

The Yarn Industry, Which Is Preparing For An Export Record, Met In TUYAP.

The International Istanbul Yarn Fair, which is the eagerly awaited meeting of the yarn industry, opened its doors at Tüyap Fair and Congress Center. The fair, which will last until February 26, will witness numerous collaborations for 3 days.

The ready-to-wear and textile industry, which shines all over the World, gets its success from the yarn industry. The production and export capacity of Türkiye in the yarn industry, especially in cotton yarn, is increasing every year. Istanbul Yarn Fair, one of the most important exhibition in its scope, will bring together the rising Turkish textile industry and the biggest producers of the world at Tüyap Fair Convention and Congress Center.

“We are waiting for visitors from almost 110 countries”

İlhan Ersözlü, the General Manager of Tüyap Fuarlar Yapım A.Ş. shared his point of view during the opening ceremony by saying “As Tüyap Fair Group, we are glad to open our fair which we were prepared elaborately for the yarn sector once”. To our fair, 225 companies and company agencies from 15 countries are participating and they are exhibiting the products which are displaying the last trends of the sector. Besides India, Uzbekistan and Tajikistan’s national participation, also companies from important country’s such as China, Indonesia, Italy will participate. We believe that the interaction to be formed in here will contribute to the new cooperation. In addition to that, Small and Medium Industry Development Organization (KOSGEB) and the Ministry of Commerce is supporting Istanbul International Yarn Fair participants.

Also, Ersözlü who mentioned that they have been making such effort for the promotion of the fair abroad and in the country said “We have succeeded to bring thousands of professionals from the sector especially coming from abroad with domestic professionals together. We also found the opportunity to reach our target visitors through the offices of Tüyap which are located 4 different countries. As a result of this, we open the doors of our fair as of today and we are planning to welcome more than 10.000 visitors from almost 110 countries during 3 days on our fairground”.

The Large Scale of Scope Attracts Attention

Thousands of yarn types from cotton to wool, from elastan to acrylic, from silk to viscose and bobbins, spool and reels will be presented to ready-to-wear and textile industry professionals.

The Digital Solutions of Hybrid Exhibition

The visitors and exhibitors will gather digitally through the Business Connect Program –an online business network platform- thanks to the digital solutions developed by Tüyap. They will be able

to organize their online and in person meetings and continue their communication from here. The exhibitor will be at just one click away from their potential customers and new business partners thanks to this online service. By searching and filtering through the Business Connect Program, the exhibitors will be able to find suitable business contacts, send requests, message and plan meetings between February 21 and March 4, 2022. During the fair – February 24-26, 2022- visitors and exhibitors who have made a meeting plan will be able to meet online or face-to-face through Business Connect Program. The exhibitors will be able to continue to find new business partners and match the suitable contacts after the post exhibition period – February 27-March 4, 2022 – Thanks to this digital richness provided by the fair, business connections will no longer be limited to the date of the fair.

The fair can be visited for 3 days.

The Istanbul International Yarn Fair, which is expected to bring important business connections to the industry, can be visited by industry professionals at Tüyap Fair and Congress Center in Büyükçekmece between 10.00-18.00 on 24-25 February 2022 and 10.00-17.00 on 26 February 2022.

All Hygien Measures Have Been Taken

Through the fairs it organizes, TÜYAP, which directs the development of many industries from defence to packaging, from agriculture to construction, will meticulously implement the COVID-19 measures it applies at every fair, also at the Plast Eurasia meeting. TÜYAP, as the first exhibition centre to receive the Turkish Standards Institute COVID-19 Safe Service Certificate, will create a safe fair environment for its exhibitors and visitors with the measures it takes.