

Foreign Visitors Chose Tüyap; International Participation Increased by 50%!

The INTERNATIONAL ISTANBUL STATIONERY OFFICE FAIR, which was organized by Tüyap Fuar ve Fuarçılık Hizmetleri A.Ş. in cooperation with the All Stationery Association (TUKID) at the Tüyap Fair and Congress Center in Büyükçekmece between February 20-24, 2019, achieved the stationery sector's targets and had a successful closing.

Serving as the only international specialized fair in Turkey gathering the stationery markets around the globe under a single roof, the Istanbul Stationery Office Fair 2019 International School, Stationery, Paper, Office Supplies and Toy Fair was organized for the third time by Tüyap Fuar ve Fuarçılık Hizmetleri A.Ş. (TÜYAP) in cooperation with the All Stationery Association (TUKID) at the Tüyap Fair and Congress Center in Büyükçekmece.

With the participation of a total of 259 brands from 26 countries including the U.S.A, Germany, Austria, Belgium, the United Arab Emirates, Bulgaria, Czech Republic, Finland, France, Ghana, India, the Netherlands, Hong Kong, the UK, Iran, Spain, Italy, Japan, Korea, Malaysia, Russia, Serbia, Taiwan, Thailand, Turkey and Greece, the fair served as a meeting platform for 253 companies and company representatives.

The fair, which broke the record for the number of foreign visitors with a 50% increase, hosted a total of 11,054 visitors during its 5 days. With the contribution of the Republic of Turkey Ministry of Trade, TÜYAP's seven International Offices located in Moscow-Russia, Tbilisi-Georgia, Sofia-Bulgaria, Skopje-Macedonia, Amman-Jordan, Tehran-Iran, Cairo-Egypt, an agency network across 26 countries and TUKID, the fair attracted 1,256 professional buyers from 77 countries as well as 9,798 professional Turkish visitors from 81 provinces.

Republic of Turkey Ministry of Trade Buyers Mission Program Achieved a Record-Breaking Participation

As part of the program organized with the support of the Republic of Turkey Ministry of Trade, buyers from various target countries such as Azerbaijan, Bahrain, Bulgaria, Croatia, Iran, Egypt, Uzbekistan, Jordan and Greece visited the fair and seized significant collaboration opportunities with the exhibitors. With bilateral negotiations, the fair yielded more collaborations and business deals than ever before.

Trade Problems Reached a Solution and Stationery Sector had the Opportunity of Observing More Attractive Windows

Istanbul Stationery and Office Fair 2019 hosted important meetings and trainings. On the first day of the fair, an import briefing was organized and attended by Meral Karaaslan, the Head of the Product Safety and Inspection Department of Ministry of Trade, Product Safety Specialists Pelin Türk and Leyla Uzun and Assistant Product Safety Specialist Makbule Berre Dođan.

Shopwindows, which play a critical role in sales, were also included in the scope of the fair. On the second day of the fair, Pınar Salman, an academician, delivered a lecture titled “Showcase Design in Retail Shops” where she informed the professionals from the sector about the latest trends in shopwindow, shelf and shop designs, which help to attract more customers, with various pioneering examples from around the world.

The fair, which was very well received by both Turkish and international visitors and exhibitors thanks to a wide variety of events, is improving its digital and traditional marketing network and gearing up for fostering more collaboration and networking in 2020 to help the sector expand into new markets.

The next fair will be held in Tüyap Fair and Congress Center - Büyükçekmece for the fourth time between February 19-23, 2020 with the participation of sector leaders.