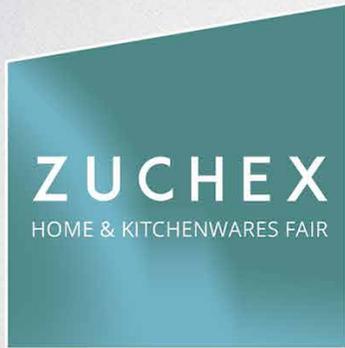


IDENTIFY YOUR NEXT **BESTSELLER!**



**13-16
SEPTEMBER
2018**



zuchex.com

THE 29th ZUCHEX INTERNATIONAL
HOUSEWARES, GIFTS AND SMALL ELECTRICAL APPLIANCES FAIR

2018 SHOW REVIEW

Organised by





THE 29th ZUCHEX
INTERNATIONAL
HOUSEWARES
GIFTS AND SMALL
ELECTRICAL
APPLIANCES FAIR

IDENTIFY YOUR NEXT
BESTSELLER!

Tuyap Fair and Exhibition Center, Buyukcekmece, ISTANBUL / TURKEY

13-16
SEPTEMBER
2018



SHOW OVERVIEW



29,783

Buyers

Over
100,000 sqm of
Exhibition Space Across
11 Halls

4,142

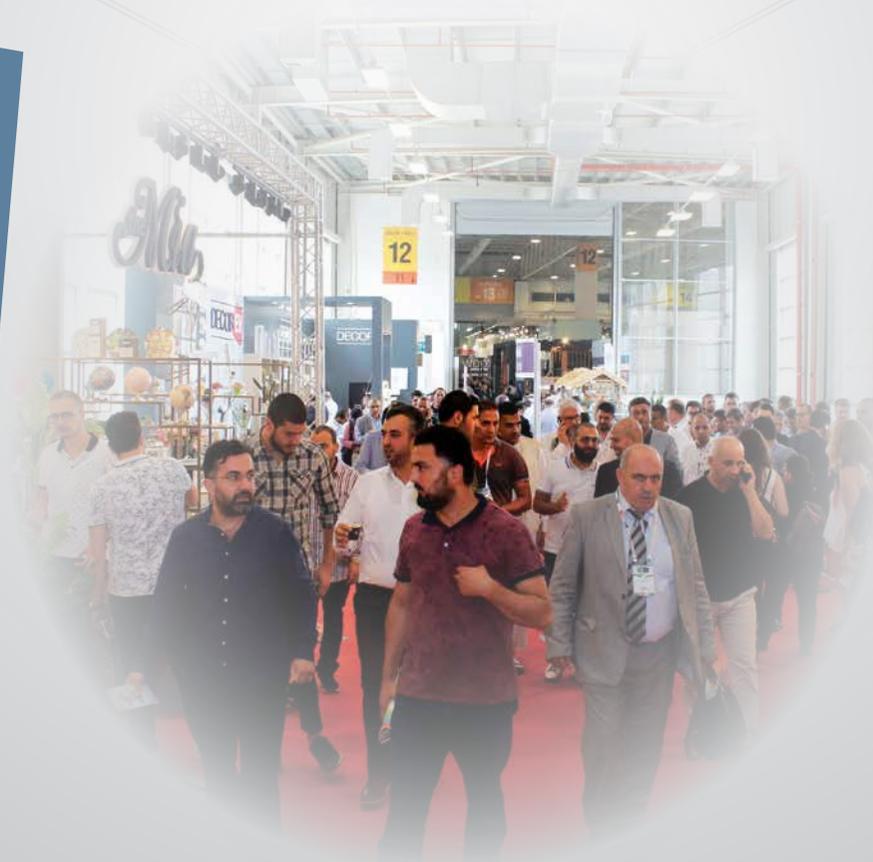
Overseas Buyers

104

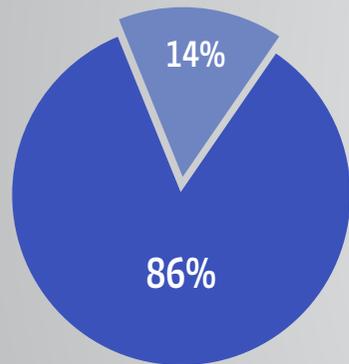
Countries
Took Part

472

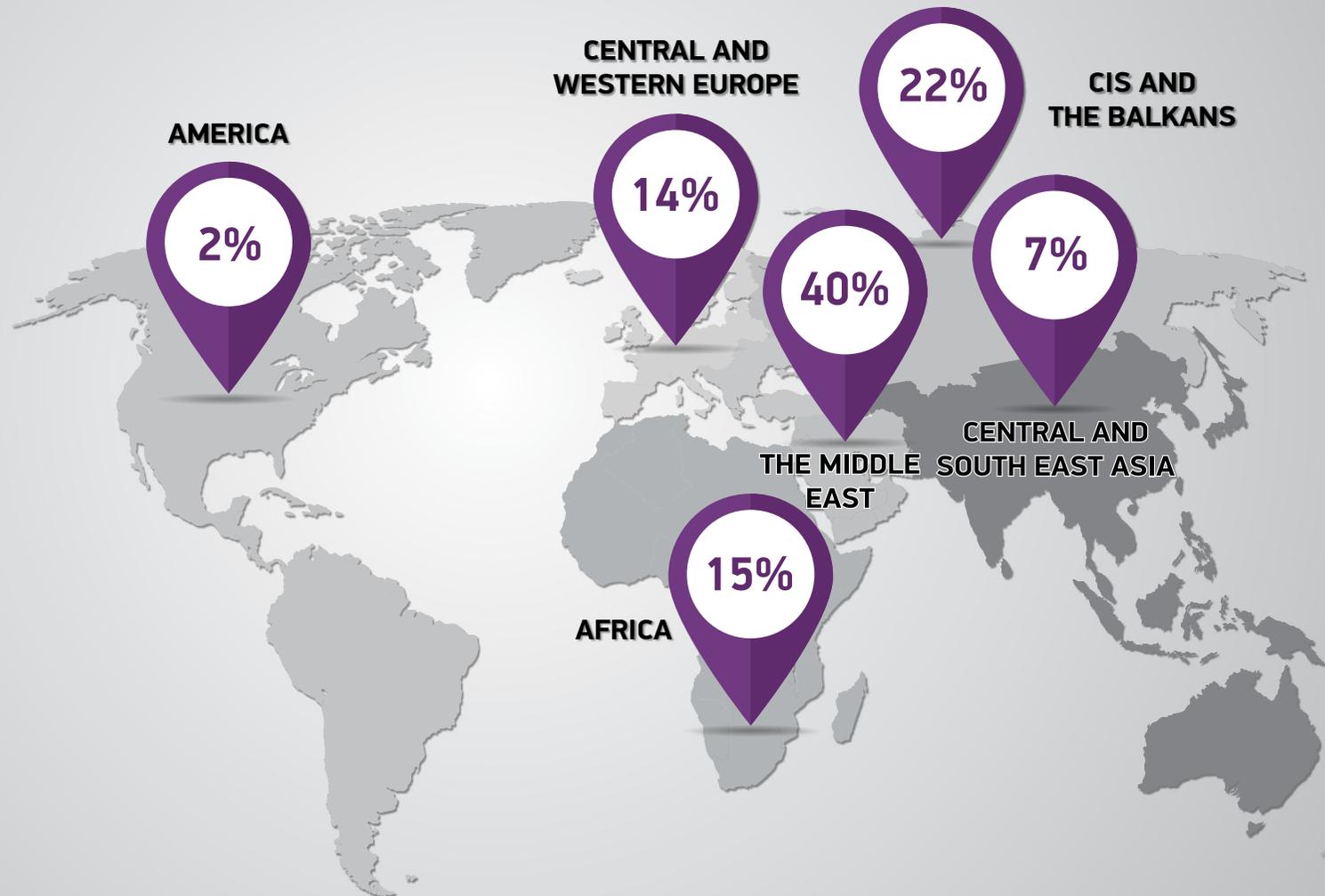
Domestic and
Overseas Exhibitors



WHERE DID OUR OVERSEAS BUYERS COME FROM?



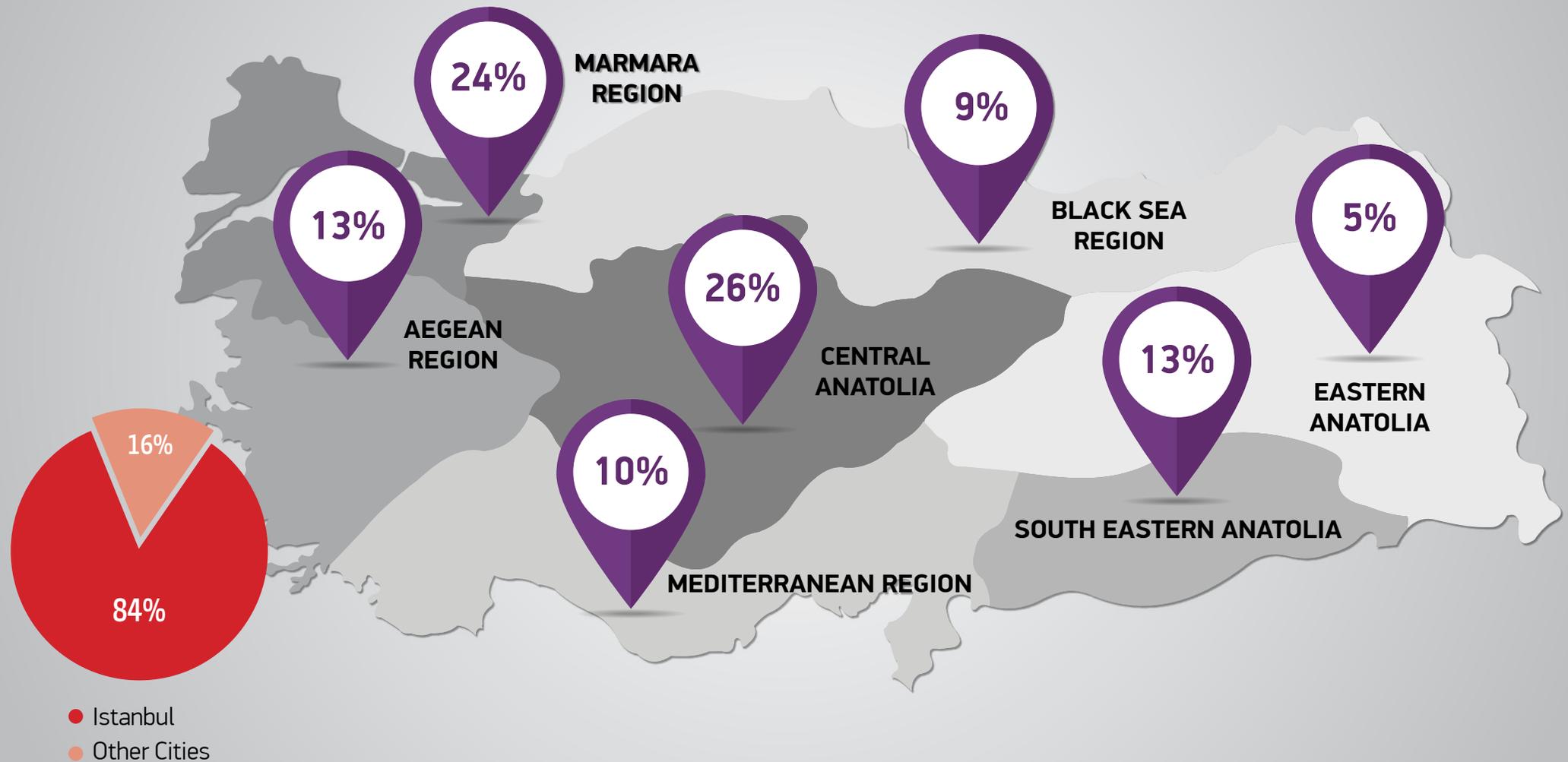
- Domestic Visitors
- Overseas Visitors



THE TOP 10 COUNTRIES WHICH ZUCHEX ATTRACTED THE MOST BUYERS FROM WERE:

Turkey, Saudi Arabia, Egypt, Iran, The Lebanon, Iraq, Greece, Germany, China and Russia

WHERE DID OUR DOMESTIC BUYERS COME FROM?



THE TOP 10 CITIES WHICH ZUCHEX ATTRACTED THE MOST BUYERS FROM WERE:

Istanbul, Izmir, Ankara, Bursa, Kayseri, Kütahya Kocaeli, Tekirdağ, Gaziantep and Konya

ZUCHEX 2018 FEEDBACK

WHAT OUR EXHIBITORS THOUGHT



76%
of exhibitors met
their target buyers



95%
of Exhibitors will
take part in the next
edition of Zuchex



70%
of exhibitors think
Zuchex provides an
ideal platform to do
business

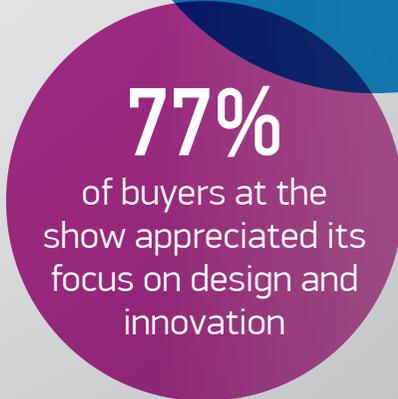
WHAT OUR BUYERS THOUGHT



84%
of buyers commented that
the show exceeded their
expectations

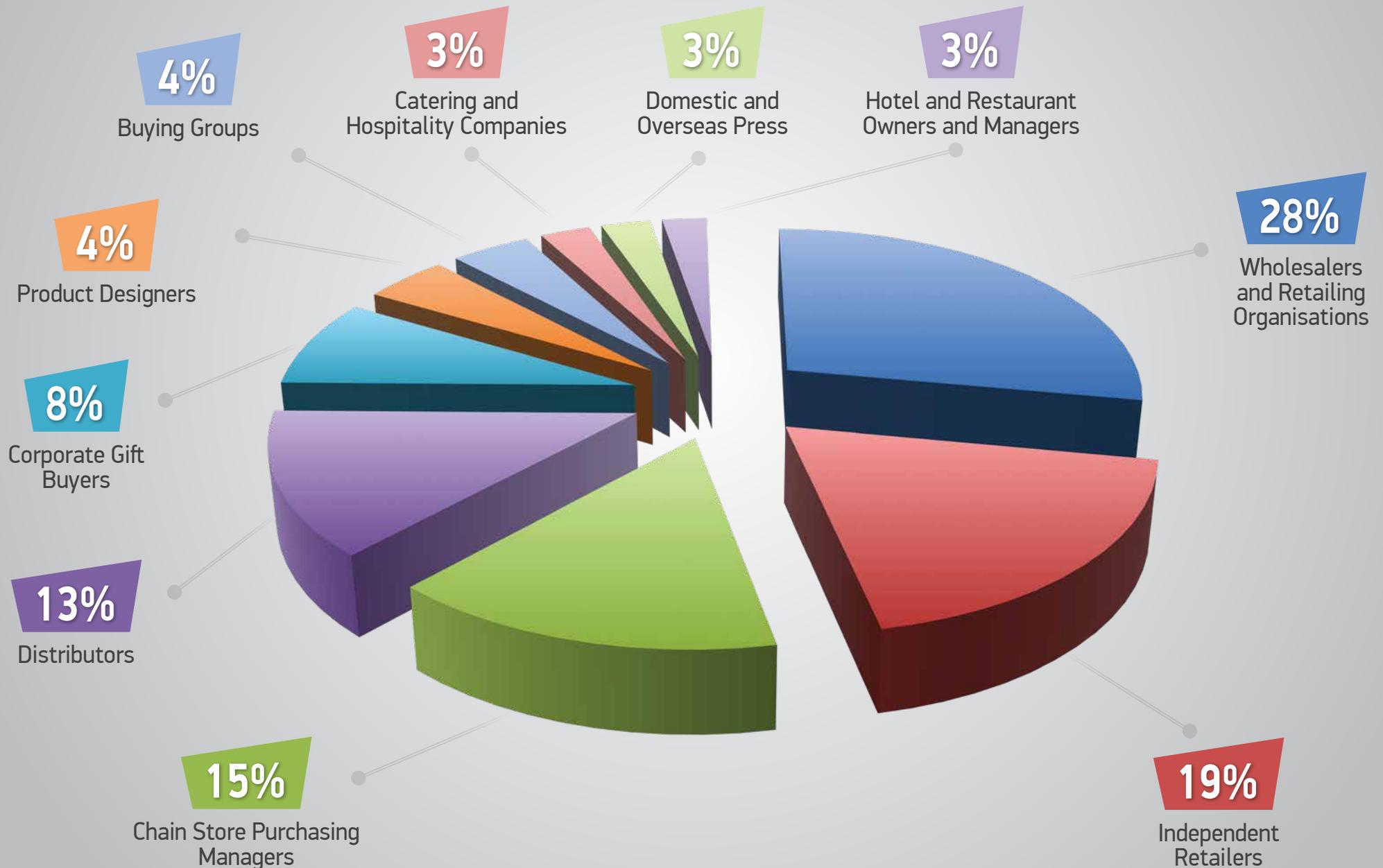


96%
of buyers will attend
Zuchex 2019



77%
of buyers at the
show appreciated its
focus on design and
innovation

WHERE DID OUR BUYERS COME FROM?



HOW WE PROMOTED THE SHOW

Over **100,000** Invitations Sent to Buyers

Over **70,000** Facebook Impressions

Over **50,000** SMS's

Over **38,000** Emails

Over **17,000** Calls to Leading Buyers Worldwide

Over **100,000** Brochures

Over **5,000** Instagram Likes

Over **3,000** followers on LinkedIn

Translated Into **5** languages

11 Media Partners

115 Press and TV editorials



ZUCHEX 2018 SHOW FEATURES

New Horizons for Turkish Coffee at Zuchex 2018

In the New Horizons Coffee Blend Competition, Turkish coffees, prepared using different blends created by famous brands, were presented. Organised for the first time at Zuchex 2018 with the support of the Turkish Coffee Culture and Research Association (TKKD) and the Baristas Association, the event was held in a square built in the fair area. Coffee machines and electric coffee pots were provided by participating companies that supported the event.



The Sector's Leaders Reflected Their Creativity in a Workshop

Sector leaders, including managers and owners of companies participating in Zuchex 2018, showcased their own creativity at a workshop held in the area. Leaders in the glassware sector decorated plates, cups and mugs in a live painting exhibition.



The Most Elegant Dining Tables Were Showcased

In another colourful event held during Zuchex 2018, Turkey's most important tableware brands competed to present the Most Elegant Dining Table. Designed according to a dinner concept, the table settings were evaluated by a jury composed of the directors of food, decoration and gastronomy magazines, as well as by visitors to the fair.



Renowned Chefs Showed Off Their Talent in Anatolian Cooking At Zuchex 2018!

Zuchex 2018 also included the 'Flavours in the Anatolian Style' event, supported by Mutfak Dostlari Dernegi (MDD). Intended to showcase the etiquette and richness of Turkish cuisine, the event – organised for the first time – featured famous chefs presenting dishes prepared using local recipes and sponsors' products to both domestic and foreign visitors.



WHAT OUR EXHIBITORS SAID

Harika Güral, Güral Porcelain

“ Zuchex is a dynamic fair, we participate each year and showcase our new products. We saw buyers from Yugoslavia, Serbia, Croatia, Bosnia, Pakistan and India. We also saw an increasing amount of interest from The Middle East. ”

Esra Karahan Kuştemir, Taç Mutfak

“ Zuchex is one of the top 3 Housewares exhibitions in the world. Naturally we welcomed many domestic and overseas buyers at the show, which was supported by our own successful promotional campaign. Combined this contributes significantly to the productivity of both the export and domestic markets. Amongst all the international fairs I attend, Zuchex stands out due to its outstanding organisation, attention to detail and attractive layout and design.

The cultural events, which were held for the first time this year, were also very well received. I believe Zuchex 2019 will be even more successful as the team continue to build on what they have achieved. ”

İsmail Taşkın, Porland

“ We enjoyed taking part in Zuchex 2018 and welcomed many buyers from Turkey and overseas. We received a lot of positive feedback, especially from Middle Eastern and European countries. The visitor profile was better for us than any other fair we have attended in 2018. I think that as more overseas buyers are attracted to Zuchex, the more we can drive the export market and contribute to the domestic economy. ”

Münir Öztaş, Kumtel

“ Zuchex is a fair that we really enjoy, and where we meet our customers. This year we had a very exciting and productive fair. Zuchex is good every year, but this year was different- so many thanks to those who contributed to this year's event. Zuchex really upped it's game in terms of the visitors it attracted from overseas. We have many customers we export to, and we came back from the show very satisfied with orders placed. We had a really successful show and reached our target customers. ”

Gültekin Sağlam, Kütahya Porcelain

“ The fair was highly profitable for us, exceeding all our expectations. We expected to see more local visitors, but were actually surprised to see that they were outnumbered by the quantity of overseas buyers who visited our stand. They were new buyers, who we had no prior business contact with. Zuchex will soon be on a par with Ambiente! ”

Emin Yüce, Keramika

“ The fair was really good and very productive for us, we were particularly impressed with the number of overseas visitors who visited our stand. Buying delegations visited us and we had the opportunity to introduce our new products, whilst acquiring new customers. Zuchex is a truly international fair, and will continue to grow with each passing year. ”

Semih Demir, Sinbo

“ We had a productive time at this year's Zuchex, meeting many new customers from overseas. Zuchex has been established for many years, and continues to be the leading international trade fair in Turkey, attracting both returning and new customers. ”

Soner Arslan, Lux Plastic

“ Having participated in Zuchex for many years, we were extremely pleased with this year's fair. It was highly successful attracting many new customers from overseas, we also showcased over 20 products for the first time. We even met Latin American customers. Compared to other shows, Zuchex really delivers international visitors and is one of the most comprehensive fairs of it's kind. ”

SEE YOU NEXT YEAR

YOUR GOLDEN TICKET

30th INTERNATIONAL ZUCHEX
HOME & KITCHENWARES FAIR

Tuyap Fair and Exhibition Center,
Buyukcekmece, Istanbul / Turkey

12-15
SEPTEMBER
2019

ZUCHEX
HOME & KITCHENWARES FAIR

HOME
BY ZUCHEX • ISTANBUL

zuchex.com



BOOK YOUR STAND NOW!

Phone: +90 212 292 60 31
E-mail: zuchex@tarsusturkey.com

FOR MORE INFORMATION

www.zuchex.com
f t i i y / zuchexfair