

Istanbul STATIONERY OFFICE FAIR

International School, Stationery,
Paper, Office Supplies and Toy Fair

March 24 - 28, 2021

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The Global
Association of the
Exhibition Industry
Member



Stationery and School Supplies

- Paper and Paper Supplies
- Student Tools and Equipments
- Pre-school and Nursery School Supplies
- Educational Publishings
- School Bags
- Textile Consumer Goods

Office Supplies

- Office Desktop and File Supplies
- Office Machines
- Office Consumables
- Laminating ve Binding Machines
- Stamp and Stamp Machines
- Calculator Machines
- Labeling Machines
- White Boards and Meeting Presentation Products
- Office and Travel Bags

Writing Materials

- Writing Materials
- Writing Accessories
- Painting and Drawing Materials

Hobby Materials and Gift Products

- Hobby and Artistic Materials
- Hobby and Art Books
- Hobby and Artistic Paints
- Gift Products
- Promotion Products

Licensed Supplies and Toys

- Licensed Stationery
- Licensed Toys
- Licensed Bags
- Toys
- Educational Toys
- Board Games

Other

- Packaging and Packaging Supplies
- Display Stands and Shelves
- Work Safety Consumer Products

SCOPE OF

THE FAIR



5 HALLS

25.000 SQM CLOSED AREA


264 COMPANIES AND
COMPANY REPRESENTATIVES
FROM **26** COUNTRIES

349 BRANDS

VISITOR PROFILE

Stationery Wholesale and Retailers
Stationery, Office Consumables, Chain Store Executives
Stationery and Publishing House Executives
Bag and Luggage Retailers
The State Supply Office and Procurement Executives
Executives of Educational Institutions
Purchasing Managers of Companies
Hobby and Arts & Crafts Materials Retailers
Luxury and Custom Made Goods Shop Owners
Media and Press Institutions
Toy and Gift Shop Retailers
Purchasing Directors of Private Companies
Promotion Agencies
Art School Administrators
Publishers, Printing Offices and Blueprints
Others

FAIR SATISFACTION

EXHIBITORS		VISITORS
90%		84%
Domestic Exhibitor		Domestic Visitor
86%		98%
Foreign Exhibitor		Foreign Visitor



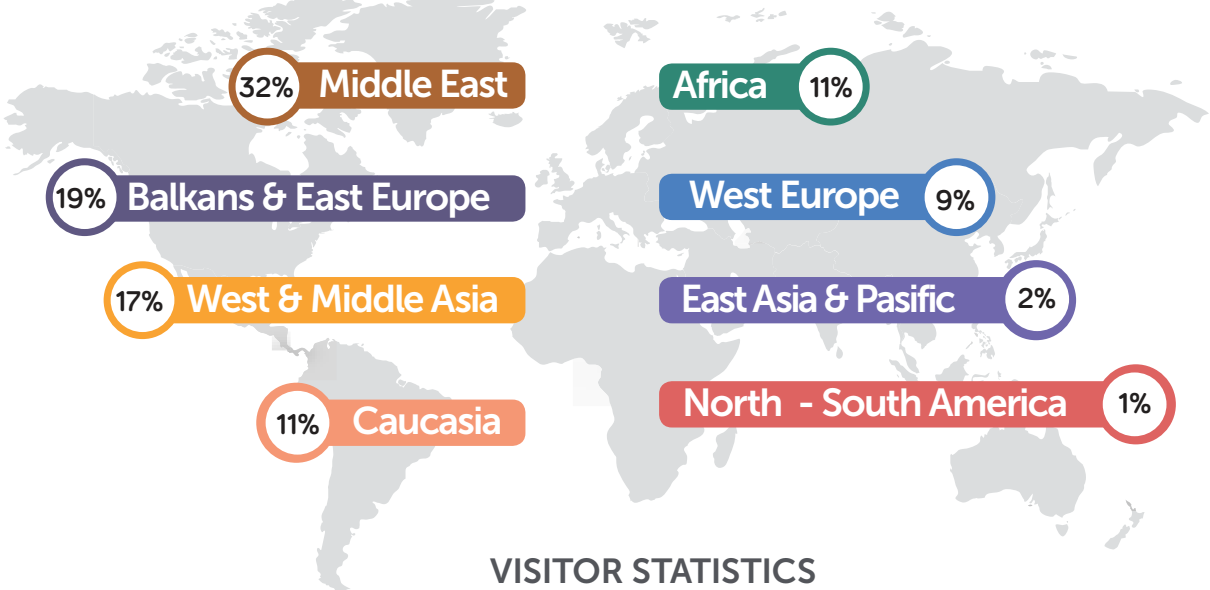
2020 PARTICIPATION REQUESTS

96% Domestic Exhibitor
86% Foreign Exhibitor

They Will Visit Next Year Once Again

90% Domestic Visitors
97% Foreign Visitors

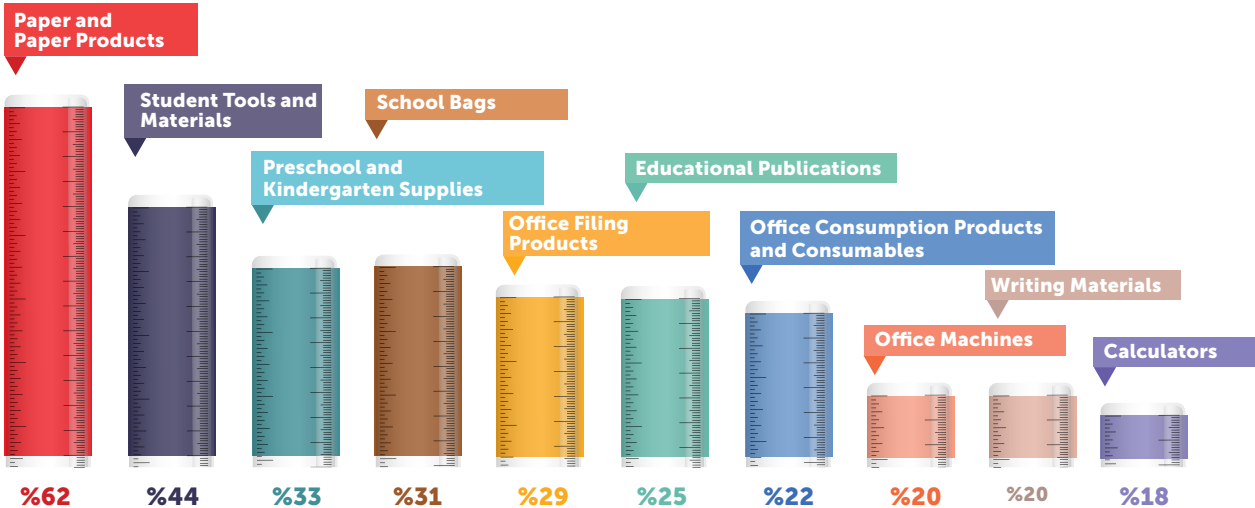
MEETING CENTER OF NEW MARKETS
BREAKDOWN OF FOREIGN VISITORS BY REGION



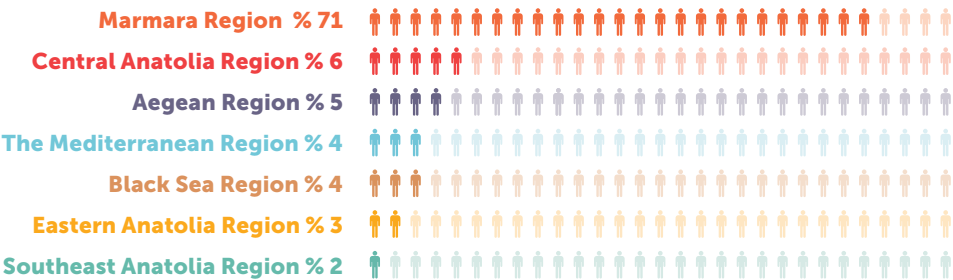
VISITOR STATISTICS



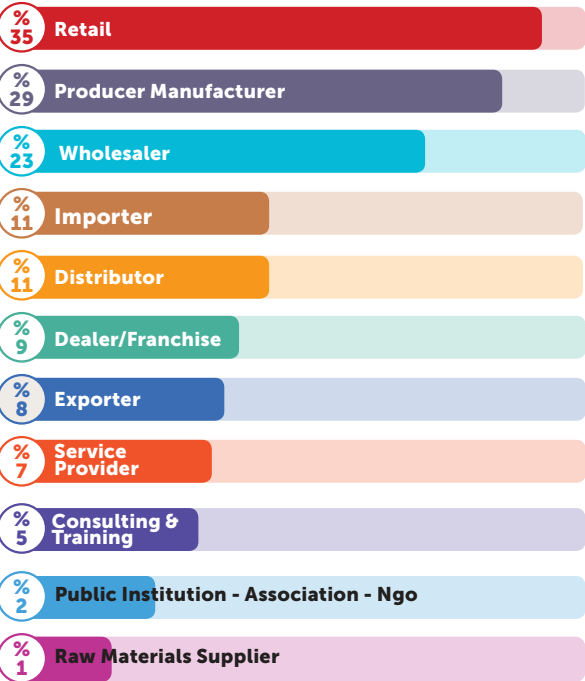
VISITOR BREAKDOWN BY PRODUCTS OF INTEREST



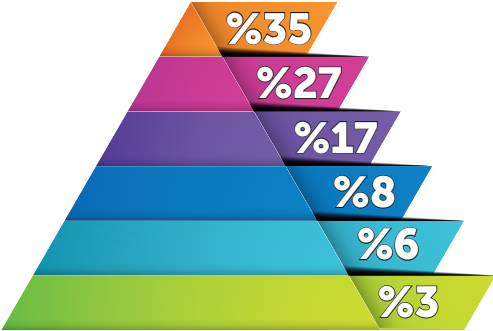
Domestic Visitor Regional Distribution



Visitor Breakdown by Activity Type

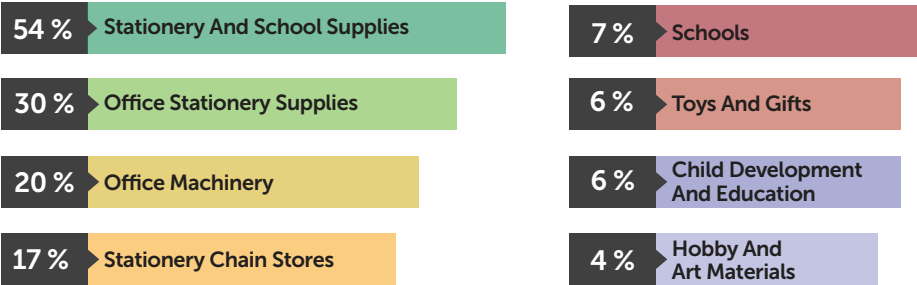


Visitor Breakdown by Position



Specialist / Personnel
Manager
Company Owner/ Partner / Founder
General Manager
Director
CEO/CFO/CMO/CTO

VISITOR BREAKDOWN BY INDUSTRY





Exhibitor Countries

- Austria
- Belgium
- Bulgaria
- China
- Czech Republic
- Finland
- France
- Germany
- Greece
- Holland
- Hong Kong
- India
- Iran
- Italy
- Japan
- Korea
- Serbia
- Singapore
- Spain
- Taiwan
- Thailand
- Turkey
- Ukraine
- United Arab Emirates
- United Kingdom
- USA

17% increase in the number of foreign visitors

Afghanistan, Albania, Algeria, Azerbaijan, Bahrain, Bangladesh, Bosnia And Herzegovina, Brazil, Bulgaria, Burkina Faso, Cameroon, Canada, China, Croatia, Cuba, Cyprus, Czech Republic, Djibouti, Egypt, Ethiopia, France, Georgia, Germany, Greece, Hong Kong, Hungary, Irak, India, Iran, Israel, Italy, Jordan, Kazakhstan, KKTC, Kosovo, Kuwait, Kyrgyzstan, Lebanon, Libya, Macedonia, Mali, Malta, Moldova, Monaco, Montenegro



Domestic Visitor

ADANA, ADIYAMAN , AFYONKARAHİSAR, AĞRI, AKSARAY, AMASYA, ANKARA, ANTALYA, ARDAHAN, ARTVİN, AYDIN, BALIKESİR, BARTIN, BATMAN, BAYBURT, BİLECİK, BİNGÖL, BİTLİS, BOLU, BURDUR, BURSA, ÇANAKKALE, ÇANKIRI, ÇORUM, DENİZLİ, DİYARBAKIR, DÜZCE, EDİRNE, ELAZIĞ, ERZİNCAN, ERZURUM, ESKİŞEHİR, GAZİANTEP, GİRESUN, GÜMÜŞHANE, HAKKARİ, HATAY, IĞDIR, İSPARTA, İSTANBUL, İZMİR, KAHRAMANMARAŞ, KARABÜK, KARAMAN, KARS, KASTAMONU, KAYSERİ, KIRIKKALE, KIRKLARELİ, KIRŞEHİR, KİLİS, KOCAELİ, KONYA, KÜTAHYA, MALATYA, MANİSA, MARDİN, MERSİN, MUĞLA, MUŞ, NEVŞEHİR, NİĞDE, ORDU, OSMANİYE, RİZE, SAKARYA, SAMSUN, SİİRT, SİNOP, SİVAS, ŞANLIURFA, ŞİRNAK, TEKİRDAĞ, TOKAT, TRABZON, UŞAK, VAN, YALOVA, YOZGAT, ZONGULDAK

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TÜYAP FAIRS AND EXHIBITIONS ORGANIZATION INC.



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Reservation - Detailed Information

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