

# 79<sup>th</sup> İZMİR INTERNATIONAL FAIR

August 27 - September 5, 2010

İzmir International Fair Center, İzmir / TURKEY

UNDER THE PATRONAGE OF



REPUBLIC OF TURKEY  
MINISTRY OF  
INDUSTRY AND TRADE

SUPPORTERS



İZMİR  
CHAMBER OF COMMERCE



KOSGEB

REPUBLIC OF TURKEY MINISTRY OF  
INDUSTRY AND TRADE  
Small and Medium Industry  
Development Organization

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METROPOLITAN  
MUNICIPALITY  
OF İZMİR

# 79<sup>th</sup> İZMİR INTERNATIONAL FAIR

“Organise fairs and hold exhibitions in this city.”

Mustafa Kemal ATATÜRK  
The 1<sup>st</sup> Izmir Economy Congress, 1923



## Turkey

Turkey lies between Asia and Europe, serving as a bridge geographically, culturally and economically. Its location on two continents plays a central part in Turkish history and gives the country a major advantage in serving the markets of Europe, the Middle East and North Africa.

## Foreign Trade of Turkey (Million US Dollars)

|                      | 2008 (Total) | 2008 (Jan-Sep.) | 2009 (Jan-Sep.) | Change (%) |
|----------------------|--------------|-----------------|-----------------|------------|
| Export               | 132.003      | 93.394          | 64.622          | -30,1      |
| Import               | 201.823      | 145.658         | 87.574          | -39,9      |
| Foreign Trade Volume | 333.826      | 238.052         | 152.196         | -36        |

While Turkish exports had mainly been composed of agricultural products in the 1980s, manufactured goods now constitute around 90 percent of Turkish exports, indicating the structural transformation of the Turkish economy. Textiles still being the predominant sector, export products have been diversified to include iron and steel, glass and ceramic ware, leather and leather products, household appliances, vehicles and vehicle spare parts. Turkey's imports are composed largely of manufacturing products (67%), followed by mining products (24%) and agricultural products (6%).

In parallel to the political and economic realignments unfolding in the world, the ongoing privatization program and huge energy and infrastructure projects have rendered Turkey more attractive to foreign investors over the recent years. With its dynamic economy, large internal market, competitive industry and skilled labor force, Turkey offers numerous opportunities for foreign investors.

## İzmir

Due to its strategic geographical location, İzmir has been the “starting and ending point” of vital and strategic arteries of commerce in this region for centuries. In recent years, especially for manufacturing and trade, it has become extensively interconnected with the largest, surrounding cities; such as İstanbul, Bursa, Manisa, Denizli, Aydın, and Muğla.

Domestic and foreign trade have been extremely well developed in İzmir, due to the following important elements:

- A highly developed transport system and well integrated points of access,
- Organized Industrial Parks,
- Free Zones,
- Large-capacity port,
- Including, the perseverance and activities of the chambers of commerce, exporters unions, chamber of commerce and commodity exchange.

The city's most common, and most productive, industries are the food industry, the construction industry, the textile (“ready-to-wear clothing”) industry, furniture (wood) manufacturing industry and the chemical industry. In total, there are 300,000 craftsmen, 70,000 business firms, and 6,500 industrial plants in İzmir.



## İZFAŞ / İzmir Fair Services Culture And Art Affairs Trade Inc.

İZFAŞ/ İzmir Fair was founded with the initiative of İzmir Metropolitan Municipality in 1990. İZFAŞ gains strong support from the business circles, as the other shareholders are İzmir Chamber of Commerce, Aegean Region Chamber of Industry, Turkish Union of Chambers of Commerce and Industry, Aegean Exporters Union and İzmir Stock Exchange. In her own fairground, İZFAŞ organizes and assists in arrangement of about 35 specialized fairs in different sectors every year.

İZFAŞ is one of the leading fair organizers in Türkiye and

- owns K-Q TSE-ISO EN 9001:2000 Quality System Certificate
- organizes UFI member international fairs “İzmir International Fair” and “MARBLE Fair”.
- plays a leading role in the development of the related sectors with her national specialized fairs
- located in İzmir, very close to İzmir Port with rich agricultural and industrial hinterland



## 79<sup>th</sup> İzmir International Fair

İzmir International Fair is the oldest tradeshow in Turkey, considered the cradle of Turkey's fairs and exhibitions industry, and is also notable for hosting a series of simultaneous festival activities. The fair and the festival are held in the compound of İzmir's vast innercity park named Kültürpark, and organized by İZFAŞ, a depending company of İzmir Metropolitan Municipality. The 79<sup>th</sup> İzmir International Fair will take place between August 27 - September 5, 2010. İzmir International Fair is also the most venerable member (since 1948) of UFI from Turkey, the association of the world's leading tradeshow organisers and fairground owners, as well as the major national and international associations of the exhibition industry, and its partners. The musical and other cultural events that accompany the commercial fair and that had actually started out as an auxiliary activity to attract popular interest for the event have become, over the years, a school by themselves.



## Exhibit Profile

- Health
- Organic Agriculture
- Food Products, Technology and Sub-Industry
- Automotive Sub-Industry
- Furniture, Decoration, Household Appliances, White Goods
- Passenger Cars
- Trade Vehicles
- Bicycle, Motorcycle
- Construction and Building Materials
- Construction Machinery, Agricultural Machinery, Farming Tools
- Boat, Yacht and Technology
- HVAC and Sub-Industry
- Electric, Electronic, Computer, IT, Telecommunication
- General Machinery
- Finance
- Tourism and Thermal Tourism
- Chemical and Petrochemical Products and Technology
- Maritime and Hunting Materials
- Services
- Publication and Books



## Statistics of the Last 3 Years

|                         | 76 <sup>th</sup> İEF<br>(31 Aug. - 10 Sept. 2007) | 77 <sup>th</sup> İEF<br>(22-31 August 2008) | 78 <sup>th</sup> İEF<br>(28 Aug. - 6 Sept. 2009) |
|-------------------------|---------------------------------------------------|---------------------------------------------|--------------------------------------------------|
| Total exhibitors        | 1.091                                             | 1.043                                       | 1.003                                            |
| Domestic exhibitors     | 815                                               | 791                                         | 774                                              |
| Foreign exhibitors      | 276                                               | 252                                         | 229                                              |
| Total allocated area    | 71.900 sqm                                        | 72.178 sqm                                  | 65.730 sqm                                       |
| Indoor area             | 33.607 sqm                                        | 39.859 sqm                                  | 28.230 sqm                                       |
| Outdoor area            | 38.29 sqm                                         | 32.319 sqm                                  | 37.500 sqm                                       |
| Number of visitors      | 1.435.874                                         | 1.495.656                                   | 1.498.54                                         |
| Trade visitors          | 38.927                                            | 38.887                                      | 39.000                                           |
| Participant countries   | 59                                                | 58                                          | 56                                               |
| Guest Country of Honour | Ukraine                                           | Cuba                                        | Ethiopia                                         |

## International Cuisine Festival

The International Cuisine Festival was organized for the 9<sup>th</sup> time in 2009 in the framework of the İzmir International Fair. The Festival Area becomes the main attraction point for the visitors with different country cuisines and performance groups of some of the participant countries.

In 2009, Albanian, Bulgarian, Chinese, Ethiopian, Italian, Japanese, Macedonian, Mexican Moroccan and Turkish cuisines were presented to the visitors.



## International Art Days

The 14<sup>th</sup> International Art Days was organized in Hall 3 in the scope of the 78<sup>th</sup> İzmir International Fair. Artists from various countries were able to exhibit and present their valuable art works such as paintings, photographs, sculptures, wooden works, etc. to the art lovers. International Art Days is an important event bridging the cultures together since 1995.



## Official Delegation Program



Turkish Republic Ministry of Industry and Trade has been arranging the Official Delegation Program inviting ministers and ministerial level delegation from various countries. Delegations not only visit İEF but also take the chance to make bilateral meetings with the participant countries.

106 delegates from 30 countries participated in the Official Delegation Program for the 78<sup>th</sup> İEF.

## Fair Calender

|                                 |                                           |
|---------------------------------|-------------------------------------------|
| <b>Deadline for Application</b> | : August 9, 2010                          |
| <b>Dates</b>                    | : August 27 - September 5, 2010           |
| <b>Visiting Hours</b>           | : 16:00 - 23:00                           |
| <b>Move-In</b>                  | : August 24, 2010                         |
| <b>Move-Out</b>                 | : 2 days as of 24:00 on September 5, 2010 |
| <b>Official Inauguration</b>    | : August 27, 2010                         |

## A CENTRAL FAIRGROUND REFLECTING THE CITY IDENTITY: KÜLTÜRPAK



Kültürpark, united with İzmir Fair, is an important component of the city identity. In addition to its various advantages as a fairground, it is an ideal platform where people from different walks of life can enjoy their time.

Kültürpark is the culture and art centre of İzmir with its green fields filled with hundreds types of trees and plants from all around the world, İsmet İnönü Art Centre with the capacity of 760 spectators, Atatürk Open-Air Theatre with the capacity of 3,000 spectators.

International İzmir Fair Center, based on 55.000 sqm as 4 Halls connected with tube passages for international service capability was inaugurated on the 1st of April 2004.

### SIZES OF THE HALLS

|              |        |     |          |        |     |
|--------------|--------|-----|----------|--------|-----|
| • Hall 1 / A | 1.750  | sqm | • Hall 3 | 4.000  | sqm |
| • Hall 1 / B | 1.750  | sqm | • Hall 4 | 5.250  | sqm |
| • Hall 2     | 11.000 | sqm | • TOTAL  | 23.750 | sqm |

### OUTDOOR AREA & HALL 5

Apart from the International İzmir Fair Centre, outdoor areas and Hall 5 is allocated for exhibitors and various cultural activities.

### CONTACT

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