

TEXPROCIL @ EVTEKS, Istanbul, Turkey (21-25 May, 2014)

Evteks in Istanbul is an international trade fair for home textiles and attracts every year to the new important importers from around the world. It is one of the most important business platform for the industry. The high quality product portfolio, the large number of different products and the many international exhibitors make this event an important information platform. Visitors can see here the coming trends. The Council participated at the fair this year during 21st to 25th May 2014 by setting up an information booth ad measuring 12 sq. mtrs.

EVTEKS which strides upon the recent developments in home textiles showcased the latest home textile trends and the home décor merchandise displayed drew intense interest of visitors. Inaugurated on 21st of May and ended on 25th of May, the fair was organised in cooperation of CNR International Fair and Organizations, a subsidiary of CNR Holdings, and TETSIAD – Turkish Home Textile Industrialists and Businessmen Association.

EVTEKS 20th İstanbul Home Textiles Fair in which thousands of home textile products were exhibited rejoiced participants and visitors in terms not only of business generated but also of the activities at the fair.

COUNCIL'S PARTICIPATION

The participation in the fair was a part of the Council's programme of promoting exports of fabrics to the Turkish Home textiles industry and furtherance to meetings held by the Chairman, Shri Manikam Ramaswami, Vice Chairman, Shri Ujwal Lahoti and the Executive Director, Shri Siddhartha Rajagopal with TETSIAD (Turkish Home Textile Industrialists & Businessmen's Association) and with the Indian Ambassador, Ms. Susmita Thomas in Istanbul last year.

TURKISH HOME TEXTILES INDUSTRY

- (1) Turkey is the 4th largest and the EU's second largest supplier of Home textiles in the world.
- (2) Almost all kinds of home textiles are produced in Turkey.
- (3) The industry consists of small & medium sized firms as well as large, modern and vertically integrated companies. According to data released by the Turkish Statistics Institute, more than 5600 companies are active in production in the Home textiles industry. The major centres of production are Bursa, Denizli, Istanbul, Izmir, Gaziantep and Usak.
- (4) The world has been going through a diverse crisis while Turkey has been enjoying a strong and stable economy which has given a boost to this sector.

VISITORS

The fair saw visits from a large number of both foreign and domestic buyers as estimated by fair organisers to be over 120,000 visitors out of which over 40,000 being foreigners from countries outside Turkey.

The fair also saw business delegations from countries like Germany, Azerbaijan, Belarus, Czech Republic, China, Denmark, France, Iran, Spain, Switzerland, Italy, Japan, Poland, Portugal, Russia and the press members of the UIB (Uludag Exporters' Association) visiting the fair.

Over 100 buyers from various Countries like Turkey, UK, Italy, Bulgaria, Iran, Saudi Arabia, Romania, Russia, Egypt, Bahrain, Algeria, Indonesia, Palestine, Jordan, Colombia, Holland and Syria had visited the Council's stall with enquiries for Cotton yarn, fabrics etc. All the enquiries were compiled and circulated among the members.

PRODUCT GROUPS

Evtteks business sectors comprised mainly of Textiles, Fabrics and Home Textiles. Product groups of Evtteks were formed of gauze, curtain, guipure, upholstery, curtain accessories, bedchamber textiles, towel and bathroom textiles, floor and wainscoting and gauze mechanisms.

Other products included Tullies, curtains, ready curtains, embroidery, guipure, imprinted products, accessories, furnishing fabrics and leather, accessories, decorative fabrics, haute couture, beds, bedding, water beds, bed slats, mattresses, bed lines, bedspreads / covers, quilts, pillows, blankets, table linen and decorations, towels, bathrobes, bathroom curtains, bath carpets, amongst others.

EXHIBITORS

The foreign participant countries at CNR Fair Evtteks which was held in 11 halls comprising of 160 thousand square meter area were primarily formed of USA, Germany, Austria, Azerbaijan, Belgium, China, Morocco, France, the Netherlands, India, England, Spain, Italy, Iran, and Russia among the participating countries. Spain, Italy, Belgium and Morocco had partaken by their own country pavilion.

The show highlights included Evtteks Buyer Mission Program in coordination with the Ministry of Economy, held during 19-23 May 2014. Visitors pre-registered themselves for B2B match-making with international exhibitors.

Some of the foreign brands participating in the fair included Vigano Spa, the Enzo Degli Angiuo Spa, Manifattura Tessile , Di Nola M. T. Spa, Marion Cavell, the Venesto, D Décor (India), Dicitex (India) and many more. Lifestyle brands like IFP, Crown, Linen, Pierre Cardin, Chakra, Sarev, Verdi, Brillant, Küçükçalık were some of the industry's leading brands present at the fair to showcase their latest designs.

SPRING-SUMMER 2015 TRENDS

Spring-Summer 2015 trends showcased in the Evtteks fair included over 2,500 foreign and domestic brands of home textiles. Renewed every year with the concept of the memorable Istanbul Home Textiles Fair 2014 season trends were exhibited in the Evtteks Trend Area.

2014 trends in home textiles were prepared by World-Renowned Designer & Masters Nelly Rodi with a designated Trend Area revolving round the concept "Discover" –as the main theme.

Tradition with design integration and taking inspiration from nature of new discoveries inspired the displays set in 2014 themes.

Spring-Summer season “Sassy Classy, Mysterious Compliance and Adorable Luxury”, Autumn-Winter season, the “Chaos Style, Soft Shapes and Rural Breeze” were few of themes created. The Designer Pavilion of the Fair showcased world famous design studios from French, British, German, American and Swiss Designers as participants.

Trend Area was greeted with great interest by local and foreign visitors. Also, the seminars conducted by famous designers drew great interest at Evtteks.

EVTEKS ATTRACT HUGE ORDERS

The interactions held at the fair are expected to create 1.5 billion dollar export volume business. The average fair statistics reveal that buyer groups placed orders in huge amounts and substantial trade agreements were undersigned. The trend seen established the fact that fair visitors averagely spend three times more than a visitor tourist in terms of transportation, accommodation and catering.

OBSERVATIONS

Extensive interactions by the Council’s representative with the Turkish Exhibitors and the buyers at the fair as well as a meeting with TETSIAD has led to the following observations:

1. The Turkish Home textiles industry is not aware of the capabilities of Indian manufacturers to supply fabrics to suit their requirements.
2. The Turkish Home textiles industry uses fabrics made of 100% Cotton and Polyester Cotton (both Cotton predominant & Polyester predominant). 85% of the fabrics are produced in Turkey and 15% are imported. Currently, Turkey Imports fabrics from China and Pakistan.
3. The industry finds fabrics manufactured in Pakistan especially for bed sheets of high quality. However, Pakistan have also got the advantage of zero import duty. The quality of fabrics supplied by China is not high, but their prices are very competitive.
4. The domestic Home Textiles market in Turkey can broadly be classified into two - market for very high quality products and market for average quality products.
5. There is scope to export Indian fabrics to Turkey. However, the key to success in this market for the Indian fabrics suppliers is the ability to offer a huge variety in fabrics & design as well as combination of high quality levels, on time delivery and reasonable prices.

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