

## **International Istanbul Yarn Fair Prepares to Be the Number One Again**

***Türkiye's largest yarn sector fair, International Istanbul Yarn Fair, organized every year at Tüyap Fair and Congress Center celebrates its 20th anniversary. Scheduled to be held on February 22-24, 2024, this fair is preparing to be the number one choice in the sector once again this year.***

### **Stronger than Ever in its 20th Anniversary**

On the eve of celebrating its 20th anniversary, the fair gives signals of a stronger year with the newly added halls. Sales for the tickets of the fair, preparing to host over 600 exhibitors at halls no.1-2-3-4-5-6-7-8, continues rapidly. A wide range of products will be waiting for its visitors at the fair, which allows presenting a great variety of yarns simultaneously to buyers.

### **The Fair to Maintain Its Position as an International Trade Platform**

For 2023, visitors from 94 countries are already registered at the fair where professional buyers from 86 countries meet exhibitors. With the objective of annually gathering buyers not only from the present geography, but also from new geographies, and exhibitors, this year's fair is also looking forward to please its exhibitors in terms of country diversity. Targeting more than 13 thousand professional buyers from over 100 countries, the efforts for the organization of the procurement commitment also continue at full steam at the fair.

### **Inspired by the Nature, Lights the Way for the Future**

At this year's fair that will draw attention to the matter of a more sustainable future, as inspired by the nature, an exhibition space will be arranged as in 2023 fair. Visitors will meet fair exhibitors under the forest, sea and soil themes at the fairground where yarns respectful of the environment and products made of such yarns, produced by nature-friendly manufacturing procedures, will be exhibited. Excited preparations continue for the fair where yarns manufactured by using cutting-edge technology will be displayed.

### **Discount Period for Fair Tickets Continues**

Discount period for fair tickets continues; opportunity to buy tickets at a reduced price is available only on the fair's website. Sector professionals who want to visit the fair can buy discount tickets, to be on sale for 4 days until January 6.

Looking forward to meet you at the fair awaited by the sector with great excitement...