



Istanbul
2013

Brand
Design
Innovation

Bedding Bath Kitchen Textile Carpet and Decoration Fair

www.bbktextilefair.com

September 26-29, 2013



Why İstanbul 2013 Bedding, Bath, Kitchen Textile, Carpet and Decoration Fair?

The distinctive meeting point of bedroom, bathroom kitchen textiles, carpet, and decoration sectors, where latest trends will be on display.

The most significant international sales and marketing platform of the sector which is among the top-notch manufacturers of the world with its high production capacity and advanced technology.



Autumn season opportunities for the market that operates on a stockless basis.

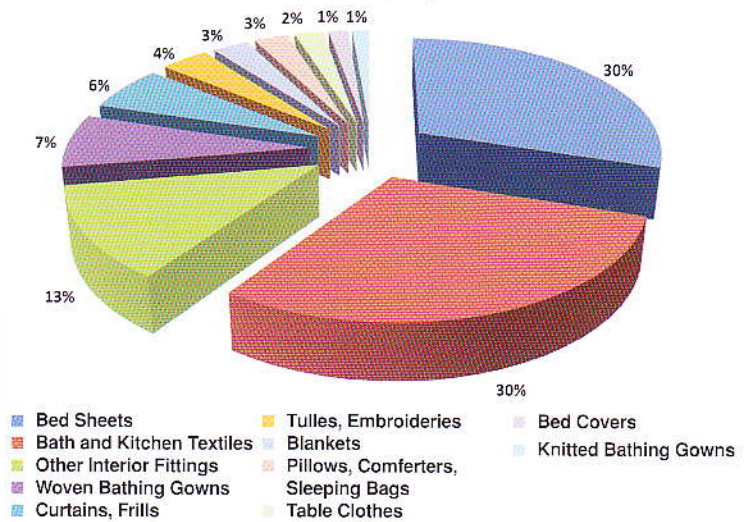


Istanbul Bedding, Bath, Kitchen Textile, Carpet and Decoration 2013 Fair will be an effective industry fair that creates new business opportunities, bringing together qualified buyers and suppliers, through Tüyap's 33 year experience in textiles, confection, yarn, readymade, leather and home textiles industries, potential domestic and international exhibitor/visitor portfolio.

The opportunity to meet domestic and international decision maker industry professionals and purchasing committees through effective marketing activities.

A look at the Sector

Turkey's export figures for main product groups



Source: İTKİB

Turkish home textiles industry is world's third biggest supplier with 1.96 billion dollar worth export to 166 countries in 2011.

Combining advanced technology with fashion, Turkey is Europe's second biggest supplier of home textiles.

Setting a high export aim for 2013 had a positive influence on the industry.

Why Should You Participate?

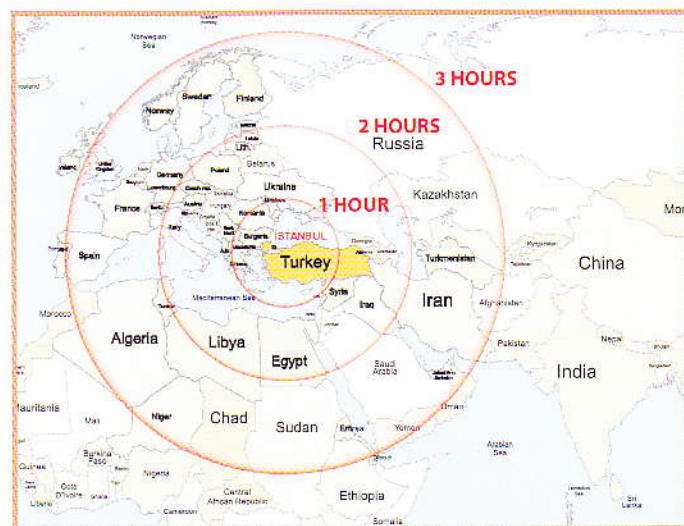
- ✓ The right marketing platform to serve the industry that operates under a stockless policy by turning fast production capability into opportunities to capture a larger market share.
- ✓ To strengthen your brand image and brand awareness in the market
- ✓ To take the pulse of the market and meet its needs in September when the purchasing decision and product orders are globally made.
- ✓ To broaden your customer base and dealership network
- ✓ To have the opportunity to observe new product, trends, and the needs of the market
- ✓ To exhibit your goods in the right time for marketing packaged products

Visitor Profile

- | | |
|-----------------------------------|---------------------|
| ✓ Importers | ✓ Construction |
| ✓ Exporters | Markets |
| ✓ Buying Offices | ✓ Chain Stores |
| ✓ Tourism Facilities | ✓ Local Wholesalers |
| ✓ Supermarket Chains | ✓ Wholesaler Chains |
| ✓ Wholesalers | ✓ Household Stores |
| ✓ Retailers, Vendors | ✓ Local Chains |
| ✓ Decorators, Interior Architects | |

Istanbul 2013, Bedding, Bath, Kitchen Textile, Carpet and Decoration Fair and Eurasia Region

- ✓ For visitors that come from the Balkans, Black Sea, Caucasia, Russia, West and Central Asia, the Middle East and North Africa, Istanbul 2013 Bedding, Bath, Kitchen Textile, Carpet, and Decoration Fair is a trade event that helps to determine important investment decisions and purchases.
- ✓ The countries within the Eurasia region are among the most important markets of the home textiles industry in Turkey, thanks to their dynamic population structures, increasing purchase strength, cultural bonds and commercial potential.
- ✓ In Eurasia where the need for home textiles is rapidly growing, Istanbul 2013 Bedding, Bath, Kitchen Textile, Carpet, and Decoration Fair is the most important international commercial platform which serves to establish significant business relations and creates opportunities for exhibitors.
- ✓ The fact that Istanbul, is within a maximum 3-hour flight distance to the target regions increases the significance of the Istanbul 2013 Bedding, Bath, Kitchen Textile, Carpet, and Decoration Fair for the region and makes it a easily reachable event.



- ✓ With the advantage of visa-free travel for the Middle East and Russia, the opportunity to meet foreign visitors from these regions in particular will create new business opportunities for the participants.





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- ✓ Latest Trends
- ✓ Detailed Combined Products
in this fair...

Scope of the Fair

- ✓ Global decision makers
- ✓ Meeting Point of All Members of the Industry in this fair...



Bedding

- ✓ Bedspreads
- ✓ Flat Sheets
- ✓ Mattresses
- ✓ Duvets
- ✓ Pillows
- ✓ Duvet, Pillow and Mattress Covers
- ✓ Mattress Protectors
- ✓ Blankets
- ✓ Throws
- ✓ Accessories



Bath Linen

- ✓ Towels
- ✓ Bathrobes
- ✓ Shower Curtains
- ✓ Bath Mats and Carpets
- ✓ Bathroom Accessories



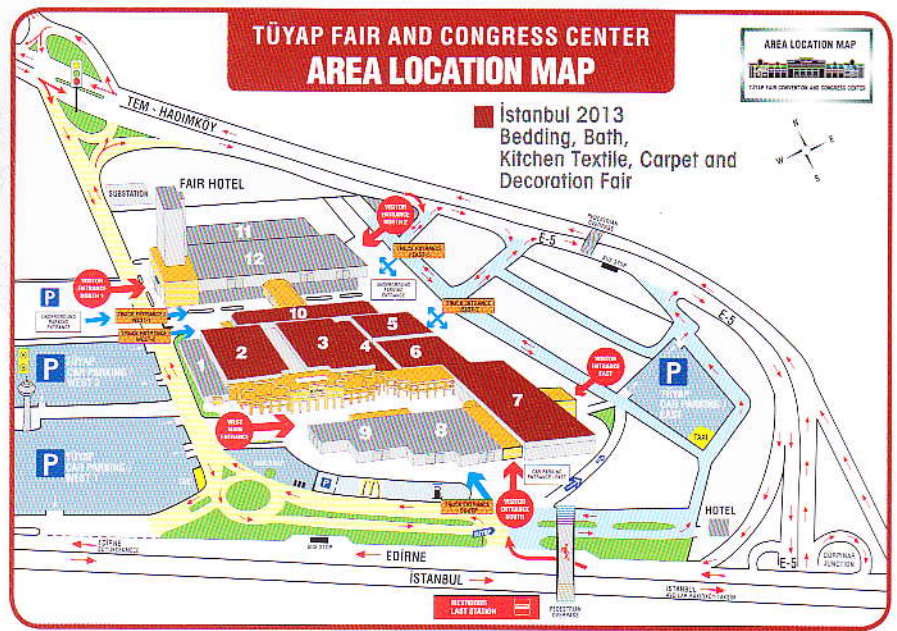
Kitchen and Living Room

- ✓ Table Linens
- ✓ Table Top Accessories
- ✓ Kitchen Towels
- ✓ Napkins



Carpet & Decoration

- ✓ Decorative Accessories
- ✓ Lighting Products
- ✓ Hand-Knotted Carpets & Rugs
- ✓ Wall-to-Wall Carpets



The Biggest International Fair and Congress Center in the Eurasia Region.

- 98,000 sqm exhibition space in 12 halls and 75.000 sqm outdoor space
- 11 cafeterias
- A minimum of 22 multi-purpose meeting rooms with differing capacities from 50-750 sqm

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