



THE PLASTICS EXPORT  
PROMOTION COUNCIL

## दि प्लास्टिक एक्सपोर्ट प्रमोशन कौन्सिल

( भारत सरकार, वाणिज्य एवं उद्योग मंत्रालय, वाणिज्य विभाग द्वारा प्रायोजित )

## THE PLASTICS EXPORT PROMOTION COUNCIL

(Sponsored By The Ministry Of Commerce & Industry, Deptt. Of Commerce, Government Of India)

Ref No: PLEXH/BEAUTY ISTANBUL - 2025/ 1070

21<sup>st</sup> February 2025

To All the Members of the Council,

**Sub: Plexconcil Participating in 6<sup>th</sup> BEAUTY ISTANBUL – 2025 scheduled from 8-10 May 2025 at TÜYAP FAIR CENTER, Büyükçekmece-Istanbul-Türkiye. (Without MAI Subsidy)**

Dear Sir/ Madam,

Greetings from PLEXCONCIL.

We are pleased to inform you that PLEXCONCIL will be participating in the **6th BEAUTY ISTANBUL International Exhibition**, one of the leading trade fairs for **cosmetics, beauty, hair, cleaning, private label, packaging, and ingredients**. The event is scheduled to take place from **8-10 May 2025** at **TÜYAP Fair Center, Büyükçekmece, Istanbul, Türkiye**.

### **About 6<sup>th</sup> BEAUTY ISTANBUL – 2025:**

BEAUTY ISTANBUL connects **manufacturers, brands, private label and contract manufacturers, and suppliers with B2B buyers, importers, distributors, wholesalers, cosmetics chain stores, retailers, pharmacy chains, supermarkets, online stores, brands and manufacturers interested in personal care, skin care, make-up, hair care, perfume, natural & organic, home care & cleaning products, dermo-cosmetics, OTC & Pharmaceuticals, baby care, beauty accessories, professional beauty, private label, ingredients, packaging and machinery** categories.

In addition to buyers from the **Middle East**, BEAUTY ISTANBUL is the most visited cosmetics event from **Africa, Eastern Europe, CIS, and Central Asia** regions. Moreover, **sponsoring buyers from Latin America and the Far East** with the **Hosted Buyer Program** creates an exhibition to reach global buyers in a single event.

**Hall categorization is detailed below and on the layout:** <https://beauty-istanbul.com/Layout-BEAUTYISTANBUL2025.pdf>

### **BEAUTY ISTANBUL 2024 (5th edition) FACTS AND FIGURES**

- **Exhibitors: 1,162 from 67 countries (634 International and 528 Local Exhibitors - 55% International)**
- **Country Pavilions:** Italy, France, Spain, Poland, Brazil, South Africa, Czechia, Ukraine, UAE, Indonesia, Palestine, Pakistan, India, Iran, Ghana, Nigeria, Guatemala, Malaysia, South Korea, China
- **Visitors: 16,633 Unique Visitors from 167 countries (7,981 International and 8,652 Local Visitors - 48% International)**
- **Hosted Buyer Program: 644 top buyers from 125 countries, including the biggest importers, distributors, and retail chains are sponsored for travel expenses to guarantee business opportunities for exhibitors with a special focus on Latin America, Africa, and the Far East.**
- **Online Business Platform and Mobile App:** Exhibitors access **51,500+ buyers from 195 countries** and showcase products, access the complete list of buyers, and **contact visitors directly with messaging and live video meetings or set up meetings** before the exhibition.

**SHOW WEBSITE:** <https://www.beauty-istanbul.com>

**Layout: Attached (India Pavilion is Green Marked in HALL 3). ([click here](#))**

## **Export Overview of Indian Products to the Turkish Market**

Türkiye is a significant hub for beauty products with a thriving cosmetics manufacturing industry, hosting numerous domestic companies producing their brands and manufacturing for international brands.

Regarding the plastics industry, India's plastics exports to Türkiye amounted to **USD 160.08 million** in recent years.

### **Participation Charges:**

- **Shell Scheme: (Min 9 sqm) INR 4,30,000/- for 9 sqm Stall**
- **Bare Scheme (Min 18 sqm) INR 3,90,000 /- for 9 sqm Stall**

*(Corner stall Charges - Additional 10% on the total cost)*

### **Deliverables for 9 sqm:**

<b>Sr No</b>	<b>Furniture Description</b>	<b>Quantity</b>
<b>1</b>	India Top Branding at the TOP	1
<b>2</b>	Carpeted Area	9 sqm
<b>3</b>	Octonorm System Partition with a height of 2.5 meters	1
<b>4</b>	Reception table	1
<b>5</b>	Round Table	1
<b>6</b>	Chairs	4
<b>7</b>	Spotlights/Long Arm Lights	4
<b>8</b>	Electrical Socket/ Power Socket	1
<b>9</b>	Fascia as per the design	2
<b>10</b>	Dust bin/ Wastebin	1
<b>11</b>	Wooden Shelves	3

**Please note: Council will be participating in this Show without any Government subsidy (MAI).**

### **TERMS OF PAYMENT: -**

100% Payment at the time of Booking.

### **No refund in case of:**

- Any cancellation from the Participating company.
- If payment is processed to respective vendors by the council.

Interested members can confirm their participation by submitting the enclosed Application form. ([click here](#))

For any further assistance please feel free to contact our representatives,  
[kajal@plexconcil.org](mailto:kajal@plexconcil.org) / [nigel@plexconcil.org](mailto:nigel@plexconcil.org) / [prasad@plexconcil.org](mailto:prasad@plexconcil.org) / **Phone: 022 4017 0000.**

We look forward to your active participation!

**With warm regards,**

**Sribash Dasmohapatra**

**Executive Director**

**DIN: 02587694**

**The Plastics Export Promotion Council (PLEXCONCIL)**

**(Sponsored by the Ministry of Commerce & Industry, Govt. of India)**

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