

Souvenir Expo Turkey, the World's Most Successful Touristic Gift and Souvenir Industry Exhibition, Has Grown 2.5 Times in Its 2nd Year!

“Touristic Gift and Souvenir Industry is Opening to World Markets with Souvenir Expo Turkey!”

Souvenir Expo Turkey, the world's most successful Touristic Gift and Souvenir industry fair, which was held for the first time in Turkey last year, is preparing to host industry professionals at Istanbul Expo Center between 1-4 December 2022. ROTA Exhibitions Turkey Fuarçılık A.Ş. Country Manager Erdal Usta said, "The Souvenir Expo Turkey, which we organized for the first time in Turkey last year, was very successful. Our exhibition, which grew 2.5 times in its 2nd year, became the door of the souvenir industry in Turkey to the world markets. Turkey is now a center of attraction that welcomes tourists for 12 months of the year. As Souvenir Expo Turkey, our goal is to ensure that the business volume of the souvenir industry, which meets 25 percent of Turkey's tourism revenue, increases its business volume of \$13 billion."

Turkey is both a very important producer in the souvenir industry, which we can express as a touristic souvenir and an important power with the price and fast logistics advantage it provides. The sector, which has an average annual business volume of \$13 billion, alone, provides 25 percent of Turkey's income from tourism.

TURKEY HAS BECOME A CENTER OF ATTRACTION HOSTING TOURISTS FOR 12 MONTHS OF THE YEAR...

Stating that Turkey hosted over 32 million tourists in the first 8 months of 2022, **ROTA Exhibitions Turkey Fuarçılık A.Ş. Country Manager Erdal Usta** said, "Turkey is now a country that welcomes tourists for 12 months of the year. In addition to the hotels along the coastline, city hotels are also experiencing a large amount of occupancy. We expect this occupancy to be reflected in the Touristic Gift and Souvenir industry largely. We stand by the industry again with the Souvenir Expo Turkey, which we will organize for the second time at the Istanbul Expo Center between 1-4 December 2022. We had a very successful exhibition experience last year. This year, the interest in our exhibition is much greater. We managed to grow 2,5 times in 2 years. This year, more than 200 exhibitors and over 1000 brands will take part in Souvenir Expo. Professional buyers and visitors from all over the world will have the chance to reach the latest products in the market and to supply products at the most affordable prices by contacting the manufacturers directly at the exhibition."

TURKEY AIMS TO BE THE PRODUCTION AND SUPPLY BASE IN THE SOUVENIR INDUSTRY...

Stating that they believe in Turkey's production power and potential, Erdal Usta said, "We brought Souvenir Expo, the world's largest touristic gift and souvenir exhibition brand, to Turkey. Our aim is primarily to contribute to Turkey's becoming a production and supply base in the souvenir industry. I believe that by the end of 2022, the target of 50 million tourists and 44 billion dollars tourism income will be achieved. Last year, our visitors from 92 countries had the opportunity to see the products they can sell all over the world under the same roof at Souvenir Expo Turkey. Many products from ceramics to home textiles, from summer fashion textile products to traditional tastes took part in our exhibitions. But most importantly, we showed our visitors and exhibitors that there are many different items of the industry, that products that they do not think of can be souvenirs, and that those products can be sold with a much more added value when viewed from this perspective."

IT WAS THE FIRST TIME IN TURKEY TO HAVE THIS IMPORTANT EXHIBITION ABOUT TOURISTIC GIFTS

ROTA Exhibitions Turkey Fuarçılık A.Ş. Country Manager Erdal Usta continued his words as follows: "This is the first time such an important and large fair has been held in Turkey regarding touristic gifts. Souvenir Expo, which has been organized worldwide for 35 years and is the brand fair of the souvenir industry, was already closely known and visited by our Turkish manufacturers. Thanks to the arrival of the exhibition in Turkey, more companies will now have the opportunity to join the international network of Souvenir Expo Turkey and consolidate their existing collaborations and open up to new markets. Industry professionals from all over the world will come together with wholesalers and retailers from all touristic regions of Turkey who will visit the fair at Souvenir Expo Turkey."

SOUVENIR EXPO TURKEY WILL BE AT ISTANBUL EXHIBITION CENTRE ON 1-4 DECEMBER 2022...

Organized by Rota Exhibitions Turkey Fuarçılık A.Ş., Souvenir Expo Turkey Touristic Gifts and Souvenirs Exhibition will be opened to visitors at Istanbul Expo Center between 1-4 December 2022. In the fair, summer fashion clothes and accessories such as mugs, magnets, key chains, evil eye beads, swimsuits, bikinis, loincloths, towels, shorts, sunglasses, world-famous food products of our country such as baklava, Turkish delight, Turkish coffee, natural products such as olives, olive oil, soap and organic products, promotional materials, suitcases, bags, belts, leather accessories and decoration products.

The participant profile of the exhibition consists of Souvenir Manufacturers, Souvenirs Manufacturers, Touristic Souvenir Manufacturers, Textile Manufacturers, Fashion Companies, Jewelry Companies, Handicrafts Manufacturers, Cosmetics Companies, Packaged Touristic Food Manufacturers, Promotional Products Companies, Wholesalers, Software Companies, Game and Toy Manufacturers, Transport and Logistics Companies. Visitor profile includes Retailers, Distributors, Export Companies, Professional Purchasing Authorities, Markets in Touristic Areas, Boutiques and Clothing Stores in Touristic Areas, Chain Stores, Museums, Airports Duty-Free companies, Souvenir Shops, and Hotels.

About the ROTA...

Founded in 1984, Rota is one of the most important exhibition companies in the Eastern Mediterranean, as well as hosting many important exhibitions with its modern exhibition centre in Greece, the Metropolitan Expo Centre. In addition to the group companies that organize exhibitions in different sectors, Rota also carries out sectoral publishing activities in addition to Greece-based companies such as Rota SA, Fashion News, T Expo, Med Expo, Expo One, Rota Exhibitions UK in London England, Rota Exhibitions Middle East in Doha Qatar, and Rota Exhibitions Turkey Fuarçılık A.Ş. in Istanbul - Turkey. For more detailed information www.rotaexhibitions.com.tr www.rota.gr www.souvenirexpoturkey.com.tr you can use these websites.

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