

# **16<sup>th</sup> INTERNATIONAL İSTANBUL YARN FAIR**

## **GLOBAL COLLABORATIONS AT THE YARN FAIR**

Eurasia's biggest fair in the sector, the 16th International Istanbul Yarn Fair, organized by Tüyap Fairs, once again achieved great success. The fair, which was held with the participation of 302 companies and company representatives from 22 countries, hosted 9,854 visitors in total, 1,752 of them coming from abroad and 8,102 from within Turkey.

During the Yarn Fair, where participants and visitors as well as sector representatives gathered to realize global investments, the leading sector brands gained new customers and made global collaborations.

During talks with the participant companies at the end of the fair, it was underlined that the Yarn Fair was the most vibrant fair with regards to the sector's commercial collaborations of 2019 because of the qualified visitors from 81 countries.

## **400 Visitors from 22 Countries Hosted by Tüyap Fairs**

Thanks to years of international promotional activities, purchasing teams consisting of 400 purchasers, textile producers, Heads of Chambers of Commerce and Industry, Consuls, and Association Presidents from Germany, Azerbaijan, Belarus, Bosnia and Herzegovina, Algeria, Czech Republic, Georgia, Iran, Kazakhstan, Kyrgyzstan, Macedonia, Egypt, Moldova, Uzbekistan, Russia, Serbia, Tunisia, Turkmenistan, Ukraine, Jordan and Venezuela were hosted with all of their expenses paid by Tüyap Fairs. The committees, who realized a significant amount of purchases during the fair, said that the center of the global yarn trade was the Istanbul Yarn Fair.

## **Companies Participating in the Fair Made Important Business Connections**

As a part of the committee organizations of the Turkish Ministry of Trade and İTKİB (Association of Istanbul Textile and Raw Materials Exporters), committees from a total of 9 countries (Czech Republic, Kyrgyzstan, Tunisia, Venezuela, Moldova, Serbia, Uzbekistan, Russia and Jordan), which are target export locations of the industry, realized intense commercial dialogues with participant companies.

## **Our Next Meeting**

Prepared by the fair team for an entire year with consideration of the wishes of participants and visitors, the Istanbul Yarn Fair is well known not only in Turkey but throughout the world, thanks to the global promotional activities. The fair, which has become a gathering

point representing the textile sector with its foreign visitors and participants increasing every year, will continue to grow by contributing to the sector's exports with its new technologies, high quality products and leading companies on **February 27-28-29, 2020**.