

**Problems in Supply Chain Create an Opportunity for Turkey in the Touristic Gifts and Souvenirs Sector.**

## **12-Billion USD Worth Touristic Gift and Souvenir Sector gathers in Istanbul for the first time**

***Professionals from the 12-billion USD worth Touristic Gift and Souvenir Sector are getting ready for Souvenir Expo Turkey, which is organized in Turkey for the first time. Souvenir Expo Turkey will be held from 2 to 5 December 2021, at Istanbul Expo Center, where thousands of professional buyers from more than 50 countries will meet the sector.***

Highlighting the fact that Turkey has a business volume of 4 billion USD in domestic market and 8 billion USD in foreign market for the sector called as Souvenir sector in global trade, **Country Manager of ROTA Exhibitions Turkey Fuarçılık A.Ş., Erdal Usta**, said, “Turkey has taken an important opportunity in increasing its market share, due to the recession of China - having the largest market share in the Touristic Gift and Souvenir sector - during the pandemic. We can become a bigger player in the global trade for Souvenir sector, thanks to both our production power and our strategic position that can be accessed via land, railway, air and sea.”

### **Souvenir Expo Turkey to contribute to achieving export targets and branding in the sector**

**Usta** continued his words, “Souvenir Expo is the world’s most successful exhibition in its field, organized on a regular basis for more than 40 years in our neighbor Greece and attended by several Turkish companies as exhibitors and visitors. Over one thousand companies attend the exhibition regularly, every year. The exhibition and the sector have grown together for the past 40 years. With scarcely any production, Greece has attained a significant business volume by virtue of Souvenir Expo, despite being dependent entirely on outside sources in this field. Greek companies that mainly imported from China in the past have started facing supply issues after the pandemic broke out and, therefore, consider Souvenir Expo Turkey Exhibition a serious opportunity to gather with Turkish manufacturers. By organizing the Souvenir Expo Turkey Exhibition in our country, we aim at raising awareness for the potential of the sector and increasing our export rates. Showing companies how they can gain more added value from their products is also a mission we have undertaken and attach great importance to. We believe that the exhibition will eliminate, in the medium term, illicit manufacturing and imitation products, contribute to increasing branding in the sector and serve to ensuring that the tourists visiting our country spend more foreign currencies here by purchasing quality products with distinctive designs. Our manufacturers will also notice in time and by experiencing at our exhibition that Baklava, Turkish delight, olive and olive oil, peshtemal towels, fashion jewelry, cosmetic products, bikinis or summer season fashion products are also souvenirs, except for the

common standard products. Products with increased added value will help the sector grow at an even greater speed.”

### **Professionals of the souvenir sector meet at this exhibition**

Stating how the preparations continue successfully for the Souvenir Expo Turkey, to be held from 2 to 5 December 2021, at Istanbul Expo Center, **Erdal Usta** noted, “More than 100 domestic and foreign companies will meet thousands of professionals from more than 50 countries. The sector is currently overwhelmed with production due to the rising demand in the sector and, through Souvenir Expo Turkey, it will take the opportunity of reaching new markets, particularly for export, and coming together with all the companies in Turkey.”

### **Greatest manufacturers, wholesalers and retailers to attend Souvenir Expo Turkey**

Souvenir Expo Turkey to be held in Turkey 45 days before the Souvenir Expo Greece exhibition will host the greatest manufacturers, wholesalers and retailers of the sector in our country. Moreover, interested persons from museums, duty-free companies operating at airports, souvenir shops, hotels and boutiques at touristic regions will be able to visit the exhibition for 4 days.

By virtue of Rota’s international experience, this year, visitors from over 50 countries have already registered at this exhibition renowned by almost the entire world. Besides, exhibition invitations have been delivered to 100 thousand points in our country. Touristic gifts like cups, magnets, key chains and evil eye beads, summer fashion products like swimwear, bikinis, peshtemal towels, shorts and sunglasses, food products like baklava, Turkish delight and Turkish coffee, natural and organic products like olive, olive oil and soaps, promotional items, suitcases, bags, belts, leather accessories and decoration products purchased by tourists when they visit Turkey will all be exhibited at Souvenir Expo Turkey

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

*Established in 1984, Rota not only stands as one of the most significant exhibition companies in the Eastern Mediterranean, but also hosts a number of significant exhibitions at the modern exhibition center in Greece, Metropolitan Expo Centre. Maintaining sectoral publishing activities in addition to group companies organizing exhibitions at various sectors, Rota incorporates companies based in Greece, namely Rota SA, Fashion News, T Expo, Med Expo and Expo One, as well as Rota Exhibitions UK in London-UK, Rota Exhibitions Middle East in Doha-Qatar and Rota Exhibitions Turkey Fuarçılık A.Ş. in Istanbul-Turkey.*

**For further information:** You can 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) websites.

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