TÜYAP

TÜKID
ALL STATIONERY ASSOCIATION TURKEY

Istanbul STATIONERY OFFICE 2018

School, Stationery, Paper, Office Supplies and Toy Fair

February 21-25, 2018

Istanbul Stationery&Office Fair 2018

5 HALLS

40.000 sqm

58

COUNTRIES

254

COMPANY AND COMPANY REPRESENTATIVES

330

BRANDS

812 Foreign Visitors From 58 Countries

9.811 Domestic Visitors From 74 Provinces

Total 10.623 Professional Visitors

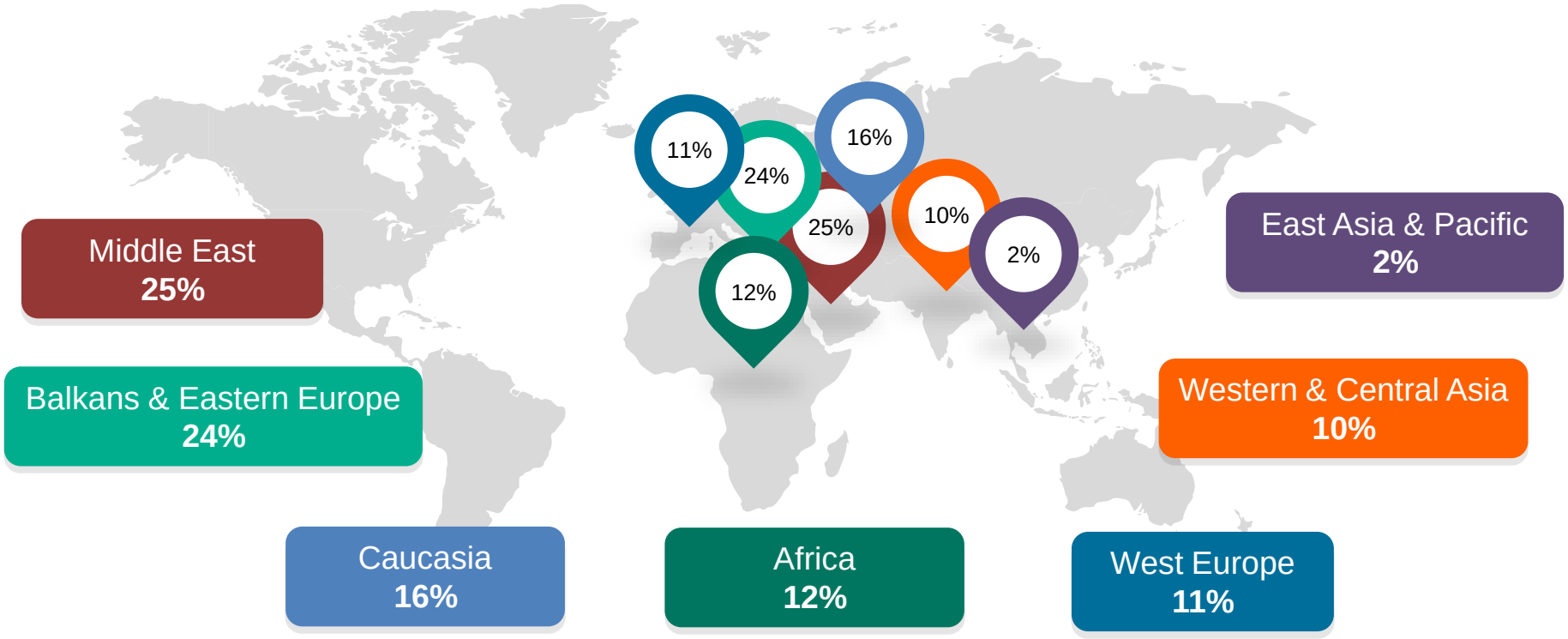
Exhibitors From

Germany
USA
Austria
Belgium
Bulgaria
China
Czech Republic
Finland
France
South Korea
India
Netherlands
Hong Kong
Iranian
Spain
Swedish
Italy
Japan
Serbia
Thailand
Taiwan
Turkey
Greece

Visitors From

USA
Germany
Albania
Austria
Azerbaijan
United Arab Emirates
Bosnia and Herzegovina
Bulgaria
Algeria
China
Armenia
Ethiopia
Morocco
Palestine
France
South Africa
South Korea
Georgia
Croatia
India
Netherlands
Hong Kong
Iraq
Britain
Persia
Spain
Israel
Swiss
Italy
Montenegro
Train
Kazakhistan
Cyprus
Kosovo
Kuwait
Libya
Lebanon
Hungary
Macedonia
Egypt
Moldova
Uzbekistan
Pakistan
Romania
Russia
Serbia
Slovenia
Syria
Saudi Arabia
Tajikistan
Thailand
Taiwan
Tunisia
Turkey
Ukraine
Jordan
Yemen
Greece

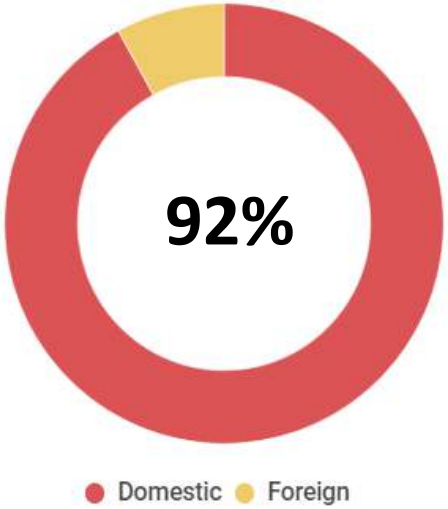
Visitor Breakdown by Geographical Location

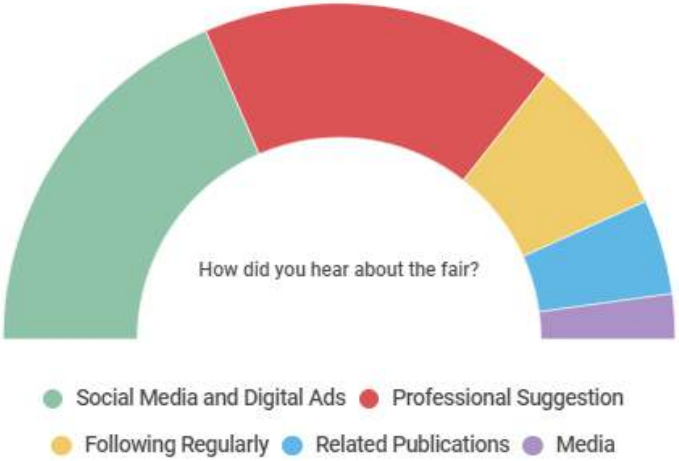


Domestic Regional Distribution

Adana, Adıyaman, Afyon, Aksaray, Amasya, Ankara, Antalya, Aydın, Balıkesir, Bartın, Batman, Bilecik, Bingöl, Bitlis, Bolu, Burdur, Bursa, Çanakkale, Çankırı, Çorum, Denizli, Diyarbakır, Düzce, Edirne, Elazığ, Erzurum, Eskişehir, Gaziantep, Giresun, Gümüşhane, Hakkari, Hatay, Iğdır, Isparta, İstanbul, İzmir, Kahramanmaraş, Karabük, Karaman, Kastamonu, Kayseri, Kırıkkale, Kırklareli, Kırşehir, Kilis, Kocaeli, Konya, Kütahya, Malatya, Manisa, Mardin, Mersin, Muğla, Muş, Nevşehir, Niğde, Ordu, Osmaniye, Rize, Sakarya, Samsun, Siirt, Sinop, Sivas, Şanlıurfa, Şırnak, Tekirdağ, Tokat, Trabzon, Uşak, Van, Yalova, Yozgat, Zonguldak

Visitor Statistics





82% of visitors were highly satisfied

89% of visitors mentioned that they will visit again

76% of visitors recommended the fair to their business environments

86% of visitors state that they were following the fair and they were aware of business environment and digital advertisements

14% of visitors state that they were aware of related publication and media

Visitor Breakdown by Position

Senior Manager
68%

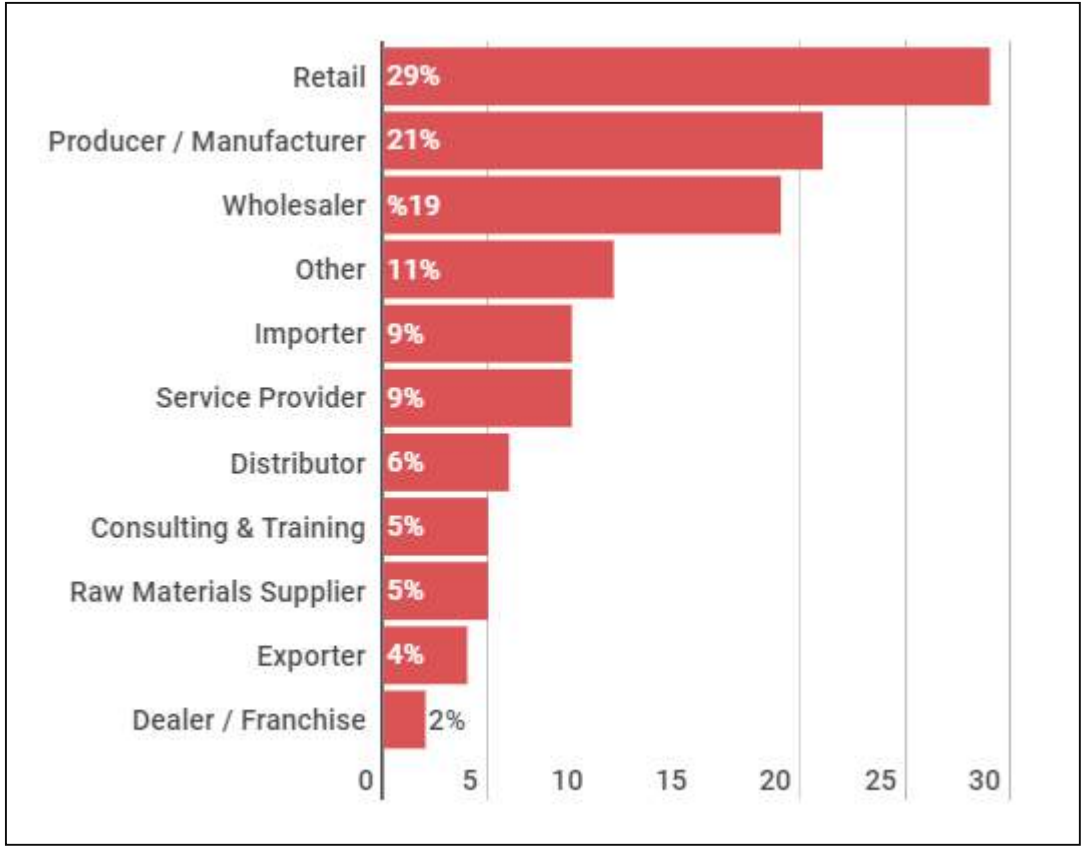
Company Owner/ Partner/ Founder
44%

Specialist/ Staff
16%

Entrepreneur/ Merchant
12%

Student/ Intern
3%

Visitor Breakdown by Activity Type



Visitor Breakdown by Industry

Stationery and School Supplies

%37

Stationery Chain Stores

%19

Office Stationery Supplies

%15

Education Consulting

%13

Office Machinery

%8

Hobby and Art, Toys and Gifts

%6

Promotion Agencies and Advertisement

%5

Digital Printing and Printing

%4

Bookstore and Publishing

%4

Other

%13

Diğer; Building, Healthcare Facilities, Food, IT, Logistics

Visitor Breakdown by Product of Interest

Stationery and School Supplies

%121

Office Supplies

%87

Hobby Materiels and Gift Products

%29

Licanced Supplies and Toys

%26

Writing Materiels

%22

Other

%6

Other; Software, Job Security, Related Publications

Packaging and Packaging Supplies

%3

Display Stands and Shelves

%3

**Visitors selected more than one area

Purpose of Visit

Purchasing / Getting Contact with Current Business Partners

%69 of the visitors are visit the fair to find new suppliers, products or services.

Getting General Information About Sector

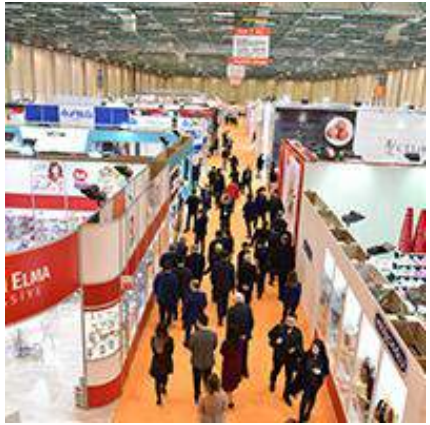
39% of our visitors visit the fair to get information about the sector.

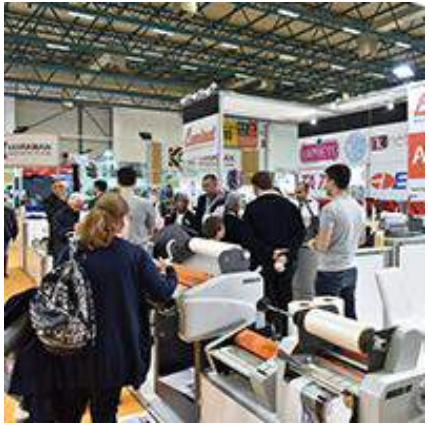
With Existing Partners Meeting

21% of visitors visit the fair to improve existing partnerships.

To Know More About New Products and Technologies

19% of visitors visit the fair to learn about the new trend, technological products and search for solutions.





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TÜYAP

TÜKID
ALL STATIONERY ASSOCIATION TURKEY

Istanbul STATIONERY OFFICE FAIR

February 20-24, 2019

LET'S MEET IN 2019...

CONTACT US

Tuyap Fair and Congress Center Cumhuriyet Mahallesi Eski
Hadımköy Yolu Caddesi 9/1, 34500
Büyükçekmece, İSTANBUL-TURKEY

bilgi@kirtasiyeofisfuari.com

+90 (212) 867 11 00