



दि प्लास्टिक एक्स्पोर्ट 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/ 1189
2025**

26st March

To All the Members of the Council,

**Sub: Avail a Minimum 6 Sqm Stall (Limited Stalls) at the 6th BEAUTY ISTANBUL – 2025
(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 6th 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 across categories such as:

Personal care, skin care, make-up, hair care, perfume, natural & organic products.

Home care & cleaning products, dermo-cosmetics, OTC & pharmaceuticals, baby care

Beauty accessories, professional beauty, private label, ingredients, packaging, and machinery.

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).*

Indian Plastics Export Overview to Türkiye

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:**

INR 2,86,000/- for a 6 sqm Stall (Available Stall: 3E 316, 3E 317)

INR 4,30,000/- for a 9 sqm Stall. (Available Stall: 3E 310)

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

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 / nigel@plexconcil.org / 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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