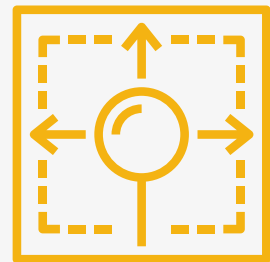


18th INTERNATIONAL İSTANBUL
YARN FAIR
HYBRID +

Post Show Report

The
Most Important
Yarn Industry Fair in

EURASIA

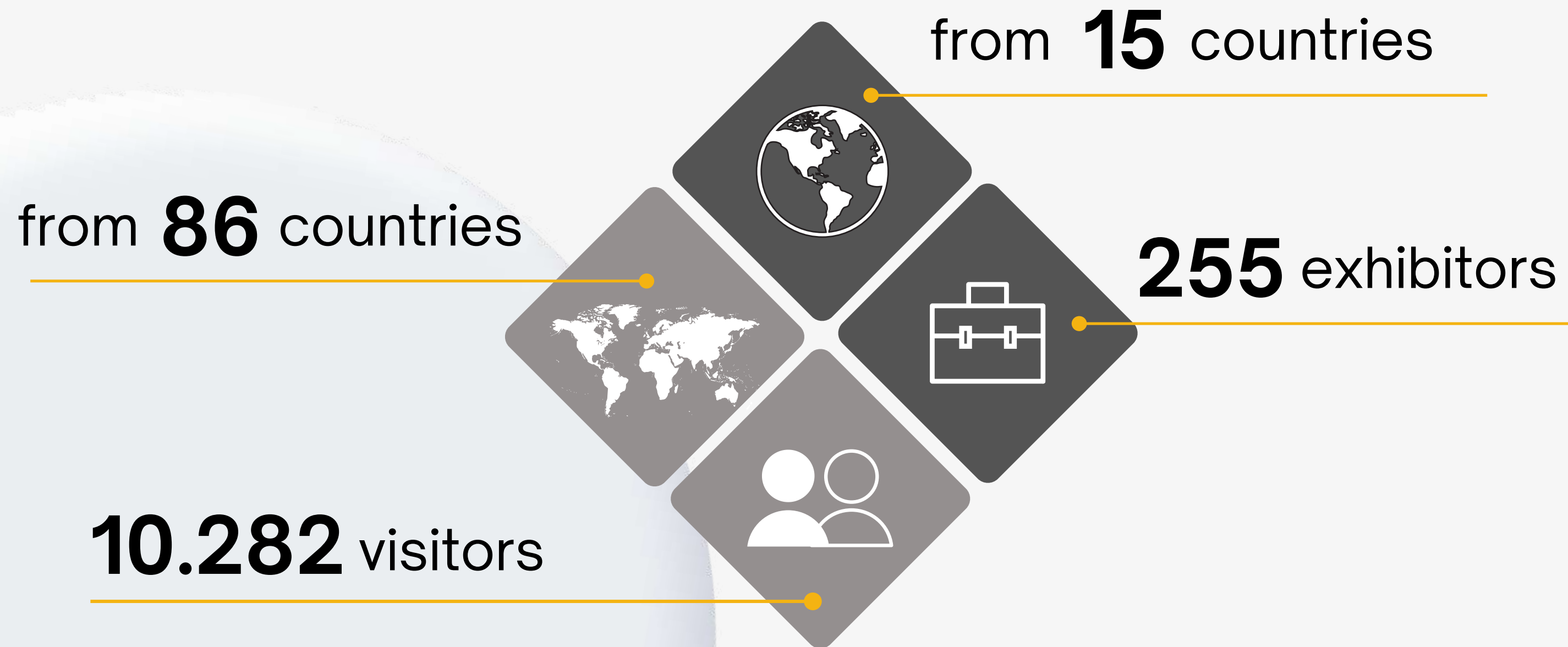


19.000 sqm. fair area



Fair Summery Results

The background features a light blue sphere on the left side and several yellow diamonds of varying sizes arranged diagonally from the bottom left towards the top right.



22%

Total Visitor Increase

More than 20% increase in
the number of visitors
compared to the
previous fair!

domestic visitors

8.555

1.727

foreign visitors

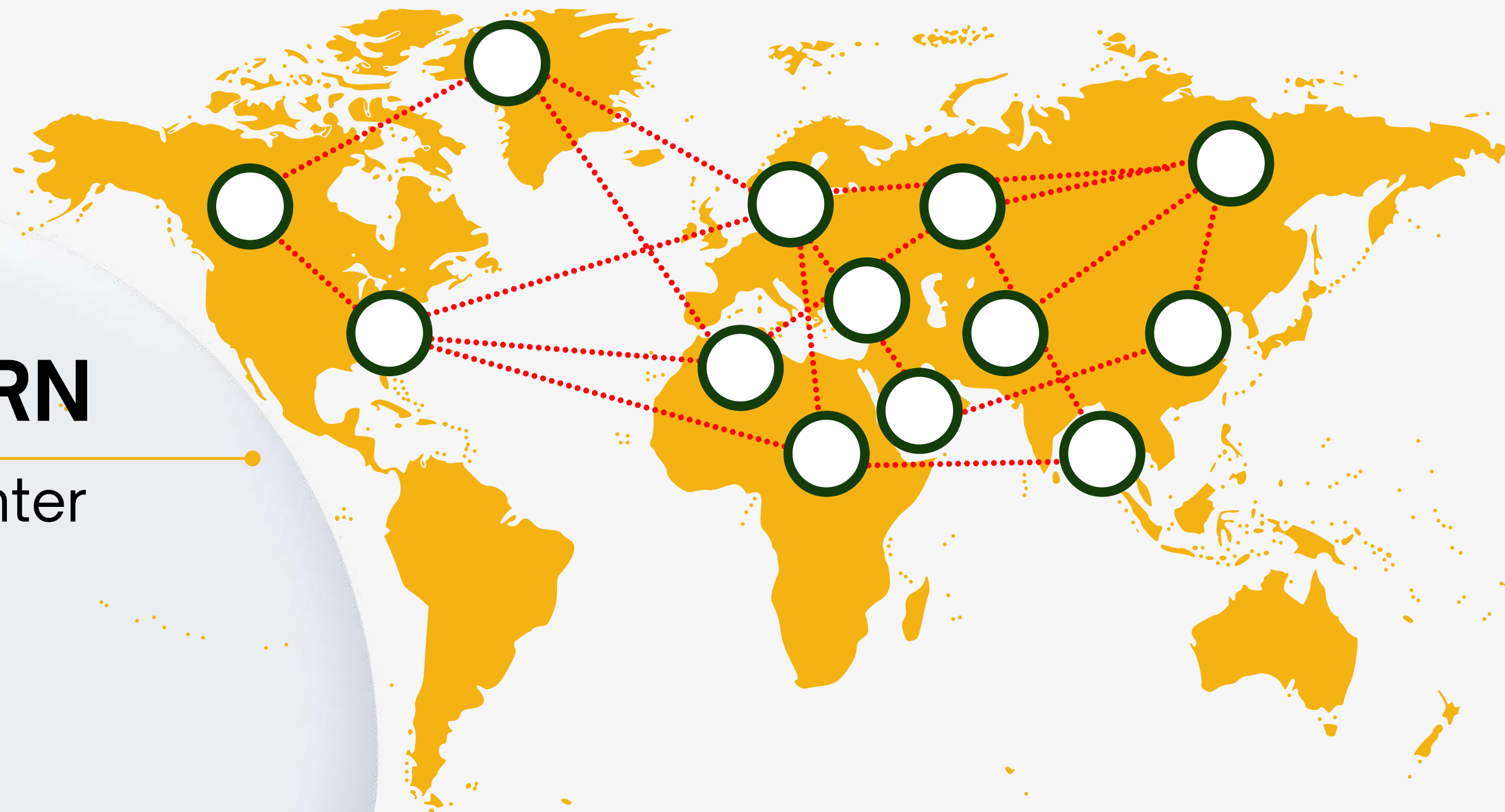
Domestic
Visitor
Increase

23%

Foreign
Visitor
Increase

24%

International **YARN**
trade center



Exhibitor & Visitor Countries



The Fair where the Latest Trend Yarns are Exhibited



Exhibitor Statistics & Feedbacks

Purposes of Exhibitors

1 Promote Products/Services

To make new product introductions.

2 Company Image

To protect and improve company role in the market.

3 Business Contacts

To improve current business potential.

4 National Customers

Generate new sales leads from Türkiye.

5 International Customers

Generate new sales leads from markets outside of Türkiye.

6 Increase Trade

Establishing cooperation with other companies participating in the fair.

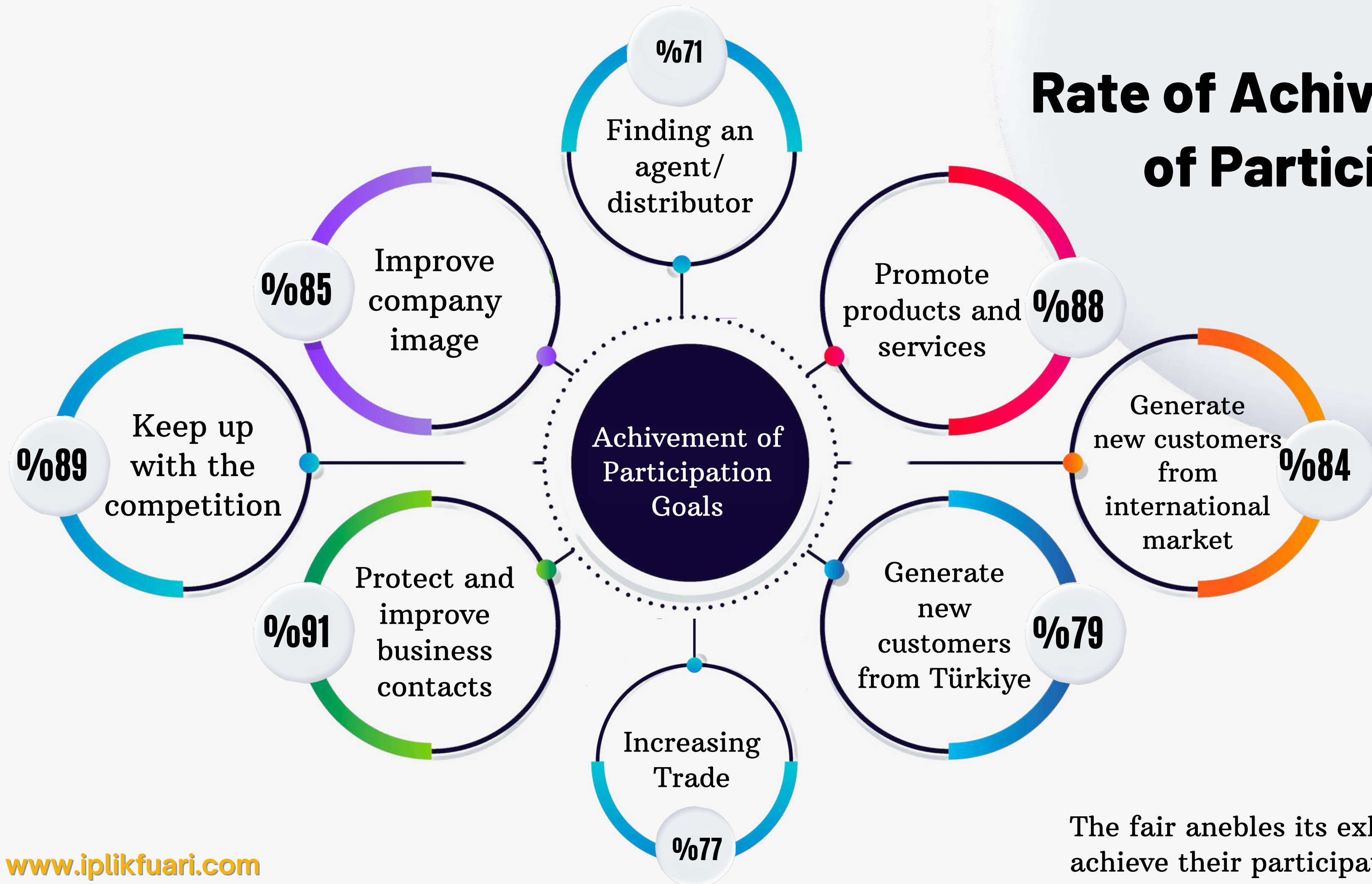
7 Developing the Distribution Network

Finding an agent / distributor

8 Competition

To keep up with the competition in the market.

Rate of Achivement of Participation Goals



The fair anebles its exhibitors to achieve their participation goals.

Impact of Fair on Sales



81%

Our exhibitors increased their orders by 81% at the fair.

Exhibitor Feedbacks



%89

Are satisfied
with the fair.



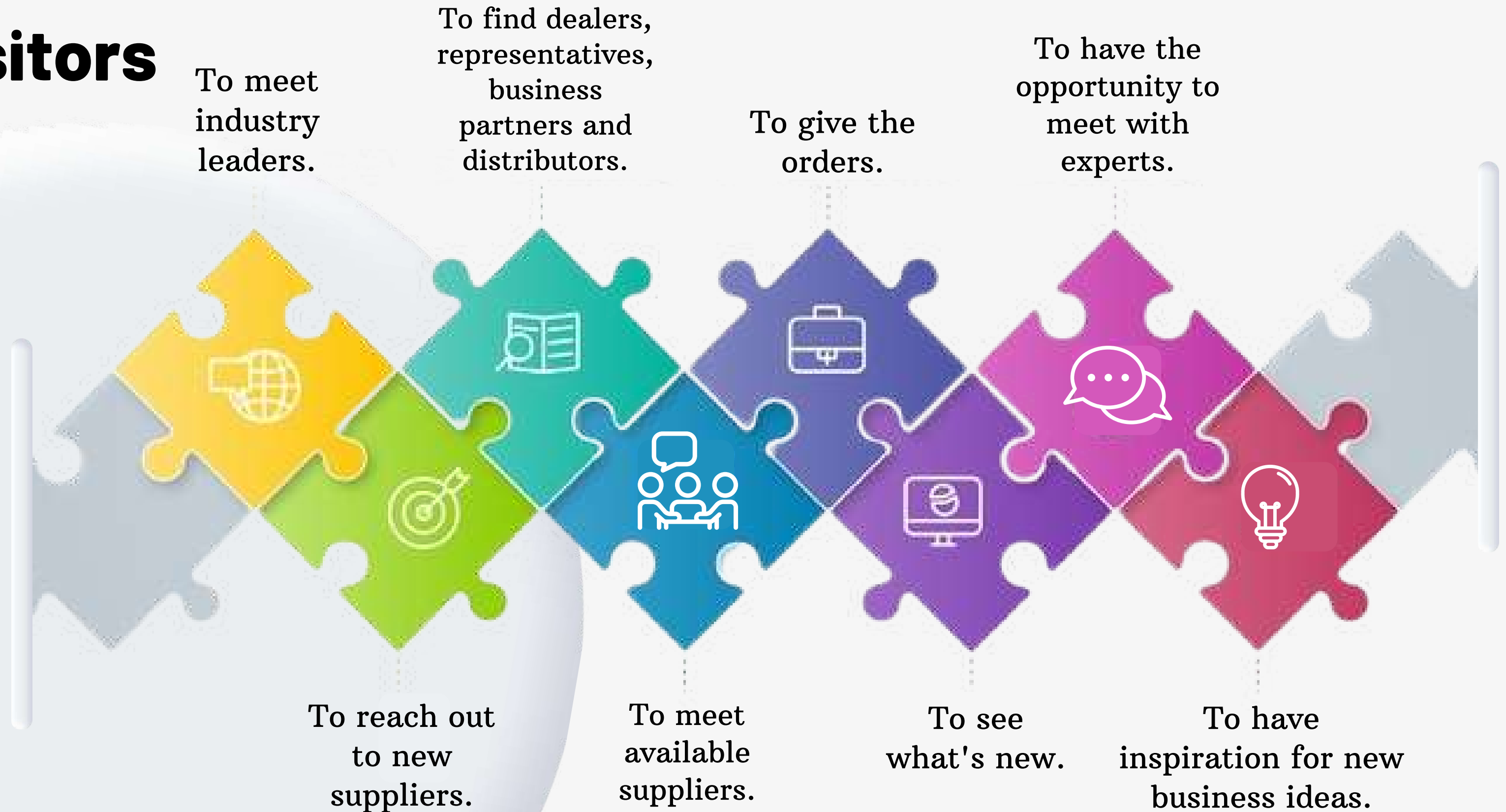
%92

Plan to attend
the fair again.

Visitor Statistics & Feedbacks

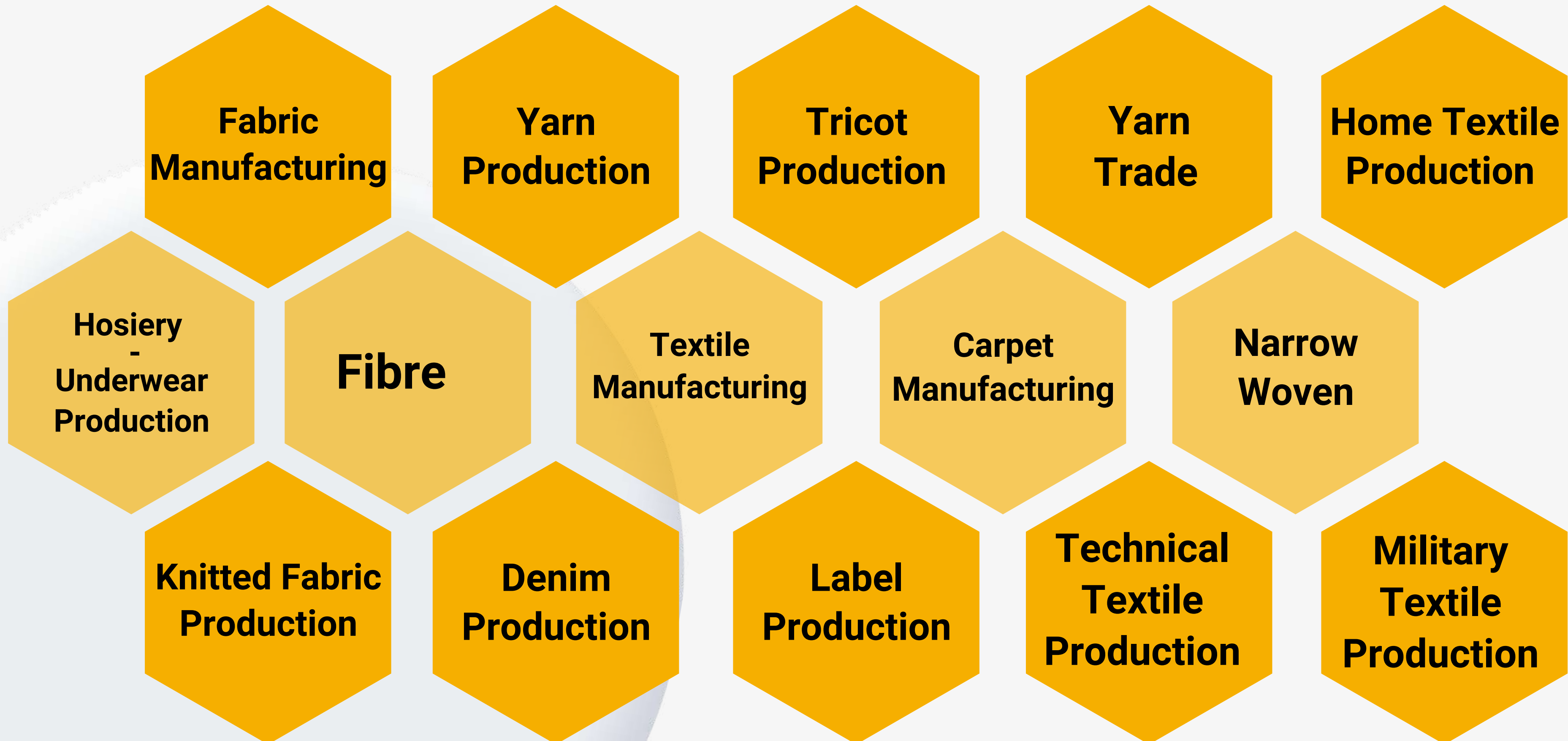
The background features a light blue sphere on the left side, partially obscured by several large, yellow, diamond-shaped geometric shapes that are arranged in a diagonal pattern from the bottom left towards the top right.

Purposes of Visitors



Sectoral Breakdown of Visitors

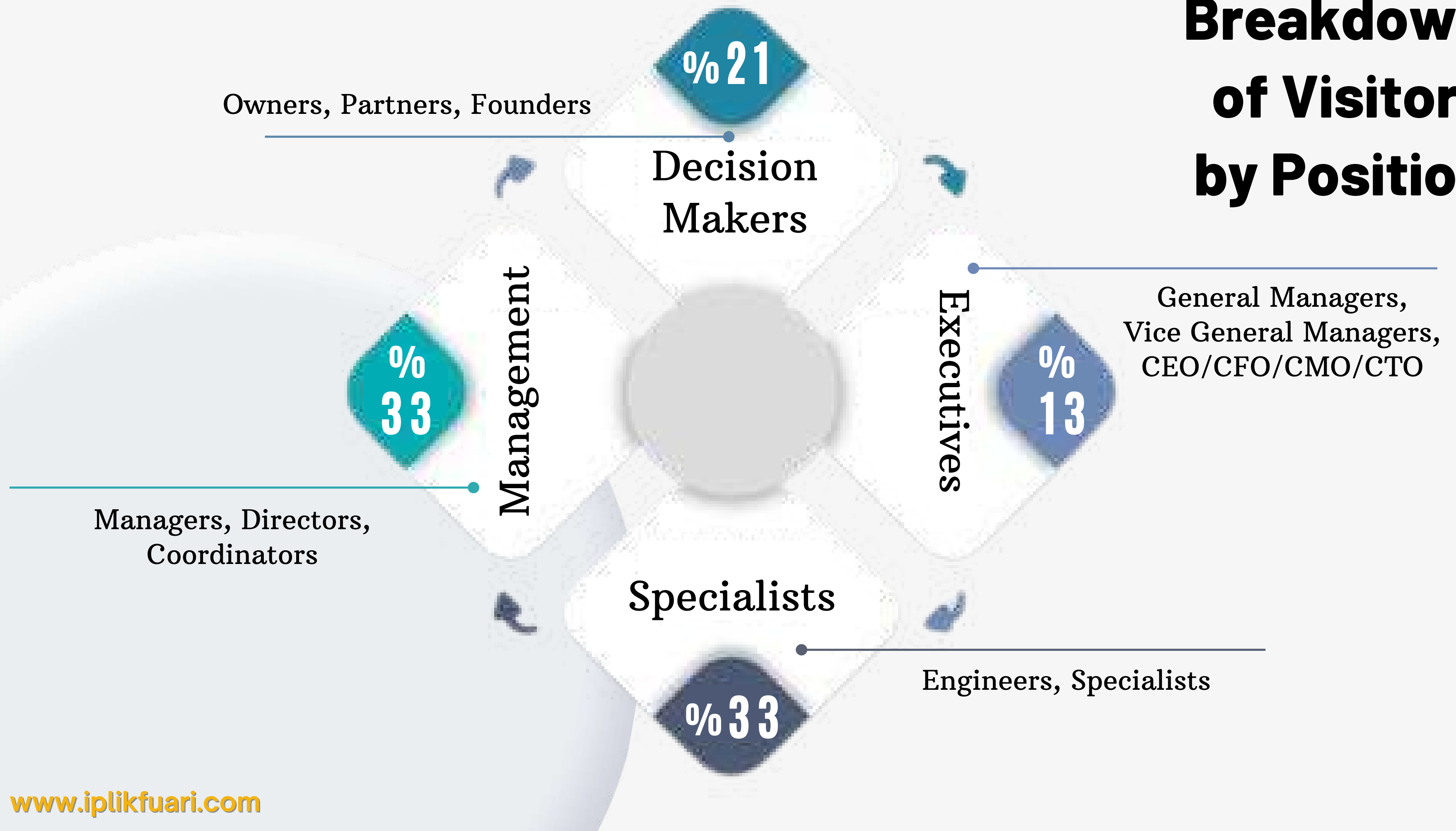
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Departments of Visitors



Breakdown of Visitors by Position



Orders of Visitors

32%

Made a purchase
during the fair.

Made a purchasing plan
for the post-fair.

68%

Visitor Feedbacks



BUSINESS **CONNECT**
PROGRAM

91% of visitors using our online platform say they are satisfied, and **53%** say they would recommend it.

Communication

Tüyap Fairs and Exhibitions Organization Inc.



+90 212 867 11 00



Tüyap Fair Convention and Congress Center
Cumhuriyet Mah.
Eski Hadımköy Yolu Cad. 9/1
Büyüççekmece - Istanbul



info@iplikfuari.com

**19th INTERNATIONAL İSTANBUL
YARN FAIR**

February 16-18, 2023

Next Meeting