

Istanbul... The capital of home textiles. As a tradition.

# EVTEKS

ufi  
Approved  
Event

16<sup>th</sup> Istanbul  
Home Textiles  
Exhibition

May 19-23, 2010

## POST SHOW REPORT



**CNREXPO** ISTANBUL

ISTANBUL TRADE FAIRS INC.  
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# EVTEKS<sup>İTİF</sup> 2010

May 19 - 23  
16<sup>th</sup> ISTANBUL HOME TEXTILES EXHIBITION

## ABOUT EVTEKS 2010



Exhibition	: EVTEKS 2010 – Istanbul Home Textiles Exhibition
Edition	: 16 <sup>th</sup>
Date	: May 19-23, 2010
Venue	: CNR Expo Center , Istanbul / Turkey
Organizer	: ITF – Istanbul Trade Fairs
Supporters	: TETSIAD (Turkish Home Textile Industrialists' and Businessmen's Association) UIB (Uludağ Exporters' Association)
Exhibition Space	: 150.000 m <sup>2</sup> indoor + outdoor area
Exhibitors	: 958
Foreign Exhibitors	: 178
Visitors	: 81.300
Foreign Visitors	: 18.300
Web	: <a href="http://www.cnrevteks.com">www.cnrevteks.com</a>



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## ABOUT EVTEKS 2010

EVTEKS 2010 brought together the home textile industry professionals once again from all over the world at Istanbul CNR Expo Center.

Turkey's biggest trade fair, EVTEKS – Istanbul Home Textiles Exhibition, opened its doors for the 16<sup>th</sup> time offering new business ties for home textile industry. In the process of overcoming the global crisis, the fair was described as a successful business forum.

The high quality product portfolio, the diversity of the products & prices, the international exhibitor profile raised the success of EVTEKS and attracted the attentions of purchasers and professionals from all over the world.

Turkey, as the world's 4<sup>th</sup> largest home textiles supplier, welcomed 18.300 foreign visitors from 92 countries to EVTEKS. And, with the support of the Undersecretariat of Prime Ministry for Foreign Trade, a special delegation including buyers and press members of well known magazines from 31 selected countries was organized once again. The delegation included businessmen from Albania, Canada, France, Germany, Greece, Iran, Japan, Malaysia, Morocco, Russia, Saudi Arabia, Spain, Sudan, Tunisia, UAE and Ukraine.

With the participation of 958 exhibitors, the fair was held on an area of 150.000 m<sup>2</sup>. Along with Turkey, companies from 18 countries had the chance to showcase their latest products during the fair which attracted a total number of 81.300 professional visitors.

The opening ceremony of the exhibition was attended by Ibrahim Burkay, Deputy Chairman of Turkish Exporters Assembly, and Recep Tanriverdi, Chairman of TETSIAD.

B2B meetings and trend seminars were organized with the participation of national and international designers and industrialists during the fair. Besides, 2011 home textiles trends were showcased at the Trend Forum, within the concept of "Rhythm".

Marked as one of the top destinations and attracting a high profile of importers from all over the world EVTEKS will take place with new concepts and latest designs & products on May 18-22, 2011 to create the most effective business platform for the industry!



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## ABOUT THE MARKET

The Turkish home textiles industry has recently achieved success in dealing and combating with the negative aspects of the global economic crisis. Turkey is one of the major centers setting the trends and fashion in the global home textiles industry.

● The Turkish home textile industry as a sub-sector of the Turkish Textile industry which is the world's 4<sup>th</sup> largest supplier and Europe's 2<sup>nd</sup> largest supplier has now a significant role in world trade and capacity to meet the high standards of all sophisticated consumers.

● The Turkish home textile industry is one of the world leaders with its wide range of products and superior quality in home textile production, especially in the production of towels, bed sheets and covers, curtains, tulle, embroidery, guipure and quilt covers.

● With its fashion products, strong competitiveness, the advanced technology of production and quality of products, Turkey exports about 60% of its home textile production.

● Turkey named as the fourth largest exporting country in home textiles with a share of 4% and a value of US\$ 1,5 billion USD.

● Turkey has the largest machine park for the production of both embroidery and guipure in the world. In Europe, the largest factory producing quilt covers is in Turkey.

● The Turkish home textile industry has also acquired the latest technology with high production capacity, a highly skilled labor pool and design and fashion capabilities.



### Why Turkey?

Having the highest growth rate among OECD countries for the past six years, Turkey is a rising star of the global economy.

Purchasing power parity reached \$861,6 billion in 2009 establishing it as the 16<sup>th</sup> largest economy in the world and 6<sup>th</sup> in the EU. Turkey has attracted more than 18,000 foreign capital establishments and its continuous growth rate has it on track to become a \$1 trillion economy in the near future.



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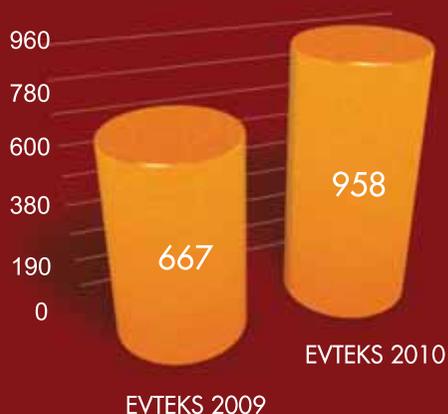


### EXHIBITING COUNTRIES

Austria, Belgium, Canada, Egypt, Germany, Greece, India, Italy, Lebanon, Moldova, Pakistan, Poland, Russia, Spain, Syria, U.K., U.S.A. and Turkey.

Pavilions: Egypt and Spain

### 2009 & 2010 EXHIBITOR STATISTICS COMPARISON



### EXHIBIT PROFILE

- Curtains & Tullies
- Embroidery
- Upholstery fabric & leather
- Bed linen & Blanket
- Bathroom products & towels
- Kitchen textiles
- Table linens
- Decorative pillows
- Solar-protective materials
- Curtain accessories
- Decorative fabrics & trimmings
- Wall coverings
- Floor coverings
- Interior decoration & handicrafts
- Deco contracts
- Trade publications
- Carpets & rugs

## EXHIBITORS

958 exhibitors and 2000 brands from 18 countries

### NUMBER OF EXHIBITORS

Exhibitors	2009	2010
Domestic	567	780
International	100	178
<b>Total</b>	<b>667</b>	<b>958</b>



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## VISITORS

81.300 visitors from 92 countries

### VISITOR PROFILE

- Importers / Exporters / Manufacturers
- Wholesalers / Distributors
- Agents
- Buying offices
- Department stores
- Chain and specialty stores
- Design / Lifestyle stores
- Interior designers
- On-line retailers
- Mail order / Catalog houses
- TV home shopping networks
- Mass merchandisers
- Premium buyers

### NUMBER OF VISITORS

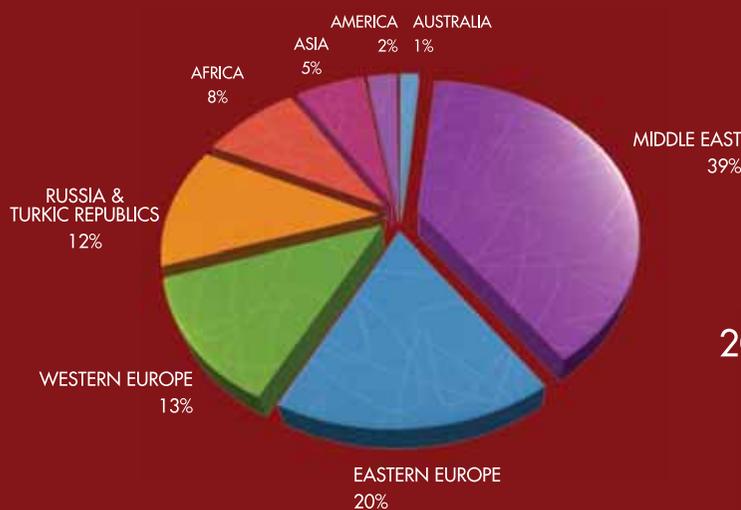
Visitors	2009	2010
Domestic	58000	63000
International	14000	18300
<b>Total</b>	<b>72000</b>	<b>81300</b>



### MOST VISITING REGIONS & COUNTRIES

Professionals from 92 countries worldwide including Europe, Russia, United States, Middle East, North and South Africa and Asia Pacific, visited the fair.

**Most visiting countries** include Iran, Greece, Russia, Italy, Syria, Ukraine, Germany, China, Bulgaria, Lebanon, Poland, Egypt, Jordan, Spain, Morocco, UAE, UK, India, Romania, Japan, France, the Netherlands and Tunisia.



### 2009 & 2010 VISITOR STATISTICS COMPARISON



# Rhythm

2011 Trends Evtteks

## Classic Rhythm



## Ethnic Rhythm



## Modern Rhythm



The industry's leading players had the chance to witness the growing trends and new concept of the global home textiles market.

2011 home textiles trends were showcased at the "Trend Forum 2011: Rhythm". "Rhythm", reflecting next year's trends, is a cooperation of Inkrit Berbee and Gunnar Frank and is supported by Uludag Exporters Association.

The trends for 2011 contain three main movements; Modern, Classic and Ethnic.

Each movement flows from a traditional point of view into one that goes beyond borders and explores new creativity.

Playing with rhythm and crossing borders provide the home textile industry a lot of inspiration for fabric and pattern design.



During the fair, trend seminars were organized with the participation of many speakers from all over the world including fashion designers, textile managers, trend designers, design managers.

- 2011 Trends, Rhythm by Inkrit Berbee / Lobster Concepts
- 2011 Trends: The New Look by Fulvio ALVISI/ Alvisi & Alvisi
- Design-Focused Conception Strategies for Companies by Özlem Yalım / Design Manager
- Global Textile Directions by Jennifer Castoldi / Trendease International
- The City of Trends 2010 – 2011 by Canan Sönmez Canik/ Designer
- Interior Trends 2010 – 2011 by Milou Ket / Designer
- General Trends 2011 by Andrea Dall'Olio / A+A Design Studio SRL
- Designers – Artists Profiles Turn the Fashion from Past to Present by Necla Yılmaz / Designer
- Kiss of Life (Design) Saves a Life (Designer) by Cenk Mommarje / Designer
- 2011 Trends, Abstract Confusion by Ahmet Kayaer / Tanriverdi Mensucat
- 2011 Istanbul Style by Ceren Erten / Designer



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## EVTEKS IN INTERNATIONAL MEDIA

### INTERNATIONAL MAGAZINES

- BC HOME & ALBERTA HOME, Canada
- AL WASSET, Egypt
- JOURNAL DU TEXTILE, France
- CARPET XL, Germany
- MAGAZINA, Greece
- HOME FASHION INDIA, India
- KOHAN TEXTILE MAGAZINE, Iran
- NASSAKIE EMROUZ, Iran
- HAM SHAHRI, Iran
- FARSCH, Iran
- CASA TESSIL REPORTER, Italy
- COLLEZIONI TRENDS & INTERIORS, Italy
- DDN, Italy
- AL WASSET, Kuwait
- AL WASSET, Lebanon
- MOBILIA INTERURTEXTIL, Netherlands
- AL WASSET, Qatar
- ELITE MAGAZINE, Russia
- TOVARY, Russia
- AL WASSET, Saudi Arabia
- PARA EL HOGAR, Spain
- TEXTILES PARA EL HOGAR, Spain
- COMMERCIAL INTERIOR DESIGN, UAE
- GULF INTERIORS, UAE
- AL WASSET, UAE
- HALI UK, UK
- HOME TEXTILES TODAY, USA
- INTERIOR DESIGN, USA



### E-MARKETING

- [www.alibaba.com](http://www.alibaba.com)
- [www.auma.com](http://www.auma.com)
- [www.eventseye.com](http://www.eventseye.com)
- [www.expodatabase.com](http://www.expodatabase.com)
- [www.opentextile.com](http://www.opentextile.com)
- [www.inteletex.com](http://www.inteletex.com)
- [www.indiamart.com](http://www.indiamart.com)
- [www.textileweb.com](http://www.textileweb.com)
- [www.just-style.com](http://www.just-style.com)
- [www.gulfnews.com](http://www.gulfnews.com)
- [www.fibre2fashion.com](http://www.fibre2fashion.com)
- [www.busytrade.com](http://www.busytrade.com)
- [www.texindex.com](http://www.texindex.com)
- [www.cci.se](http://www.cci.se)
- [www.j-messe.com](http://www.j-messe.com)
- [www.busytrade.com](http://www.busytrade.com)
- [www.ibtimes.com](http://www.ibtimes.com)

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## EVTEKS IN DOMESTIC MEDIA

### LOCAL MAGAZINES

- SKYLIFE
- JETLIFE
- HOMETEXTILE / TETSIAD
- HOME TEXTILE EXPORTS / İHLAS HOLDİNG
- FAIRWORLD MAGAZINE / IFM
- HOMEX / DAYE YAYINCILIK
- FAIRWORLD MAGAZINE / IFM
- HOMETEXTILE CARPET / ULUSAL YAYINCILIK
- HOME SHOWROOM / BOĞAZIÇI
- HEDEF / İTKİB
- DECOR / İHLAS HOLDİNG
- EVDEYİZ / MOSDER & BOYUT
- TASARIM / TASARIM YAYIN GRUBU



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## EVTEKS IN DOMESTIC MEDIA

### E-MARKETING

- [www.tetsiad.org](http://www.tetsiad.org)
- [www.iffevteks.com](http://www.iffevteks.com)
- [www.if-exhibitions.com](http://www.if-exhibitions.com)
- [www.cnrexpo.com](http://www.cnrexpo.com)
- [www.if-imb.com](http://www.if-imb.com)
- [www.fuarplus.com](http://www.fuarplus.com)
- [www.kumasci.com](http://www.kumasci.com)
- [www.tekstilportal.com](http://www.tekstilportal.com)
- [www.trtex.com](http://www.trtex.com)
- [www.mobilyadekorasyon.com](http://www.mobilyadekorasyon.com)
- [www.pedesaticilari.com](http://www.pedesaticilari.com)

### NEWSPAPERS

- HÜRRİYET
- SABAH
- ZAMAN
- POSTA
- STAR

### TELEVISION

- CNN TÜRK
- NTV
- HABER TÜRK
- KANAL 24
- CNBC-e
- S HABER
- TGRT HABER

### RADIO

- NTV RADYO
- HABER TÜRK
- CNN TÜRK



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# EVTEKS ufi Approved Event

## 17<sup>th</sup> Istanbul Home Textiles Exhibition

May 18-22,  
2011

*See you in 2011...*