

# SOUVENIR EXPO TÜRKİYE

Turistik Hediyelek ve Hatıra Eşya Fuarı  
Touristic Gifts and Souvenirs Exhibition

# 14-17 December

Istanbul Expo Center - İFM - Yeşilköy

# 2023 POST SHOW REPORT



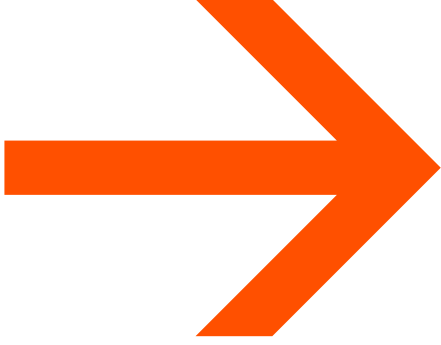
# 2023

## POST SHOW REPORT



# SOUVENIR EXPO TÜRKİYE

Turistik Hediyelik ve Hatıra Eşya Fuarı  
Touristic Gifts and Souvenirs Exhibition



The third edition of **Souvenir Expo Türkiye**, an exhibition dedicated to tourist souvenirs, was held from 14 to 17 December at the Istanbul Expo Center with **more than 200 exhibitors and more than 2,000 brands** in 3 halls.

**Souvenir Expo Türkiye**, the most successful tourist souvenir and summer fashion exhibition in Türkiye and Eurasia, was attended by **9,198 professional visitors from 113 countries**.



At this special exhibition, where professionals in souvenir, touristic gift , and summer fashion from Türkiye and around the world gathered, exhibitors had the opportunity to connect with international buyers and expand their business through the orders they received.

**Souvenir Expo Türkiye** continued to grow this year, showcasing a wide range of products, the latest market trends, and fostering strong business connections.

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*The Most Successful  
Touristic Gifts&Summer Fashion Fair in  
Türkiye and Eurasia*

**2000+** Exhibitors  
**2000+** Brands  
**3** Halls



**113** Countries  
**9198** Professional  
Visitors  
**Professional  
Visitors**

## 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

# Exhibitors





### GND PAZARLAMA

*"The fair was a resounding success for us. Looking ahead, we're considering enlarging or relocating our stand next year to accommodate the increasing interest."*

*Selçuk Uzun*

We welcomed customers and buyers from various countries, including those we personally invited. With our extensive product range, we stood out to buyers, resulting in a highly successful fair experience. Our ability to showcase our diverse offerings and attract international visitors further solidified our position in the market. The advent of Souvenir Expo Türkiye marks a significant milestone in our country's fair landscape. Its organization has not only attracted buyers from abroad but has also garnered international recognition. It's gratifying to learn that attendees at fairs we visit abroad are familiar with Souvenir Expo Türkiye, indicating its growing reputation on the global stage. This evolution positions the fair as an international event, promising satisfaction for all participants as it continues to expand its reach and influence.



### GİSA ACCESSORIES

*"Souvenir Expo Türkiye holds immense significance for us, significantly bolstering our export endeavors. Its establishment fills a crucial gap in our country's fair calendar, providing a platform for businesses like ours to showcase products to a global audience."*

*Salih Tunçdibek*

At Gisa Accessories, we distribute goods to 185 foreign countries, making our participation in the fair invaluable. Although we couldn't join in the inaugural year, our presence over the past two years has proven immensely advantageous. Our success at the fair has solidified our commitment to returning next year, with plans to expand our presence with a stand twice the size of our current one.





### AL BENİ CAM AHŞAP DEKORASYON

*"We are thrilled to announce our debut participation in Souvenir Expo Türkiye this year. Despite it being our first foray into this event, our stand has garnered considerable attention, delighting us with the interest it has sparked."*  
Zeynep Demircioğlu

Notably, we've had the pleasure of hosting visits from international companies, and our interactions have led to promising connections with buyers from 4-5 different countries, extending beyond the duration of the fair. The appreciation expressed by our visitors fills us with joy and satisfaction. Buoyed by this positive reception, we eagerly anticipate returning to the fair next year.

Our presence at the fair was distinctive, particularly in our focus on glass-intensive products. We believe that having other companies with similar offerings would enhance the overall impact and beauty of the event.



### NAZAR ANTALYA

*"I believe it's essential to participate in this fair annually to fuel our growth. We've welcomed new customers from various countries, including Spain and Albania, expanding our customer portfolio this year. To better cater to their needs, we've enhanced our models and collections. Additionally, we've increased our exhibition space to accommodate our expanding presence."*  
Mehmet Serkan Yalçın

Given our geographical proximity to Europe and our robust manufacturing capabilities in the Middle East, we find ourselves in direct competition with China, our foremost competitor. We reassure our international customers that we can provide faster and higher-quality products to Europe, particularly in terms of transportation. The speed and quality of our deliveries have garnered satisfaction from our customers. Looking ahead, we plan to participate in Souvenir Expo Türkiye next year, expanding our exhibition space and further enhancing our product range.

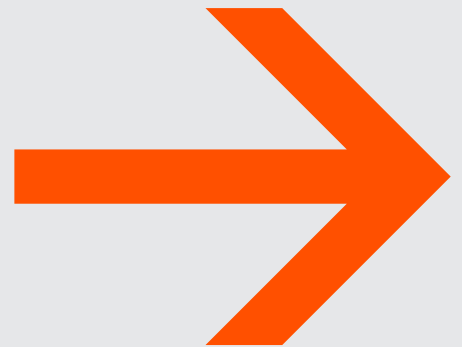


## VISITOR PROFILE

- 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

**9198**  
Professional  
Visitors

# Visitors





# Top 20 Visiting International Countries

# 113 Countries Professional Visitors

- Greece
- Romania
- Bulgaria
- Albania
- Azerbaijan
- Russia
- USA
- Australia
- Spain
- Italy
- Saudi Arabia
- Kosova
- Malta
- Libya
- Montenegro
- China
- Croatia
- Iran
- Iraq
- Algeria



- Albania
- Austria
- Belarus
- Belgium
- Bosnia-Herzegovina
- Bulgaria
- Croatia
- Cyprus
- Czechia
- Denmark
- France
- Finland
- Germany
- Gibraltar

- Greece
- Hungary
- Italy
- Kosovo
- Latvia
- Liechtenstein
- Lithuania
- Malta
- Moldova
- Montenegro
- North Macedonia
- Northern Cyprus
- Norway
- Poland

- Portugal
- Republic of Serbia
- Romania
- San Marino
- Slovenia
- Spain
- Sweden
- Switzerland
- The Netherlands
- Türkiye
- Ukraine
- United Kingdom

- Afghanistan
- Azerbaijan
- Georgia
- Kazakhstan
- Mongolia
- Russia
- Uzbekistan
- Tajikistan
- Turkmenistan



# PROMOTIONAL CAMPAIGNS

NEWSPAPERS & MAGAZINES

84 News Items Published In Total

423,057 Views



# SOCIAL MEDIA ACTIVITIES & DIGITAL ADVERTISMENT

Participant announcement  
Exhibitors & Visitors promotional videos  
Exhibitors Testimonials  
Promotional Reels for Social Media  
Digital Advertisement

We reached

# 20.834.518

accounts worldwide

# 68.198.185

impressions



# Souvenir Expo Türkiye Call Center

Invited more than

**70.000**

souvenir,  
touristic gift and summer  
fashion professionals.



# SOUVENIR EXPO TÜRKİYE

Touristic Gifts and Souvenirs Exhibition

Istanbul Expo Center - İFM - Yeşilköy

5-7  
December  
2024



Scan And Book Your Stand

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ROTA  
Exhibitions Turkey



ifm  
Istanbul Fair Market



KOSGEB  
KÜLTÜR VE TURİZM BAKANLIĞI  
İSTİSNA VE İZCİLİK İŞLERİ GENEL MÜDÜRLÜĞÜ

\*THIS FAIR IS ORGANIZED UNDER SUPERVISION OF TOBB (THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TÜRKİYE) IN ACCORDANCE WITH THE LAW NO.5174\*