

SOUVENIREXPO TÜRKİYE

World's Top Souvenir and Tourist Gifts Professionals Meet in Istanbul

The world's best fair for souvenir professionals, Souvenir Expo Türkiye Touristic Gifts and Souvenirs Fair is getting ready to open its gates for the third time, on December 14-17, 2023, at Istanbul Expo Center. This year, with more than 300 exhibitors and more than 1500 brands in 3 halls, the fair will host thousands of industry professionals from 150 countries who wish to benefit from the widest variety, quality and affordable price range of souvenirs and tourist gifts.

Mr. George Panorgias, Managing Director of Rota Exhibition Türkiye Fuarçılık A.Ş., pinpoints the great potential of Türkiye for development in tourism. *"Türkiye's tourism target for 2028 is 90 million visitors and \$100 billion in revenue. While the revenue expectation in 2023 was 56 billion dollars, this figure is expected to increase to 68 billion dollars in 2024. In addition, the increase in spending per tourist from \$800 to \$1,200 per year in the last 5 years, also increases Türkiye's potential and attractiveness. As Rota, we have believed in Türkiye's production power from the very beginning. That is why we have been bringing together the best of the world and the best of Türkiye at Souvenir Expo Türkiye Touristic Gifts and Souvenirs Fair for the past three years."*

1500 brands and thousands of visitors from 150 countries

Souvenir Expo Türkiye will be held in 3 halls, at Istanbul Expo Center on 14th-17th of December 2023, as **Mr. Panorgias** indicates. *"More than 300 exhibitors and more than 1500 brands have taken their places at Souvenir Expo Türkiye this year. We are expecting souvenir professionals from more than 150 countries. We look forward to welcoming souvenir professionals who want to have direct contact with manufacturers and benefit from special, advantageous prices, see the latest products on the market, increase their knowledge of the sector and improve their environment with business contacts to our fair in December."*

The widest range of souvenir products will be showcased at Souvenir Expo Türkiye

Souvenir products such as mugs, magnets, key chains, evil eye beads, summer fashion items such as swimsuits, bikinis, loincloths, towels, shorts, sunglasses, food products such as baklava, Turkish delight, Turkish coffee, natural and organic products such as olives, olive oil, soap, promotional materials, luggage, bags, belts, leather accessories and decoration products, will be exhibited at Souvenir Expo Türkiye Fair this year.

World's best souvenir manufacturers and buyers in Istanbul

The exhibitors' profile of the fair includes Souvenir and Tourist Gifts Manufacturers, Textile Manufacturers, Fashion Companies, Jewelry Companies, Handicraft Manufacturers, Cosmetics Companies, Tourist Packaged Food Manufacturers, Promotional Products

Companies, Wholesalers, Software Companies, Game and Toy Manufacturers, Transportation and Logistics Companies. The visitors' profile includes Retailers, Distributors, Export Companies, Professional Purchasing Authorities, Grocery Stores in Tourist Areas, Boutiques and Clothing Stores in Tourist Areas, Chain Stores, Museums, Airport Duty Free Companies, Souvenir Shops and Hotels.

Souvenir sector alone contributes 15 billion dollars to Turkish economy

The tourist souvenir and gift sector alone reaches 15 billion dollars, which is about 30 percent of Türkiye's tourism revenue in 2023, which is expected to be 56 billion dollars.

About Rota...

Established in 1984, Rota is one of the most important exhibition companies in the Eastern Mediterranean and hosts many important fairs at its modern Metropolitan Expo Centre in Greece. In addition to the group's companies, which organize trade fairs in various sectors, Rota also carries out sectoral publishing activities. In addition to its Greek-based companies such as Rota SA, Fashion News, T Expo, Med Expo, Expo One, Rota Exhibitions Turkey Fuarçılık A.Ş. in Istanbul Turkey, Rota Exhibitions UK in London UK, Rota Exhibitions Middle East in Doha Qatar and Rota Exhibitions Spain in Barcelona.

Established in 2018 in Istanbul, Rota Exhibitions Turkey Fuarçılık A.Ş. organizes the participation of Turkish companies in Rota exhibitions. From 2021, it will be the first fair in Turkey: Tourist Souvenirs and Souvenirs Sector Fair Souvenir Expo Türkiye, which brings nearly 40 years of global exhibition experience to our country.

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