from different regions. To be honest this event has been very well organized and we are very happy and satisfied. The amount and quality of visitors was very high and I congratulate the team for the wonderful organization. With the high total of possible clients visiting our booth we are having trouble finding time to meet all of them. We will definitely be here next year and will recommend this successful event to our colleagues in Italy. - **Farmen, Italy**



We are very satisfied from the business side to be here. We are happy to have so many visitors that are asking business questions and showing great interest in our products. We reached our targets for this edition and we are of course considering for 2020. We are very pleased with the organization and everything. - **Verona, Poland**

We are already well known in Europe and are looking to explore new markets. So far, we have spoken to almost 60 new possible distributors of our brand. I think 70% of visitors are really interested and looking to become distributors and the rest are looking to start a business in our field. BEAUTYISTANBUL has been very exciting for us and we intend to come back again next year with an even bigger stand. - **Perfect Eyelash, The Netherlands**

The reason we came to BEAUTYISTANBUL was to find new customers from different regions. We found many new customers that we had never seen before and this is why we are considering to also attend next year. I believe there are lots of professional visitors here that are looking to buy products. We're extremely satisfied with the quality and quantity of visitors. - **Okay Pure Naturals, USA**

It's been an excellent fair. We've received clients from Honduras, Greece, Iran, Libya Iraq, etc; many countries that we are not existent in. We've had a high crowd with quality visitors coming to us. We're very very happy to be here and no doubt we will be here again. - **Brazil 2 Export- Sweeteez Professional, Brazil**

We are selling to 82 countries but do not sell to Africa and Middle East and are here to find distributors in these markets. We are very satisfied with the visitors. So many buyers from all over the world have come and we are very glad to exhibit here. Only the top-level buyers are at BEAUTYISTANBUL and they were all very qualified. These buyers own good channels to distribute products. We definitely reached our target and are going to be here next year. - **Kocostar, South Korea**

We are the manufacturers of organic shea butter from Uganda. We are looking for customers from Turkey and neighboring regions. There are many quality visitors from different countries and they are all professionals. We look forward to further discussing with contacts we made here. We are 90% sure we will attend the next edition. - **Guru Nanak Oil Mills, Uganda**



PROFESSIONAL VISITOR PROFILE:

Importers, Distributors, Retailers, Wholesalers, Supermarkets, Department Stores, Online Stores, Contract Manufacturers, Pharmacies, Beauty Salons, Hair Salons, Service Providers, Agents, Press

8,246 Professional Visitors

5,220 International Visitors, 3,026 Local Visitors

Breakdown: 63% International, 37% Local

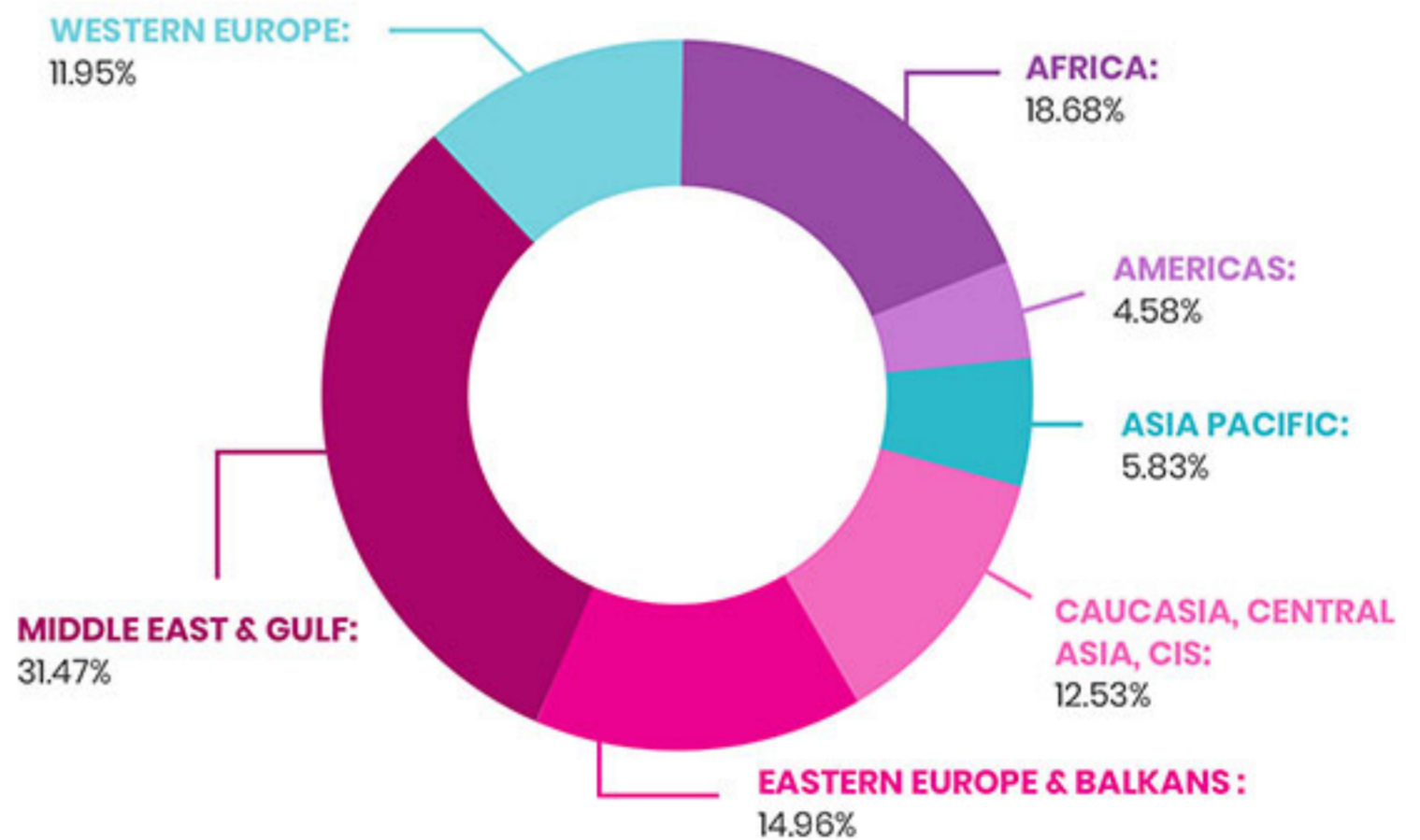
TOP 20 COUNTRIES BY INTERNATIONAL VISITORS:

Iraq	3.56%	Russia	1.64%
Iran	3.44%	Jordan	1.62%
Tunisia	2.08%	Bulgaria	1.60%
Palestine	2.03%	Morocco	1.60%
Saudi Arabia	1.97%	Uzbekistan	1.28%
Ukraine	1.89%	United Kingdom	1.24%
Libya	1.89%	Romania	1.22%
Lebanon	1.87%	Macedonia	1.16%
United Arab Emirates	1.81%	Italy	1.13%
Algeria	1.74%	Kuwait	1.13%

VISITOR BUSINESS TYPES:

Importer/Distributor:	27.82%
Wholesaler:	14.73%
Retailer:	9.74%
Online Store:	8.98%
Beauty Professional:	6.74%
Chain store/Supermarket:	6.37%
Pharmacy:	4.49%
Beauty Salon:	4.49%
Manufacturer:	4.30%
Exporter:	3.37%
Aesthetician:	3.37%
Contract Manufacturer:	2.24%
Spa Wellness:	1.12%
Hair Salon/Coiffeur:	1.12%
Service Provider:	1.12%

VISITOR BREAKDOWN BY REGION



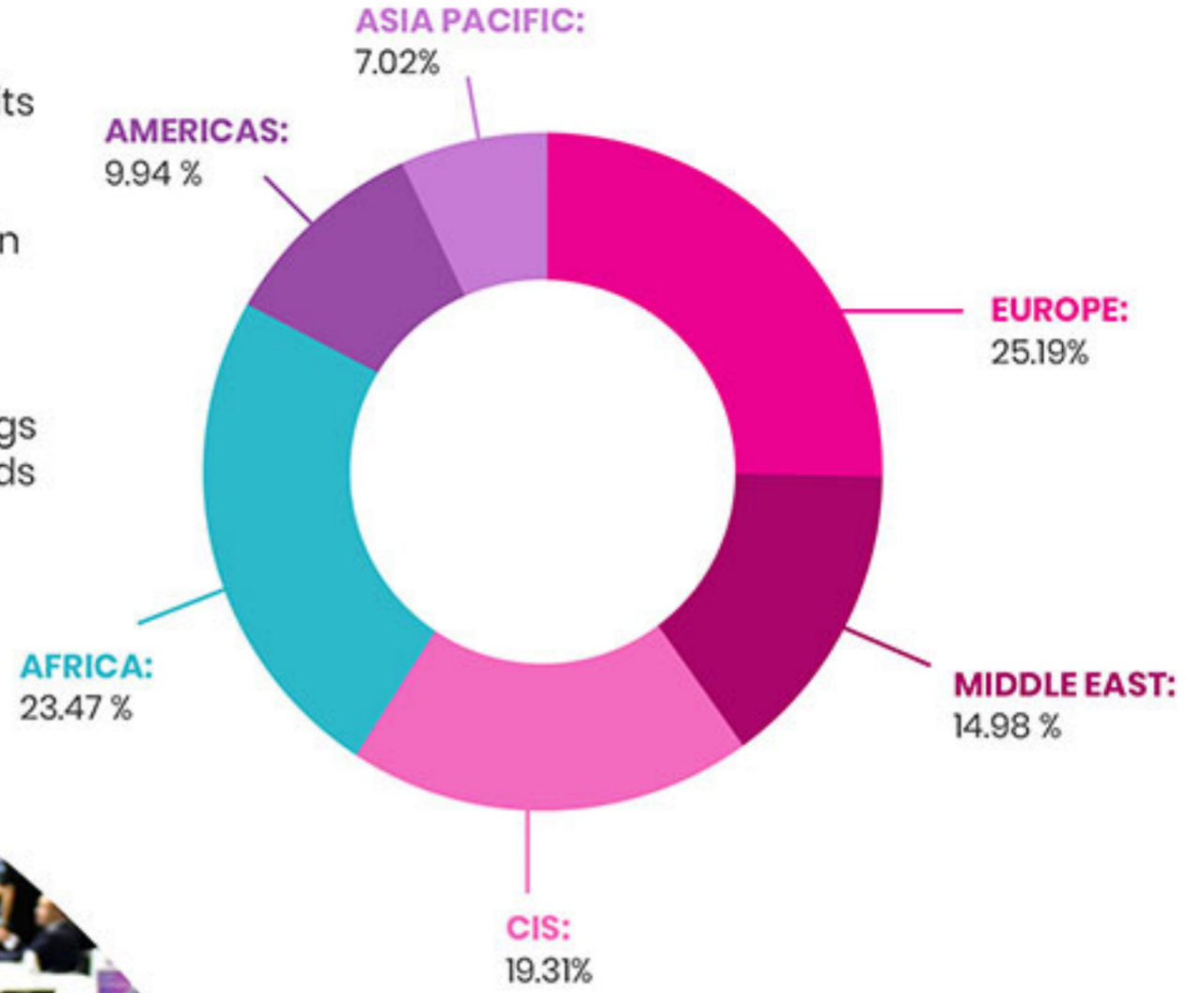
VISITOR INTERESTS BY PRODUCT GROUPS:

Skin Care:	9.99%	Nail Care:	3.44%
Hair Care:	9.91%	Packaging & Machinery:	3.44%
Make-Up & Color Cosmetics:	8.62%	Beauty Accessories:	3.44%
Personal Care:	8.62%	Packaging & Machinery:	3.44%
Hair Salon Products, Equipment & Furniture:	6.46%	Professional Cosmetics:	3.01%
Perfumery:	5.6%	Halal Cosmetics:	3.01%
Beauty Salon Products, Equipment & Furniture:	5.6%	Pharmaceuticals & OTC Products:	2.58%
Baby Care:	5.6%	Ingredients & Raw Materials:	2.15%
Home Care & Cleaning Products:	5.17%	Spa & Wellness:	2.15%
Private Label & Contract Manufacturing:	4.74%	Dermocosmetics:	1.40%
Natural & Organic:	3.87%	Business Services:	1.1%

VIP HOSTED BUYER PROGRAM

BEAUTYISTANBUL, organized by IPEKYOLU INTERNATIONAL EXHIBITIONS, was organized entirely with its own funding. In its first edition BEAUTYISTANBUL hosted 754 delicately selected VIP Buyers from 120 different countries. Thus, making BEAUTYISTANBUL Hosted Buyer Program one of the biggest in the world and the biggest in the cosmetics and beauty industry. Buyers were provided with travel and accommodation incentives to conduct business with exhibitors. Exhibitors and VIP Buyers held over 3,000 meetings at the exclusive B2B Area and continued by visiting all stands at the venue signing multiple on-site agreements.

VIP HOSTED BUYER BREAKDOWN BY REGION:



754 HOSTED BUYERS FROM 120 COUNTRIES



3,000 PRE-SCHEDULED B2B MEETINGS



4,000 SQM AREA HOSTING 350 CONCURRENT MEETINGS

VISITOR SURVEY RESULTS:

- 90%** of visitors were very satisfied with the quality and quantity of exhibitors and products
- 86%** of visitors stated they are highly likely to conduct business with clients met at the show
- 94%** of visitors would recommend BEAUTYISTANBUL 2020 to other companies
- 95%** of visitors are planning to visit again next year.



VISITORS COMMENTS:

The quality of exhibitors is extremely high and the entire exhibition profile is very professional. The Turkish industry and its quality has risen to high European standards. The visitor profile is very impressive, at my hotel alone there are professionals from 25 countries attending. My visit to BEAUTYISTANBUL was very productive and I hope to be here once again for 2020. - **Oodi Trading, Iran**

I learned about BEAUTYISTANBUL from the organizers at other exhibitions around the world such as Bologna, Dubai and even in Hong Kong. I came here to find new products from Turkey for my distribution chain. This may be a new event, but it is a success and very well organized. I think I will always come to BEAUTYISTANBUL. - **Beauty Choice Centre Ltd, Uganda**

I got a call from the organizers to be a part of BEAUTYISTANBUL around 2 months ago and the Turkish Embassy in Slovenia also reached out to me. Our main objective is to enter the trading area in cosmetics with Private Labels manufactured by Turkish companies. The satisfaction index is quite high for us, we were able to cover most companies and we saw that the exhibition was focused on quality over quantity. I will indeed like to visit BEAUTYISTANBUL next year. - **Marmorni Obok Doo, Slovenia**

Thank you so much for taking care of me during my days in Istanbul. I was especially pleased to attend this fair. There are many products that I am interested in and looking for. The organizers are very professional and put together a large-scale fair with many diverse products. Organizers provided us very specific information and I hope to be able to work with the suppliers in this exhibition. Hope to see you again next year. - **Sky Phoenix, Vietnam**

I would like to thank the organizing team for inviting me and providing their services. The fair was extraordinary. I have made some orders with Turkish suppliers and I hope to maintain good business relations with them. BEAUTYISTANBUL was very successful. - **W.C.M. Limited, Mauritius**

I think it is a very interesting exhibition for us and I have found several new suppliers. We have already closed business with 4 companies. Congratulations to the organizers, it was a success and everyone was very helpful. I plan on visiting again next year in order to strengthen business relations with the new contacts we have made. - **Panimport Importadora, Brazil**

Thank you for arranging everything for BEAUTYISTANBUL, you did a great job at organizing all the details. It was a pleasure for Higiectex and me to visit and I look forward to developing business relationships with the companies I had the opportunity to meet during the event. - **Higiectex, Colombia**

I would like to thank the organizers for their hospitality and organization. BEAUTYISTANBUL was a job well done. After receiving such successful results, I have extended my stay for 3 more days to attend more meetings with suppliers. Keep up the good work connecting companies. - **Beyond U Collection, Zimbabwe**

We are an importer and distributor of cosmetics and pharmaceuticals. We came to BEAUTYISTANBUL to learn about new products and find potential partners. My visit to was very positive as the organizer's services before and during the exhibition was very helpful and the quality of exhibitors was very high. I will definitely attend next year and recommend this event to my colleagues. - **Yener Gıda ve Endüstriyel Kimya, Turkey**

We are an import/export company which operates in FMCG looking to find new business partners. We not only met many different suppliers from different countries but also the product quality and prices were very good. BEAUTYISTANBUL exhibition is more successful than other events held in the city and I recommend other companies to visit. - **ADM, Turkey**

BEAUTYISTANBUL'S REVOLUTIONARY ONLINE BUSINESS PLATFORM: O2O

Since January 1st, 2019, BEAUTYISTANBUL exhibitors and registered buyers have conducted their business 24/7 and 365 days with O2O (Online-to-Offline) business platform. O2O Platform enables exhibitors to access registered buyer list and buyer profiles to directly communicate and pre-arrange on-site meetings with buyers and to display their products. Visitors can browse exhibitors and uploaded products to enquire and contact with numerous manufacturers and suppliers.

UNIQUE O2O ONLINE MATCHMAKING SYSTEM STATISTICS:

11,439
REGISTERED BUYERS

3,874
UPLOADED PRODUCTS

9,294
SCHEDULED MEETINGS



MARKETING CAMPAIGN

A comprehensive and extensive omni channel marketing campaign was executed to reach targeted B2B buyers. Here's a summary of the key activities for BEAUTYISTANBUL 2019.



PR CAMPAIGN
2,777,706 Impressions



WEBSITE
175,000 Global targeted visitors



GLOBAL SOCIAL MEDIA CAMPAIGN

f Facebook Reach – 14,788,300
@ Instagram – 4,963,115
in LinkedIn – 1,233,343



SMS
300,000 Messages



DIGITAL ADVERTISING
Impressions - 10,201,179



DIRECT MAIL
20,000 Mailouts



GLOBAL EVENTS
466 events in 105 countries
face to face with 185,000
industry professionals



PREMIUM NEWS SITE ADS
2,984,938 Impressions



EMAIL MARKETING
654,000 Recipients

472,000 UNIQUE SOCIAL
AUDIENCE ENGAGEMENT

ORGANIZER

Ipekyolu International Exhibitions started its activities in 1999 by organizing Turkish Pavilions at overseas beauty exhibitions in Moscow, Ukraine, Dubai, Paris and several other destinations. Later in 2005 it launched and ran the beauty show in Istanbul for 10 years, which was later sold to a multinational company. Ipekyolu almost known as pioneer of beauty exhibitions in the region with its proven record of success.

Within last 20 years Ipekyolu also organized several other international events in different industries in Istanbul, Kazakhstan and Tajikistan. Due to the success of its events and quality of services, Ipekyolu has been awarded UFI (International Exhibition Organizers Union) member status since 2007.



SEE YOU NEXT YEAR
8-9-10 OCTOBER 2020
AT **ICC- ISTANBUL**
CONGRESS CENTER

