

19th International Istanbul Yarn Fair, February 16-18, 2023

Istanbul Yarn Fair is almost ready to meet its visitors in February

The 19th International Istanbul Yarn Fair will bring together the leading yarn producers in the textile sector, whose capacity for production and export is increasingly growing each year. The International Yarn Fair, organized by Tüyap, will take place between February 16 and 18, 2023, and will showcase all innovations in the yarn industry, a major component of the global trade.

Between February 16 and 18, 2023, the Tüyap Fair and Congress Center will host the largest Yarn Fair of Eurasia, bringing together the industry leaders.

A diverse fair with a wider selection of products

The International Istanbul Yarn Fair, which will be held for the 19th time at the Tüyap Fair and Congress Center, will feature thousands of yarns from cotton to woolen, acrylic to hand-knitting, metallic to regenerated yarns. Catering to a wide range of visitor profiles including cloth manufacturers, yarn manufacturers, home-textile product makers, medical textile producers, and non-governmental organizations, the Yarn Fair will grow more and more successful in 2023.

The color of the year “Viva Magenta”, richer and bolder

“Pantone Color Institute”, recognized globally as a leading source of color expertise, announced its 2023 Color of the Year: “Viva Magenta”. Pantone Color Institute described the shade as a “crimson red tone that presents a balance between warm and cool”. The Yarn Fair will allow you to discover this season’s color mirroring on years. Exhibiting trend-setting yarns crowned with trend colors, 19th International Istanbul Yarn Fair will blend the harmony of colors with yarns between February 16 and 18, 2023.

Promotional activities continue at full speed with a wide area network

Both local and international promotional efforts are in full swing to announce the Istanbul Yarn Fair to a sizable target audience. In addition to conventional means of communication, digital channels, which are become more significant as the technology advances, are used to promote the fair. For the purpose of promoting the fair, collaborations are also created with national, local, sectoral media organs and NGOs. This year, the Yarn Fair exhibitors continue to receive support from both the Ministry of Trade of the Republic of Türkiye, and the Small and Medium Industry Development Organization (KOSGEB). Follow us on social media to receive further information and instant news about the fair.

We are growing with new exhibitors

We are growing stronger with an expanding profile of exhibitors at the 19th International Istanbul Yarn Fair, where new products and technologies will be showcased for the target market. Exhibitors participate in the Yarn Fair not only to advertise their products and services but also to build new business contacts, raise their trading shares, widen their distribution networks, and gain prominence in a market where competition is becoming more intense due to globalization. According to the feedbacks received from the exhibitors at our 2022 fair, the companies largely succeeded in achieving their goals. It is reported that:

- 91% of exhibitors improved their commercial relationships
- 84% of exhibitors grew their customer base on the global market
- 85% of exhibitors solidified brand identity, and
- 89% of exhibitor boosted their competitiveness.

According to the end-of-fair reports, 92% of the 2002 fair's exhibitors said they planned to participate again.

What does the Yarn Fair offer to its visitors?

The Istanbul Yarn Fair 2022 successfully brought together 10.282 visitors from 86 countries and 255 exhibitors from 15 countries. The Yarn Fair gives visiting industry experts the opportunity:

- To network with key decision-makers of the industry,
- To find dealers, representatives, business partners, and distributors,

- To get the chance to have person-to-person contact with product experts,
- To reach up to new suppliers,
- To keep tabs on the industrial progresses, and
- To develop fresh commercial perspectives.

Visitors from 79 countries have already registered online with just a few days till the fair. There was a 42 percent rise in online registrations on year-on-year basis. To form new partnerships, strengthen your brand recognition, and keep up with the industrial advancements, don't forget to take a seat at the fair.