



THE COTTON TEXTILES EXPORT PROMOTION COUNCIL  
(Sponsored By Government of INDIA)

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**E Serve No. 19 of 2016**

**February 26, 2016**

**Circular No.EPS/55/2015-16**

**To: Members of the Council**

**Sub: Invitation to participate in EVTEKS - 22nd Istanbul International Home Textile Exhibition to be held in Turkey from May 17-21 , 2016**

Dear Member,

As you are aware, Turkey is an important market for Cotton textiles especially Home Textiles.

In this regard, we are glad to inform you that the Council will be participating in the Evteks – 22nd Istanbul International Home Textile Exhibition , an international Home Textiles Exhibition to be held in Istanbul, Turkey from May 17-21 , 2016.

#### **About Evteks - Istanbul International Home Textile Exhibition**

Evtteks is an exhibition for Home textiles products

The previous edition of EVTEKS held in May 2015 had set new records commercially and gained ground in the race to be the best event in the world.

#### **Details of the exhibition are as under**

**Fair Name** : EVTEKS – 22nd Istanbul International Home Textile Exhibition

**Dates** : 17th - 21st May, 2016

**Venue** : CNR EXPO CENTER, Istanbul, Turkey

**Edition** : 22nd

**Fair Timings** : 9.00 a.m to 7 p.m

**Exhibit Profile** : Curtain & Towels, Bed linen & Blanket, Furnishing Fabrics, Kitchen & Bathroom textile, Curtain accessories, Raw materials & Textile inputs.

**Expected Number of Visitors:** 1,50,00

**Visitor Profile:** Exporter, Importer, Manufacturer, Wholesaler & Distributors, Agent, Buying office, Department store, Chain and specialty store, Design & Lifestyle store, Interior designer, Media

**Media Publicity** : The event is widely publicized through National Radios in Turkey, High Circulation News papers & Journals and Home Textile Sector's most read magazines & promotion in Foreign Fairs.

**Post- Show Report of 2015 Edition of EVTEKS :**

Number of Visitors : 1,38,368 (40,589 of them were foreigners)

Top Exhibitor Countries : Spain, Belgium, Italy, Greece, France, Germany, Poland, Austria, England & India.

Top Visiting Countries : Europe & U.S. - 55%  
 Middle East - 19%  
 Russia & CIS - 14%  
 North Africa - 8%  
 Far East - 3%  
 Other - 2%

**Advantages of Participating in EVTEKS**

- Removal of visa requirements for Turkey creates an immense opportunity for international buyers from Qatar, Libya, Lebanon, Albania, Portugal, Ukraine, Jordan, Yemen, Serbia, etc.
- Turkey's strategic location between Europe, Middle East and CIS region provides a vast spectrum to meet the purchasing requirements.

**Trade Data**

India exported Cotton Made-ups to Turkey to the tune of US \$ 12.34 million in 2014-15, registering a growth rate of 9.44% as compared to exports during 2013-14.

Turkey Import Statistics from India							
Commodity: Cotton Madeups							
Year Ending: March							
Partner Country	Million United States Dollars			% Share			% Change
	2013	2014	2015	2013	2014	2015	2015/2014
<b>India</b>	<b>26.98</b>	<b>28.36</b>	<b>31.04</b>	<b>11.82</b>	<b>11.64</b>	<b>12.34</b>	<b>9.44</b>

Source: GTIS/State Institute of Statistics

### **Participation Fees**

The event is covered under Market Development Assistance (MDA) Scheme of the Ministry of Commerce & Industry, Govt. of India.

We are pleased to offer you a participation fees of Rs.2,30,000/-.

### **The participation fees will include the following :**

- 1 Table, 3 Chairs & 1 Waste Bin
- Shelves or hanger - 9 meters
- Spotlights – 4
- Carpet
- Fascia with company name
- Power Socket
- India pavilion branding above each booth

### **MDA Benefit to the participants**

The event is eligible for financial assistance under the MDA scheme . However, this is subject to the guidelines laid down by the Ministry of Commerce & Industry under the MDA scheme and the fulfillment of the conditions and documentary requirements prescribed by the scheme.

### **Financial Assistance under MDA to eligible exporters :**

Turkey falls under the category of General Areas under the MDA scheme and financial assistance of upto Rs 150000/- will be available to those Companies which are eligible under the Scheme.

### **Application for participation**

For participating in the above Fair please send us your confirmation as per Registration Form which is enclosed herewith, along with a cheque for Rs.2,30,000 /- (Non-refundable) towards the participation fees (Cheque is to be drawn on “The Cotton Textiles Export promotion Council” payable in Mumbai) to the following address :

TEXPROCIL  
Engineering Centre ,  
5th Floor, 9 Mathew Road,  
Mumbai 400 004.  
Telephone Nos. 022 23632910 / 11 / 12  
Fax : 022 23632914  
Email : [ravikumar@texprocil.org](mailto:ravikumar@texprocil.org), [vimal@texprocil.org](mailto:vimal@texprocil.org)

[Registration form](#) may be sent through courier or by E-mail on the Email IDs [ravikumar@texprocil.org](mailto:ravikumar@texprocil.org)/ [vimal@texprocil.org](mailto:vimal@texprocil.org).

## Visa

TEXPROCIL will issue the Visa Recommendation letter to the participants.

## Invitation to participate in the fair

We would invite you to participate in the Fair and benefit from the presence of a large number of buyers / importers from Turkey as well as other Countries.

Please note that we have limited space and preference will be given on the basis of “**First Come First Serve Basis**” and on receipt of full participation fees. TEXPROCIL reserves the right to select the participants.

For any further details /queries please contact **Shri A. Ravi Kumar**.

We look forward to hear from you at the earliest.

Regards,

**Siddhartha Rajagopal**  
**Executive Director**

**TEXPROCIL**