

# SOUVENIR EXPOTURKEY

Touristic Gifts and Souvenirs Exhibition

## PRESS RELEASE

THE MOST SUCCESSFUL SOUVENIR TRADE SHOW GLOBALLY, NOW IN TURKEY

***With a business volume of 12 billion USD, main actors of the “touristic gifts and souvenirs” sector will gather in Souvenir Expo Turkey Touristic Gifts and Souvenirs Exhibition at Istanbul Expo Center from 2 to 5 December 2021. Organized by Rota Exhibitions Turkey Fairs Inc. for the first time in Turkey, Souvenir Expo Turkey is considered as the Most Successful International Souvenir Trade Fair globally. As a top international brand in the field of Touristic Gifts, Souvenirs, Crafts and Traditional Products, Souvenir Expo has been consecutively organized in Greece since 1984, with the participation of many Turkish companies as exhibitors and visitors so far.***

### **Turkey Discover the potential**

As of 2019, visited by 52 million tourists, with its 34.5 billion dollars in tourism revenue and its 83 million population and strong economy, Turkey continues to invest steadily in the tourism sector, -an industry without chimney-, and sets the bar even higher in this field day by day. Visa-free travel from 117 countries, high service quality, being the second largest in Europe with a bed capacity of 1.5 million, favorable climatic conditions, and 365 days of tourism mobility raise Turkey to the first ranks in terms of the customer preferences. In addition, an array of alternative tourism opportunities from Diving Tourism to Hot Springs and Health Tourism, from Winter Tourism to Tablelands Tourism, from Botanical Tourism to Golf Tourism, from Faith Tourism to Congress and Fair Tourism, from Yacht Tourism to History Tourism also turn our country into a unique attraction center for tourists and investors.

### **A brand-new sector for our country: "Souvenir" ...**

Touristic gifts and souvenirs have a significant share in tourism income at a level that creates added value. In parallel with this, it is striking that domestic production and exports are growing exponentially, with imports decreasing gradually. In addition to direct and indirect exports of approximately 8 billion dollars; It is estimated that there is a domestic sales volume of 4 billion USD. Considered as ‘souvenir’ item globally, many *touristic and remembrance gift items*, unfortunately, are not being classified as souvenirs and remain treated still solely under their traditional sector’s category

in Turkey. However, the sector, which includes a wide range of products from Turkish coffee to baklava and Turkish delight, from evil eye beads to textile products, has an important potential to increase the added value of traditional products by marketing them as "souvenir".

### **Souvenir Expo Turkey**

Having focused on the great potential of Turkey's "*souvenir*" sector, Rota Exhibitions Turkey Fairs Inc. organizes the first edition of Souvenir Expo Turkey Touristic Gifts and Souvenirs Exhibition in Turkey from 2 to 5 December 2021 at Istanbul Expo Center. As a top brand in the field of Tourist Gift Items, Souvenirs, Crafts and Traditional Products, and having been regularly organized every year in Greece since 1984, with the participation of many Turkish companies as exhibitors and visitors so far; the fair is considered as world's most successful trade fair globally. Souvenir Expo Turkey, which will be organized by Rota, with its sectoral experience and a global network of 40 years, is preparing to bring producers together with visitors from the Eurasian geography.

Souvenir Expo Turkey will be held 45 days before the Souvenir Expo Greece fair, which has been held in Athens for nearly 40 consecutive years. The first edition of the Expo Turkey thus will enable the Athens Expo exhibitors -large-scale wholesalers- to come to our country. In addition to large manufacturers and wholesalers; museums, airport duty free companies, shops selling souvenirs, hotels and boutiques in tourism regions are being aimed to visit the fair for 4 days.

### **About Rota...**

Since its establishment in 1984, ROTA *-one of the large exhibition organization companies in the Eastern Mediterranean-* manages the largest exhibition centre in Athens, *Metropolitan Expo Centre*, the ultra-modern exhibitions grounds of which confidently host prestigious international exhibitions and a variety of highly demanding events. In addition to group companies that organize fairs in different sectors ROTA continues its sectoral publishing activities. In addition to Greece-based companies such as Rota SA, Fashion News, T Expo, Med Expo, Expo One; *Rota Exhibitions UK based in London-UK, Rota Exhibitions Middle East based in Doha – Qatar, and Rota Exhibitions Turkey Fairs Inc. based in Istanbul – Turkey are parts of the group.*

**For more information please visit:**

[www.rotaexhibitions.com.tr](http://www.rotaexhibitions.com.tr) [www.rota.gr](http://www.rota.gr) [www.souvenirexpoturkey.com.tr](http://www.souvenirexpoturkey.com.tr)

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