



REPUBLIC OF TÜRKİYE
MINISTRY OF TRADE

IGEXX BRIEFING

Regional e-commerce landscape, priority countries, ecosystem players and the IGEXX 2026 framework

3-5 September 2026 | Halic Congress Center, Istanbul



Selected Ministry tools supporting market access

In addition to outreach, the ecosystem is supported by practical tools that improve partner discovery and marketplace readiness.

Brand Catalog



Company Name: The Ceel Kosmetik İş ve Dağıtım A.Ş.

Telephone: +90 850 811 29 84

E-mail Address: info@theceel.com

Web Address: theceel.com.tr

Year Founded: 2023

Market Number: 0400000000000000

Headquarter Address: HİSARBAĞIÇI Mah. Dereboyu Ceel Branđum 35. Sok. No:33 35. Kat Kat:No:33 Beşiktaş / İstanbul

Day Business (Etilik/İstanbul): 2023

ISO Code / NAICS: -

Sector: Beauty and Health

CFDI: -

Yes: -

Company Type: Manufacturer /

Names of Brands:

In which countries is your brand registered or? Please specify each country.

We have 2 brands: THE CEEL and VITA CEEL.

THE CEEL- Registered in European Union and Pending trademark in USA

Vita Ceel Registered in UK and Pending Trademark in EU and USA.

Give a brief description of your company and products supplied

We are a leading manufacturer of cosmetics and dietary supplements, with a state-of-the-art production facility located in Akyıldız and headquarters in Istanbul. Our operations are structured under two distinct brands, each relating to specific market segments. The Ceel focuses on the cosmetics category, offering high-quality products under three main categories: skin care, hair care and personal care. Vita Ceel, on the other hand, is dedicated to dietary supplements, providing innovative products such as skin-gummies, hair and nail gummies, collagen magnesium powder, and offer-recent tablets, addressing a wide range of health and wellness needs. Prior to launching these two brands, we successfully operated the Luis Bian brand, a 16-year-old legacy in the cosmetics industry. Due to its outstanding success, the brand was acquired by a fund company based in Dubai. Leveraging our 16 years of industry expertise, we developed The Ceel and Vita Ceel, and within just one year, we have achieved remarkable success in the market, continuing our tradition of excellence and innovation.

Types of Products Exported

Skin Care: Skin care serums, creams, sunscreens, cleansing gel and Toner

Hair Care: Rosemary oil, Shampoo, Rosemary Water

Personal Care: Body Firming gel, body scrubs, nail serum, hair thinning m/3, purple toothpaste and powder

Supplements: Skin Gummies, Hair and Nail Gummies, Sleep Gummies, efferescent tablet, Collagen Magnesium Complex Powder.

Is all of your production in Türkiye? If not, please specify which countries.

Türkiye

Export Operations by Country Basis

Türkiye, Netherland, USA, Germany, Italia

What is your main E-commerce Operational Model?

Country	Own webpage	Social media	Marketplace

Product Safety

Yes/No: Not necessary associated

• Safety Data Sheet(SDS) for any kind of products we sell in our portfolio

• COHS certificate

Additional Certificate(s)

- GMP
- Product Analysis Reports
- Free Sales Certificate

- Structured inventory of e-exporter companies that can be used as a reference base for international counterparts
- Covers product verticals such as cosmetics, fashion, furniture, kitchenware, grocery and home textiles
- Helps identify export-ready Turkish brands, suppliers, private label producers and mega merchants

Selected Ministry tools supporting market access

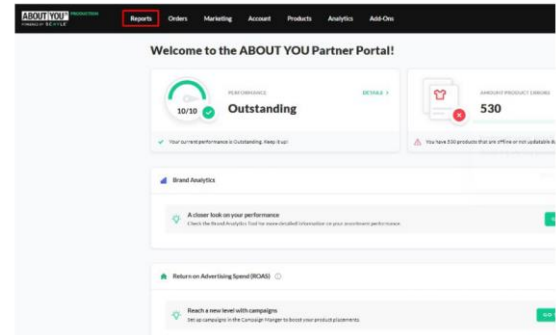
In addition to outreach, the ecosystem is supported by practical tools that improve partner discovery and marketplace readiness.

Marketplace Guides



6. Toplu Ürün Listesini İndirmek

Ekran 6: Toplu ürün listesini indirmek için About Seller ana sayfasında işareti "Reports" tıklanır.



Ekran 7: Erişilen ekranda tüm ürünlere ait listeyi indirmek için işareti dosyadan ürün listesi indirilir.



Marketplace Guides

- Marketplace-specific guide set published on the TIM marketplace guides page
- Designed to support onboarding readiness, market entry planning and platform selection

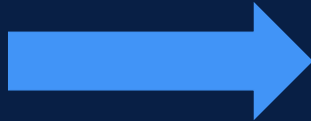
Guide coverage

ABOUT YOU	Allegro	amazon	ebay
eMAG	Etsy	JD	Jumia
Kaufland	mercado libre	Noon	Nordstrom
OTTO	OZON	Shopee	T mall
Trendyol	Walmart*	Wayfair	zalando
Zalora	Bloomingdale's	Bol	Namshi

Glocalization Approach

While many companies focus on direct B2C, the Ministry encourages a B2B2C route built on local partners and marketplace-specific entry strategies.

B2C



B2B2C

Why this matters

- We encourage Turkish companies to combine global marketplace access with local execution partners.
- This B2B2C route can improve compliance, customer service and operational fit in target markets.
- The aim is sustainable market entry, not only one-off sales.

How we support it

- We guide firms in working with local partners, including Trade Partner-type support structures.
- In selected marketplace cooperation models, marketplace advertising/promotion and fulfillment expenditures may also be brought within the scope of support instruments, where eligible.

Consortium Model

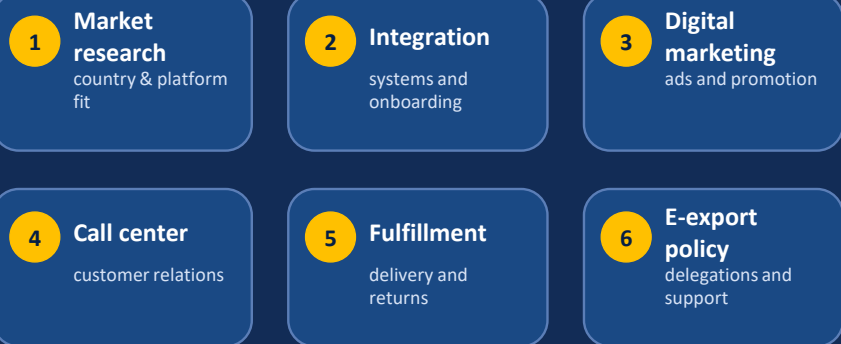
E-export consortia can act as intermediary companies between SMEs and marketplaces, taking responsibility for end-to-end commercial execution.

How it works



- Consortia aggregate SME supply and act as a structured counterparty.
- They manage execution so each SME does not need to build the full stack alone.

E-EXPORT CONSORTIUM CAPABILITY LAYER



End-to-end commercial execution for SMEs, from preparation to market access.

International engagement formats

These formats help establish direct contact with platforms, retailers and ecosystem players in priority markets.

Cooperations with marketplaces

- Focused engagement with global platforms and ecosystem players through direct meetings and curated matchmaking
- Current reference set includes Walmart, Wayfair, TikTok Shop, Coupang, Shopee and Nykaa
- Objective: identify partnership potential, category fit and concrete B2B opportunities



Other Co-operative Marketplaces



coupang

NYKAA

Trade Missions



United States



Mexico



Germany



Japan



United Kingdom



China



India



Brazil

- Market-focused outreach and field engagement in priority geographies
- Reference markets: United States, Mexico, Germany, Japan, the United Kingdom, China, India and Brazil
- Objective: expand direct access to local actors, understand market dynamics and strengthen the invitation pool for IGEXX 2026

Formats can be expanded further depending on regional priorities and the quality of counterpart engagement.

What is IGEXX?

IGEXX, held under the auspices of the Ministry of Trade and organized by TİM, is a global meeting point bringing together the cross-border e-commerce ecosystem.

Core framework

- Held under the auspices of the Ministry of Trade, organized by TİM and supported by ETİD as strategic partner
- A global cross-border e-commerce summit held every two years
- Brings together marketplaces, brands, retailers, logistics, payment systems, technology partners and decision-makers
- Places AI, data-driven growth and next-generation digital trade models at the center

- IGEXX 2026 will take place on 3-5 September 2026 at Haliç Congress Center, Istanbul



The poster for the Istanbul Global e-Export Summit '25 features a dark blue background with a large, stylized white arrow pointing right. The text is in white and yellow. At the top left is the logo of the Republic of Türkiye Ministry of Trade. At the top right is the Istanbul Global e-Export Summit '25 logo. The main title is 'ABOUT ISTANBUL GLOBAL e-EXPORT SUMMIT'. Below it is a paragraph describing the summit's purpose. To the right is the slogan 'TOGETHER, WE'RE STRONGER BE PART OF IT!' and a section titled 'WHO ATTENDS?' with two columns of bullet points listing various stakeholders.

**REPUBLIC OF TÜRKİYE
MINISTRY OF TRADE**

**ISTANBUL
GLOBAL
e-EXPORT
SUMMIT
'25**

**ABOUT ISTANBUL GLOBAL
e-EXPORT SUMMIT**

Held under the patronage of the Ministry of Trade of the Republic of Türkiye, and organized with the Turkish Exporters Assembly (TIM) in strategic partnership with ETİD, IGEXX is a biennial global meeting point for the future of cross-border e-commerce. Bringing together marketplaces, brands, retailers, logistics, payments, technology partners, and policymakers, the summit explores AI, data-driven growth, and next-generation trade models shaping the new era of e-export.

**"TOGETHER,
WE'RE STRONGER
BE PART OF IT!"**

WHO ATTENDS?

- Global Marketplaces
- Omnichannel Retailers
- Digital Payment Systems
- Retailers
- Online Sellers
- Entrepreneurs
- Türkiye's Most Successful SMEs
- C-Level Professionals
- Distributors
- Buyers
- Service Providers
- Vendors
- Integrators
- Game Industry Stakeholders

**TİM TÜRKİYE
EXPORTERS
ASSEMBLY**

IGEXX 2024: what did we achieve?

The first summit served as a strong reference event with tangible international participation and intensive B2B interaction.

3142

Attendees

1866

B2B Meetings

37

Global Speakers

34

Global Marketplaces

91

Local Speakers

22

Panels

What does this mean?

- The first edition generated visible and measurable engagement between global marketplaces and the local ecosystem
- IGEXX is positioned not only as a conference, but also as a platform for B2B interaction and cooperation



IGEXX 2026: what are we planning?

The main objective of IGEXX 2026 is to reach markets where our access has remained limited and to build result-oriented international partnerships through qualified B2B matchmaking.

2026 Themes

- Big Data to Big Mind
- AI in Cross-Border Commerce
- Agentic Commerce
- Marketplace Intelligence
- Retail Media Strategies
- Smart Fulfillment Models
- Global Compliance & Trust
- E-Export Growth Strategies
- The Future of Digital Trade



REPUBLIC OF TÜRKİYE
MINISTRY OF TRADE

ISTANBUL
GLOBAL
e-EXPORT
SUMMIT
2026

FROM BARRIERS TO BREAKTHROUGHS: BE PART OF THE SOLUTION

At IGEXX, we're bringing the industry's toughest challenges to light—and working together to solve them. Be part of the solution. Join us.

TOPICS;

- AI in Cross-Border Commerce
- Agentic Commerce
- Marketplace Intelligence
- Retail Media Strategies
- Smart Fulfillment Models
- Global Compliance & Trust
- E-Export Growth Strategies
- The Future of Digital Trade

EXPECTATIONS IN IGEXX 2026

4000+ Attendees	50+ Global Speakers	40+ Global Marketplaces	100+ Local Speakers	25+ Panels
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TİM TÜRKİYE
EXPORTERS
ASSEMBLY

4000+

Attendees

50+

Global Speakers

40+

Global Marketplaces

100+

Local Speakers

25+

Panels

Contacts & participation

Key contacts for IGEXX 2026, participation, B2B meetings and registration.

FOR B2B & SPEAKERS

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PARTICIPATION

- Participation and B2B meetings are free of charge.
- After the approval of the Ministry of Trade, accommodation costs may also be covered.

FREE B2B

ACCOMMODATION SUPPORT

REGISTRATION

If you would like to attend, filling out the form below would be sufficient:

www.igexx.com/b2b-register-form/