

Touristic Gifts and Souvenirs Exhibition



# SOUVENIR EXPO TURKEY

## 14-17

### December

## 2023

Istanbul Expo Center - İFM - Yeşilköy

**ROTA**  
Exhibitions Turkey



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# THE MOST SUCCESSFUL SOUVENIR EXHIBITION IN TÜRKİYE

## Türkiye and Souvenir Expo in Figures

- Türkiye will be visited by 60 million tourists until 2024 and 50 billion dollars of tourism revenue is targeted.
- Approximately 8,5 billion dollars of export volume of touristic gifts and souvenirs and 4,5 billion dollars of domestic sales.
- 117 visa-free countries.
- A young and dynamic population of 85 million.
- The total tourism bed capacity has been increased by approximately 1,9 million.
- The competitive status of Turkish Lira in the world markets.
- Easy accessibility due to being a connection point for international flights.
- 3 hours flight distance to 90 countries.
- Alternative transportation opportunities with railway and highway connections through neighbouring countries.
- About 40 years of exhibition organization experience with Rota.
- A background of up to 40 years with Souvenir Expo Greece, the world's leading Touristic Gift Exhibition.
- The number of tourists has increased 4 times in the last 20 years.
- Average expenditure of \$850 per visitor.
- Average stay of 12 nights.



## WHY SHOULD YOU EXHIBIT?

- To meet with wholesalers and retailers who will visit the exhibition from all touristic regions of Türkiye,
- To meet important wholesalers from all over the world,
- To see new companies operating in the sector together,
- To increase brand recognition,
- To find the opportunity to display new designs and products together,
- To reach the stores in touristic regions operating outside the sector you should attend Souvenir Expo Turkey.

## WHY SHOULD YOU VISIT?

- To direct contact with manufacturers and to benefit from discounted prices,
- To see the newest products on the market,
- To enhance your knowledge about the sector,
- To expand your business contacts and environment you should visit Souvenir Expo Turkey.

**BARIŞ HEDİYELİK:** "We increased our exports significantly by participating in the fair." - Göktuğ Barış Şenerken

Souvenir Expo Turkey is a very big exhibition. I can say that 80 % of the sector is here. Companies that know each other and have been operating for a long time are participating. People from all over the world come to the exhibition. We had customers from too many different countries. We had the opportunity to meet new companies. Our customers from last year came back again. We are very pleased with this crowd. We were very busy all the days. Sometimes we couldn't even take any break for hours. We increased our exports significantly by participating in the exhibition. We are very happy with the result. We have been participating for 2 years and we will be participating next year.]]



**FAVOR FASHION:** "From now on, we will be one of the fixtures of Souvenir Expo Turkey." - Burak Ötük

This year is our second participation in Souvenir Expo Turkey. Last year our stand was not that big. Despite the pandemic, there were visitors from nearly 90 countries. We foresaw that this fair would grow and accordingly we enlarged our stand and expanded our collection. We have made the right decision. We are seeing the consequences. From now on, we will be one of the fixtures of Souvenir Expo Turkey. We are one of the best tourism countries in the world. A better tourism city than Istanbul is rare. Therefore, organizing such an exhibition is very important for both our country and the industry.]]



**HAKAN BİJUTERİ:** "Being at Souvenir Expo Turkey is an investment for the future." - Ömer Karadal

Export is very important for us. Compared to last year, more visitors came from abroad and a very productive trade environment was provided. We are happy and in a good mood. For years, these fairs were held in Greece or other countries. We used to put our products and display them there. It is much better to have Souvenir Expo in Türkiye. Since it is located in Istanbul, it can be reached much more easily from all over the world. We will participate in 2023. In our opinion, being at Souvenir Expo Turkey is an investment for the future.]]



**WHITE BY NATURE:** "Thanks to the exhibition, we will introduce ourselves in the international market." Enis Arkan - Emel Arkan

We had a much more successful exhibition experience compared to the first year. There are more and more qualified visitors. We are having an enjoyable season. The most important issue for us is export. I can say that we saw no Turkish visitors at Souvenir Expo Turkey. Almost all were foreign visitors. This is a very remarkable development both for our country and our company. Thanks to the exhibition, we will hopefully introduce ourselves in the international market. We love both Souvenir Expo Turkey Family and Rota Family. That is why we say continue participation.]]



## EXHIBITOR PROFILE

- Souvenir Manufacturers
- Summer Fashion Companies
- Bijouterie Companies
- Handicraft Producers
- Cosmetics Companies
- Packaged Touristic Food Manufacturers
- Promotional Products
- Bags, Shoes and Sandals Manufacturers
- Wholesalers
- Stationery Companies
- Leathercraft Manufacturers
- Software Companies
- Games and Toys Manufacturers
- Transport and Logistics Companies



## VISITOR PROFILE

- Wholesalers
- Retailers
- Distributors
- Export Companies
- Professional Purchasing Authorities
- Mini Markets in Touristic Areas
- Boutiques and Clothing Stores in Touristic Areas
- Chain Stores
- Museums
- Airports Duty Free Companies
- Souvenir Shops
- Hotels
- E-Commerce Websites



# SCOPE OF THE EXHIBITION

## **Touristic Gifts and Souvenirs**

- Glass Products
- Evil Eye Beads
- Tiles and Ceramics
- Cups
- Wooden Products
- Woven and Print Wallets
- Polyester Products
- Magnets
- Metal Products
- Keyrings
- Metal Figures

## **Geographical Indicated Products and Crafts**

- Jugs
- Copper Products
- Rugs and Carpets

## **Packaged Local Food Products**

- Baklava
- Turkish Delight
- Local Desserts
- Spices
- Turkish Coffee
- Tea
- Chocolate and Confectionery
- Olive and Olive Oil
- Dried Fruits and Nuts

## **Summer Fashion**

- Beachwear and Beach Products
- Swimsuits and Bikinis
- Sandals and Slippers
- Peshtemals, Pareos and Kimonos
- Beach Bags
- Shorts and T-shirts
- Hats
- Leather Belts and Wallets, Leather Goods

## **Travel Products**

- Luggages
- Handbags
- Pillows

## **Bijouterie**

- Bracelets and Necklaces
- Silver Jewellery
- Earrings
- Natural Stones
- Rosaries
- Jewellery and Accessories
- Sunglasses
- Watches
- Buckles

## **Decoration Products**

- Wooden Products
- Lighting Products
- House Furnishing Products
- Glassware
- Bric a Brac
- Ceramicware
- Cups
- Plates
- Marble & Stone Products
- Sculptures
- Metal & Bronze Products
- Illustrations
- Picture Frames
- Religious Products
- Wall Clocks
- Mussel and Shells
- Home Textile Products

## **Cosmetics**

- Natural Products
- Soaps
- Chemical Products
- Creams
- Colognes
- Room Odors
- Perfumes
- Sunscreens
- Sponges

## **Touristic Publications and Printed Products**

- Introduction Books
- Bookmarks
- Postcards
- Notebooks and Agendas

## **Promotion Products**

- Metal Products
- Glass Products
- Textile Products
- Bags
- T-shirts
- Plastic Products
- Pens
- Keyrings
- Paper Products
- Kitchen Aprons
- Notebooks
- Agendas
- Digital Products
- USB Sticks
- Powerbanks

## **Games And Toys**

- Stuffed Toys
- Board Games
- Plastic Toys
- Sea and Pool Materials
- Wooden Toys
- Party Materials
- Hobby Materials

# IN FIGURES 2022

## SOUVENIREXPO TURKEY

**200+**  
Exhibitors

**125**  
Countries

**9.871**  
Unique  
Trade  
Visitors



**ROTA**  
Exhibitions Turkey

Tel: +90 212 812 62 66 ✉ info@rotaexhibitions.com.tr

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