



**POST SHOW REPORT**  
**BEAUTY ISTANBUL 2023**  
**27-29 SEPTEMBER 2023**

**CONSULATE GENERAL OF PAKISTAN**  
**TRADE & INVESTMENT WING**  
**ISTANBUL**  
**TÜRKIYE**



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## **Executive Summary**

The most prominent meeting platform for the beauty and skincare products, private labels, packaging and raw materials, “Beauty Istanbul” was held from 27-29 September at Congress Center and Fair Grounds, Istanbul, Turkiye. The event was organized as the 4<sup>th</sup> edition by Ipekyolu International Exhibition Limited. More than 800 exhibitors from across the world participate and about ten countries formed their country pavilions including Pakistan. The biggest country pavilion was by Italy with 100 companies participating under the country pavilion. Pakistan participated with 17 companies under the support of Trade Development Authority of Pakistan over an area of 204 sq. meters. Three Pakistani firms participated in the show privately.

Pakistan has been participating in the event since 2022. In last year’s edition, 14 companies participated under Pakistan’s pavilion organized by Trade Development Authority of Pakistan while 6 companies participated independently. In 2023 edition, most of the companies who participated from Pakistan were the first timers while 4-5 companies were the repeat participants. The overall impression of the event was very good and the companies managed to meet with a reasonable number of buyers and some of them made on spot sales contracts as well. There were issues relating to the customs clearance despite the fact that the companies were briefed during the predeparture meeting to comply with the customs regulations, however, with the intervention of the consulate, the issues were resolved. The companies also had some reservations about the location of the pavilion and visitors’ flow which have been elaborated in this report. Overall, the impression of the companies was satisfactory and many exhibitors showed interest in repeat participation in 2024 edition of Beauty Istanbul exhibition.

## **1. An Overview of Beauty Istanbul, 2023**

Istanbul holds a special place in the economic, political and social spheres. Istanbul is not only the business and financial center of Turkey, but also the region and the world, with its central location connecting the West and the East, providing various job opportunities and growth potential from Eastern Europe and the Balkans to Central Asia, from North Africa to the Middle East. Beauty Istanbul, after three successful editions, organized its 4<sup>th</sup> edition in 2023 which provided opportunities to the exhibitors and trade visitors from across the world to capitalize on the available opportunities and avail benefit from a an expanding cosmetic market growing at 10 percent each year. The congenial business environment and availability of banking channels coupled with high end and high tech cosmetic industry made this event more lucrative to the stakeholders around the world.

The exhibition hosted over 680 exhibiting companies to showcase the latest developments in the cosmetics industry worldwide and also to cross learn and exchange regarding the trends, innovations, smart production, raw materials, formulations and packaging designs with more than 14,107 professional visitors who visited the fair during the three days from 27-29 September 2023. With its central location between continents, the fair increased the opportunities available to both exhibitors and visitors from the Caucasus and Central Asia, the Balkans, Sub-Saharan Africa, North Africa, the Middle East, the Balkans and the Gulf countries.

## **2. Products Represented**

The following product groups were represented during the exhibition:

- Personal Care Products
- Professional Hairdresser Products, Equipment and Furniture
- Spa & Wellness
- Colouring Cosmetic Products
- Dermo cosmetic Products
- Perfumery
- Beauty Accessories
- Nail Care and Nail Art Products
- Halal Cosmetic Products
- Packaging and Machinery
- Cosmetic Additives and Raw Materials
- Private Label
- Contract Manufacturing
- Natural Cosmetic Products
- Home Care Products
- Beauty Salon Equipment

### 3. Companies Participated Under Pakistan's Country Pavilion

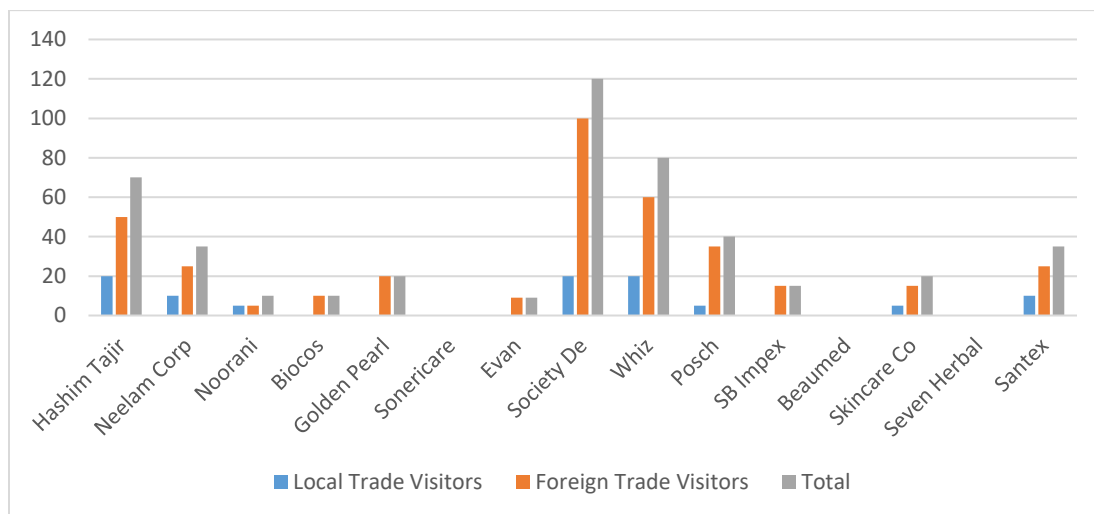
 PAKISTAN / PAKISTAN	Hall	Booth
A.M NEELAM CORPORATION	4	4C 420
ALEXANDER STYLE (PVT) LTD	2	2B 330
BEAUMED INSTRUMENTS	4	4C 440
BIOCOS INTERNATIONAL	4	4C 450
CONSULATE GENERAL OF PAKISTAN	4	4C 400-4C 570
EVAN & MAYER INTERNATIONAL	4	4C 510
GOLDEN PEARL COSMETICS	4	4C 410
MABLAY BEAUTY (PRIVATE) LIMITED	4	4C 400
MOHAMMAD HASHIM TAJIR SURMA	4	4C 560
NAILINSTRUMENT	4	4C 470
NOORANI & CO.	4	4C 460
PAK MARTIN INTERNATIONAL	3	3B 165
POSCH CARE	4	4C 580
SANTEX PRODUCTS PRIVATE LIMITED	4	4C 530
SB IMPEX PVT LTD	4	4C 430
SEVEN HERBAL COSMETICS	4	4C 550
SKINCARE COMPANY PAKISTAN	4	4C 540
SOCIETY DE ZULCO	4	4C 500
SONERI CARE	4	4C 570

### 4. Exhibitors' Feedback

There were three broad categories of exhibitors from Pakistan mainly from skincare (dermatology), beauty care (manicure, pedicure etc.) and saloon related products (hair scissors and accessories). These companies shared their experience through a feedback form developed by the Trade and Investment Wing of Pakistan's Consulate which are attached to this report. However, the response has been tabulated and reflected as under:

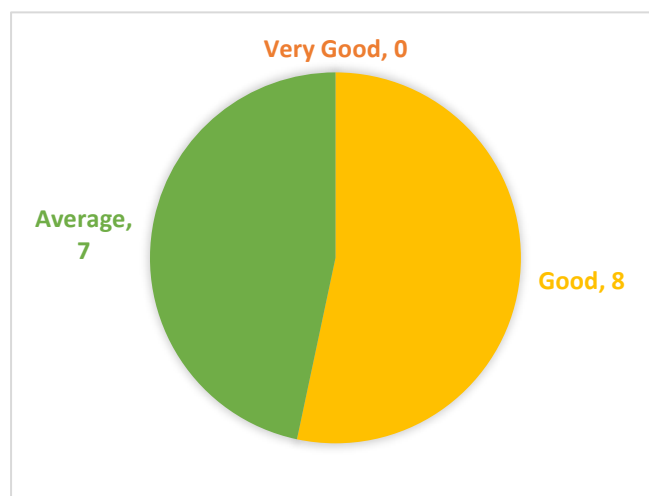
## 4.1. Trade Visitors

Some of the companies did not report the number of visitors who approached them for business discussions. The number of trade visitors, as reported by the companies who were participating for the second time, was not as high as last year.



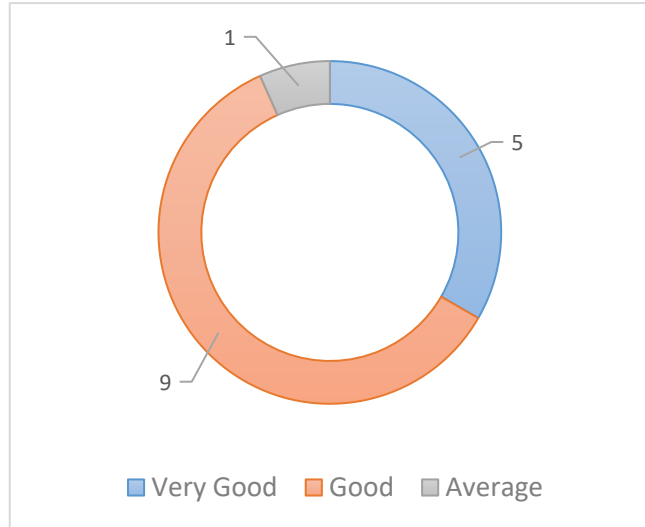
This might be due to the economic conditions facing Turkiye where lira is becoming weak, interest rate touching 30 percent (central bank rate) and inflation rising beyond 61 percent (official figure – the real inflation might be much higher). Overall, the exhibitors were not that much satisfied with the visitors' flow.

The general impression of visitors' flow towards the stands is presented in the pie chart. This shows that the overall satisfaction level of the exhibitors was not high and, therefore, the location for the next edition, if Trade Development Authority of Pakistan intends to participate, should be reconsidered. The location advantage was missed due to the fact that the reservation of stands was made quite late which left the Mission with no other option but to go for the available space. However, surprisingly, the companies who exhibited on the same location last year were generally found to be more satisfied than this year. It would be appropriate if TDAP holds a debriefing to discuss this critical aspect with the exhibitors at the earliest and take decision of repeat participation on a preferred location next year.



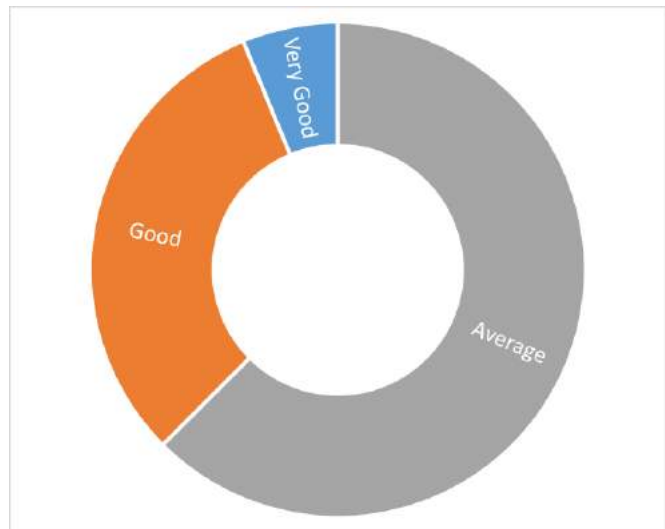
## 4.2. Overall Impression of the Exhibition

The overall impression of the exhibition is reflected in the pie chart. From the feedback, it transpires that the companies are generally satisfied with the quality of the exhibition and as we interviewed them during the course of the event, they were satisfied with the exhibition in general, however, they were not happy about the location. The reason was obvious as since TDAP was unable to organize a pavilion due to the difficulties in remittance of foreign exchange and the cosmetics association reserved the space instead (which was later taken over by TDAP) hence, the location could not be changed. Moreover, some of the exhibitors were of the opinion that they would prefer to participate privately with bigger stands and in other halls like 1, 2 or 6.



## 4.3. Impression About Stands' Location

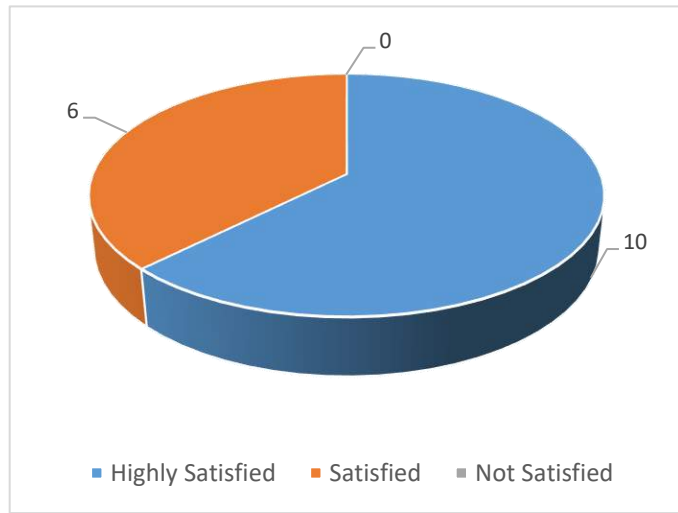
As mentioned earlier, the location of the pavilion was reserved in Hall-4 which is one floor down the ground floor. There were many other companies including South Korean pavilion who did good business, however, the Pakistani companies generally seemed to be unhappy about the location. The observations of the exhibitors with regard to the location are provided in the next chart. About ten companies gave average remarks to the stand location while only one company seemed to be fully satisfied. Five companies found that the location was good.



Hence, the location for the next edition needs to be re-negotiated with the fair organizers. However, this needs to be done before February 2024.

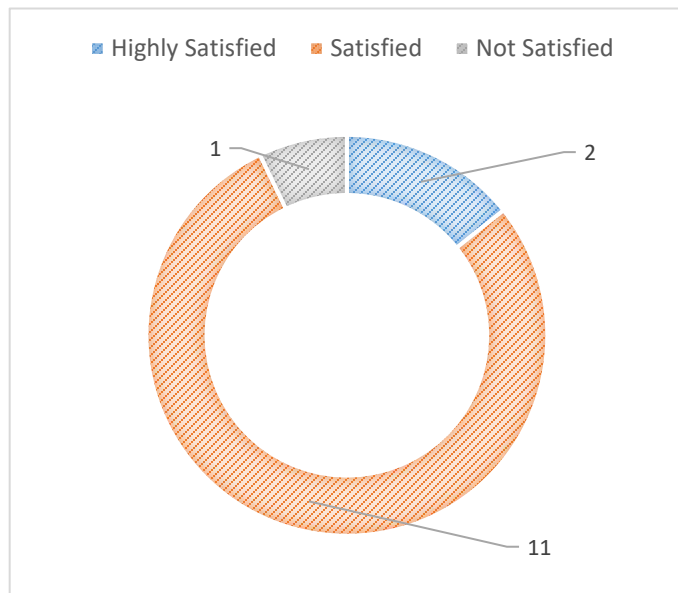
#### 4.4. Comments on the Assistance of Pakistan’s Consulate

The Trade and Investment Wing of the Consulate General of Pakistan, Istanbul provided full support to the exhibitors before and during the exhibition. The product samples of nine exhibitors got stuck at Turkish Customs due to wrong declaration of few samples<sup>1</sup> which were cleared after lot of efforts were made by the Consulate. The response of the exhibitors is reflected here in the figure. Out of response received from 16 companies, 10 were highly satisfied while six were satisfied which shows that generally, all exhibitors were satisfied with the performance of the Trade and Investment Wing.



#### 4.5. Comments on the Services of Fair Organizers

Fourteen exhibitors responded to this question. Only one showed dissatisfaction over the services of the fair organizer. M/s Skincare Company could not provide reasons for their dissatisfaction although the questionnaire provided space to write the reason. Therefore, generally the services were reported to be good and satisfactory.

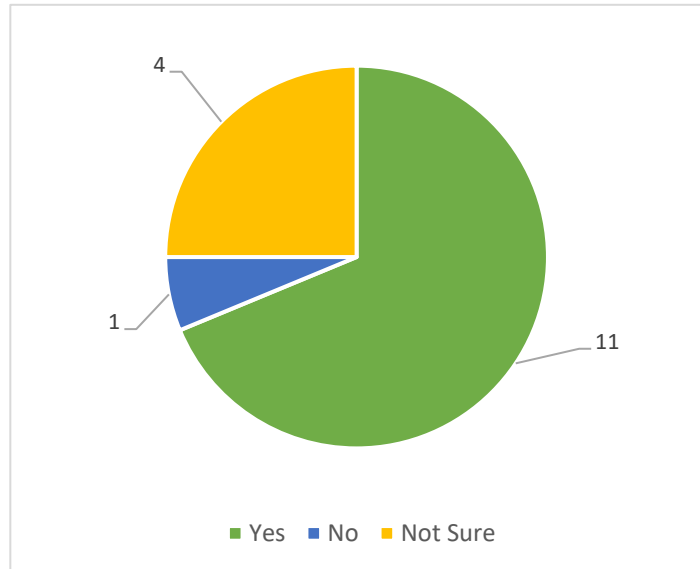


<sup>1</sup> On few samples, it was printed as “Made in USA”, however, in the certificate of origin, these were declared as Products of Pakistan. Turkish Customs Authorities held the shipment which was cleared after the earnest efforts of the Consul General who requested the Deputy Governor of Customs and Ports for clearance of samples and these were later cleared.



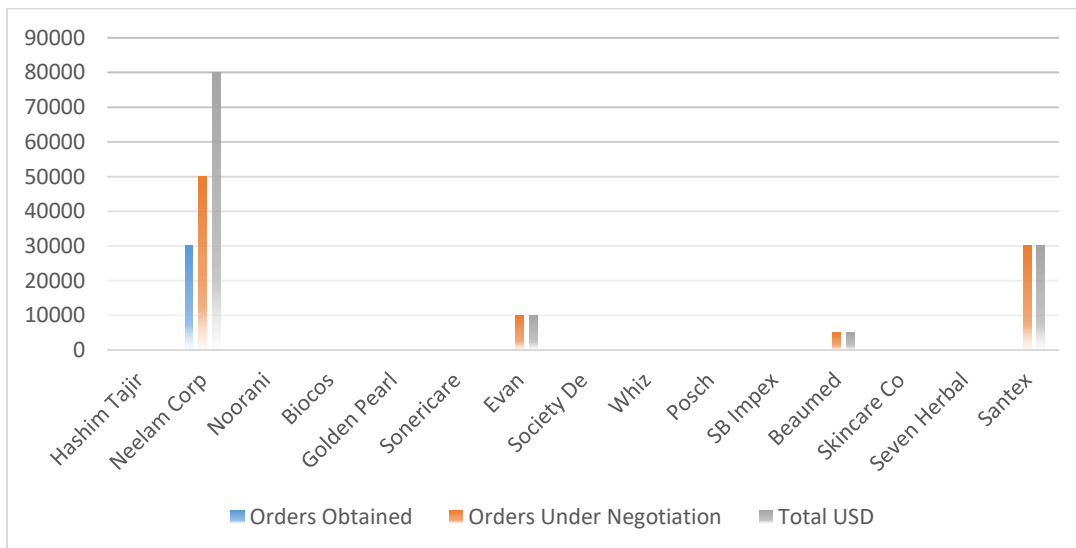
#### 4.6. Interest in Repeat Participation

The companies exhibiting their goods in Pakistan's pavilion were asked to comment if they would like to participate again in next edition, the response is recorded in the graphic form. Sixteen companies responded to this question. Eleven companies showed interest in participation in the next year's edition, four were not interested while one company was not sure and may decide either way. Hence, generally, the companies seemed to find this exhibition as useful and thought it to be worth participating in the future edition, if not editions.



#### 4.7. Value of Export Orders Obtained or Under Negotiation

Companies generally avoid sharing such information. However, the response received from the exhibitors is reflected in the figure on the table below. Only four companies were able to provide some information while others didn't.



## 5. General Comments of the Exhibitors

The exhibitors commented on some other aspects which are not covered above and these were as follows:

1. **Import Regime:** A few exhibitors commented that the stringent import policies are the reason that might hamper exports from Pakistan as against their true potential to export to Turkish marketplace. They also mentioned that the customs procedures are cumbersome and clearance of goods is a complicated matter/process.
2. **Higher Import Duties:** One exhibitor mentioned that the import duties on cosmetics products are quite high and therefore, it becomes difficult to export and compete with the local producers. In a way, the domestic industry is highly protected.
3. **Price Factor:** Two of the exhibitors mentioned that the Turkish and other buyers want best quality but are willing to pay lesser price. This is a stumbling factor in exporting to Turkish marketplace.
4. **Strong Domestic Industry:** An exhibitor commented that the domestic cosmetics and skincare industry is quite strong and has the ability to produce and meet local demand. Therefore, this is a big challenge for Pakistani companies who wish to enter into this market.
5. **Quality:** One exhibitor commented that the some of the Turkish products are of better quality and therefore, these may put out products to a tough competition.
6. **Language Barrier:** One exporter mentioned language as a major barrier in communication, opening of an office and enabling Pakistani exporters to export.

## 6. Recommendations

### 6.1. Location

The location in the last edition of the fair was in Hall 4 which was repeated this year as well. There could be more options had the space been reserved quite earlier. The fact is that this exhibition is selling like a hot cake and the companies and countries reserve space and pavilion at a fairly early stage. For example, Italy that participated last year with 40-45 companies last year reserved space for 100 companies this year. The fair organizers informed us that there were still more than 200 companies who were refused space since the booking was 100 percent done. Therefore, if TDAP desires to participate in the next edition of the event, it must consider this aspect of early space reservation upfront. The association members were also apprised of this fact and hopefully the association will hold a meeting with TDAP soon to discuss this aspect.

## **6.2. Size and Design of Pavilion**

The size of stands of 12 sq. meters is sufficient and most of the exhibitors have shown comfort with this size of the stand. However, few companies were of the opinion that they may like to participate over 24 sq. meters stand next time. They were informed about the policy of TDAP in this regard, however, they informed that this matter of designing and size shall be taken up with the higher management of TDAP and an early decision on this will be made. No doubt, we should move away from conventional shell scheme like design which is not compatible with the type of designs that the cosmetics and beauty care companies use to attract their customers. This is a different type of product and therefore, requires a different approach. TDAP should consider this aspect while discussing the proposal with the association when it is brought to the notice of its higher authorities.

## **6.3. Proper Briefing of Exhibitors**

TDAP arranges pre-departure briefing sessions for the exhibitors of various trade fairs. This practice should be continued besides holding de-briefing sessions and the team of T&I Wing of the Mission should also be consulted and made part of the briefing sessions. This will help the exhibitors to understand various matters and also, they would be able to learn about the conduct of the exhibition. One of the exhibitors, despite having sent them detailed information and protocols regarding clearance of samples at Customs, did not follow the procedure and as a result the goods of at least nine exhibitors were held at customs. This matter was resolved with lot of effort and just ten hours before the opening time, the samples were released and handed over to the companies for display. Moreover, one thing must be made clear to exhibitors that betelnuts (chaalia, supari etc.) are declared as drugs and are banned and, therefore, these should not be brought to Turkiye since there is a severe punishment for carrying any quantity of this item whether in its original form or mixed with other ingredients (like shahi supari etc.).

## **7. Exhibitors' Feedback Form**

The feedback forms are annexed with this report.

## 8. Photo Gallery of Beauty Istanbul 2023



























