

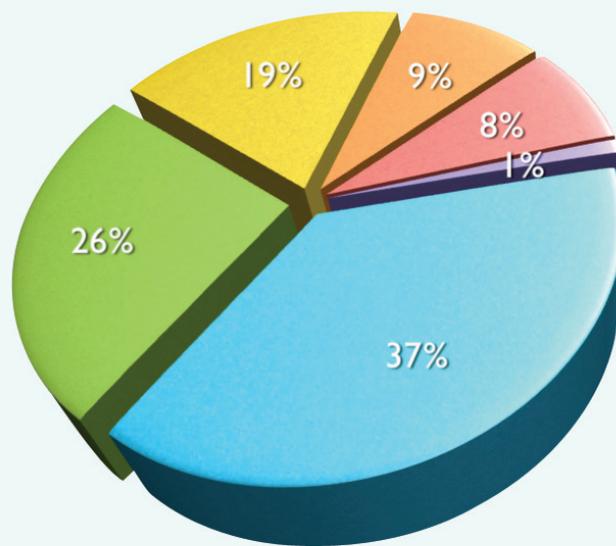
15-19 May 2013

19th Istanbul Home Textiles Exhibition

EVTEKS

CNREXPO ISTANBUL

Regional Visitors' Breakdown:



- Middle east
- Europe
- Russia & CIS
- North Africa
- Far East
- America



• **Venue:** CNR EXPO Center, Istanbul, Turkey • **Period:** Annually • **Edition:** 19th

• **Total Exhibition Space:** 160.000 sqm • **Number of Exhibitors:** 978 • **Number of Exhibiting Countries:** 22

• **Exhibiting Countries:** Austria, Azerbaijan, Belgium, Egypt, France, Germany, Greece, India, Iran, Italy, Lebanon, Moldova, Pakistan, Portugal, Russia, Spain, Sweden, Syria, The Netherlands, Turkey, UK, US.

Number of Professional Visitors: 119.000

• **Organizer:** CNR International Trade Fairs, CNR Holding • **Supporters:** TETSIAD - Association of Turkish Home Textile Industrialists and Businessmen.

Exhibitor Profile

- Curtains & Tullies
- Bed linen & Blanket
- Furniture & Upholstery
 - Kitchen textiles
 - Bathroom products
 - Carpet
 - Wall covering
- Solar-protective materials
 - Design
 - Technology
 - Services
 - Contract
- Raw materials & Textile inputs
 - Trade publications

Visitor Profile

- Importer, Exporter, Manufacturer
- Wholesaler & Distributor
- Agent
- Buying office
- Department store
- Chain and specialty store
- Design & Lifestyle store
- Interior designer
- Media

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CNR International Trade Fairs Inc.

EVTEKS IS THE CHOICE OF INDUSTRY LEADERS

EVTEKS 2013 - 19th Istanbul Home Textiles Exhibition, which is known as the second largest fair in the world in its field, will be held between **15 - 19 May 2013** at Istanbul CNR Expo Center, Turkey. EVTEKS is one of the top destinations for new business ties in home textiles industry. With its high quality product portfolio, the diversity of the product ranges and the increased number of international participants, EVTEKS has been attracting thousands of professionals to Istanbul for 18 years. Organized by a 27-year-old, leading trade fair organizer, CNR Holding, with the strongest worldwide marketing network, EVTEKS is visited by buyers from 6 continents.

HIGHLIGHTS OF EVTEKS 2012

Trends in EVTEKS 2012

EVTEKS 2012 set new trends in home and contract textiles at the Trend Zone. Designed by **Inkrit Berbee of Lobster Concepts** and supported by **Uludag Exporters Association** in Turkey, trend zone fascinated worldwide exhibitors and visitors of the show. Besides 2013 trends and styles for home textile, Trend Zone provided inspiration for fabric colors and pattern design. Home Textile Design Contest was arranged to introduce special designs to set fashion and trends in international home textile markets.

EVTEKS, which renews its concept each year, presented the Trend Area called **'TWIST'** in 2012. Prepared by **Nelly Rodi**, TWIST captured the attention of the participants with its exciting themes named "Elegant Twist, Maritime Energy, Jungle Fever, Bizarre Bazaar, Glam Graphic, Delicate Dream".

'HAREM' became the meeting point of the visitors during EVTEKS

EVTEKS welcomed their guests with a special touch in 2012, called **'HAREM'**. The gallery became the most popular area of the fair with its decoration composed of the fabric and furnishing concepts from Ottoman period. The popular point hosted the celebrities from the politics, economy and art.

Dizaynist

EVTEKS presented a special area called **'Dizaynist'** for the first time in 2012. The various studios displayed innovative presentations of home textile products. Design offices from Turkey, Germany, Portugal, Italy, Sweden, England, France, The Netherlands and US participated at this unique section of the fair with their extraordinary compositions created specially for the fair.

Trend Seminars in EVTEKS 2012

With a more enriched content in EVTEKS 2012, trend seminars were organized with the participation of well-known trend forecasters like Erja Hirvi, Inkrit Berbee, Carola Seybold, Bibi Ronchi, Sam Colijn, Alexandra Frederika Vollebregt, Vincent Gegoire, Nelly Rodi, Milou Ket, Samira Tanh, Necla Yilmaz, Ahmet Kayaer, Güllü Deliduman, Cenk Mommarje and Necibe Darcan.

MARKET INFORMATION

- Located in the landscape known as "Afro-Eurasia", Turkey serves as a gateway to Europe, Central Asia, the Middle East and Pan Euro-Mediterranean region. This central location of Turkey provides an efficient and cost effective outlet to major markets, with a 1,5 million consumer population and with USD 22 trillion GDP.
- As visa requirements are being eliminated between Turkey and neighboring countries, more businessmen and professionals prefer Turkey for visiting trade shows, meeting associates and making investments.
- Turkey is 4th biggest home textile supplier in the world and shares 5% of the world's market in the industry. Its annual export of home textiles sums up to 2 billion dollars.
- Being one of the main actors in home textiles production, Turkey imports 195 million dollars of bed linen, pillow, blanket, table cloth, tulle, curtain and upholstery fabric annually.

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THIS FAIR IS ORGANIZED WITH THE PERMISSION OF THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY, IN ACCORDANCE WITH THE LAW NR.5174.



TURKISH HOME TEXTILE
INDUSTRIALISTS' AND
BUSINESSMEN'S ASSOCIATION



CNRHOLDING