

ZUCHEX

HOUSEWARES FAIR • ISTANBUL

HOME

BY ZUCHEX • ISTANBUL

DISCOVER OUTSTANDING  
INTERNATIONAL BRANDS AND  
THOUSANDS OF NEW PRODUCTS AT

ZUCHEX

22-25  
SEPTEMBER  
2016

27<sup>TH</sup> INTERNATIONAL  
HOUSEWARES  
GIFT & ELECTRICAL  
FAIR ISTANBUL APPLIANCES

TUYAP  
EXHIBITION CENTER

Visiting Hours:  
09:30-19:00



zuchex.com



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This fair is being held properly by the law number 5174 of the Union of chambers and Commodity Exchanges of Turkey



## **DISCOVER NEW MARKETS AND NEW BUSINESS OPPORTUNITIES**

With 700 exhibiting companies showcasing thousands of housewares and interiors products, Zuchex 2016 offers something for every trade professional involved in retailing, distribution and supply of glassware, ceramics, tableware, kitchenware, lighting, home textiles, and accessories.

Zuchex 2016 is Turkey's most significant housewares retail trade event, fostering trade relationships, inspiring buying and supporting business across Eurasia.

## **SHOWCASE YOUR LATEST PRODUCTS AND SERVICES**

Whether you're launching new products, announcing new design partnerships, or presenting innovations, showcasing your new product ranges for buyers to experience first-hand at Zuchex 2016 is proven to generate more sales. With Zuchex Istanbul's 20 years of experience at organising events for the housewares industry, you can be assured that you'll be making new business connections in the best possible trading environment.

## **GENERATE NEW BUSINESS**

How many clients do you have? How many clients would you like? With over 34,000 senior-level, qualified decision makers looking to buy at the 2016 event, your new business opportunities are endless. Exhibiting at Zuchex Istanbul allows you to connect with new buyers who are right for your business.

## **AN EXPERIENCED LOCAL PARTNER**

With the full support of the the local industry, Life Media staged its first international housewares and gifts exhibition, "Zuchex" in Turkey in 1997. As the Turkish economy expanded, so consumer spending increased which in turn lead to the growth of Zuchex. The show is now established as one of the world's largest and most important trade events for the housewares and gifts sector.

Strategically located in Istanbul, Zuchex is more than an event just for the Turkish market, it offers a regional trading hub attracting leading buyers from Turkey, Eurasia, Eastern Europe, The Balkans, The Middle East and North Africa. The result is that Zuchex, which takes place annually in Autumn, is now classified as a must attend event for both suppliers and buyers.



## **ZUCHEX IS GROWING YEAR ON YEAR**

Life Media Fuarcılık A.Ş. organiser of Zuchex and Ideal Homex, maintains its deep understanding of market trends and future needs of the housewares and gifts sector through its leading trade publications Züccaciye, Lifetech, Lifeplast and Housewares & Gift Magazine. As part of its international activities, Züccaciye Magazine is proud to have been selected as Turkish representative of the Global Innovation Award (GIA) which is awarded by America's International Housewares Association, organiser of IHA, the show held annually in Chicago.

Zuchex is proud to have the active support of Zucder, the Turkish Housewares Association, who provide valuable insights into market trends, extensive marketing support and are a powerful lobbying body acting on behalf of the industry at large.

### **EXHIBITING AT ZUCHEX 2016 CAN HELP YOU TO:**

- Expand your market share and support the marketing activities of your established partners
- Meet with foreign and domestic agents and distributors and establish new distribution channels
- Introduce your new products and services directly to both potential domestic and foreign buyers cost effectively
- Launch new products directly to the region's top buyers
- Meet many new retail buyers, distributors and wholesalers and learn first-hand what they want and where they see the market moving
- Profit from selling face-to-face the benefits of your products and services e.g. price, quality, functionality, design, delivery, service etc.

## **BUILD YOUR CUSTOMER BASE IN EURASIA**

### **Geography**

Turkey sits at the junction of Europe and Asia, bordered by eight countries: Bulgaria, Greece, Georgia, Armenia, the Azerbaijani exclave of Nakhchivan, Iran, Iraq, and Syria. To the south is the Mediterranean Sea, to the west is the Aegean Sea, and to the north is the Black Sea.

### **Population**

74.8 million, 25.8% of which are under the age of 15. In fact, Turkey currently has the largest number of young people in its history, with 20 million Turks between the ages of 10 and 24. By 2023, Turkey's population is expected to rise to over 84.2 million.

### **Main trading partners**

Germany, followed by Iraq, Iran, Greece, Egypt, Saudi Arabia and the United Arab Emirates.

Turkey's economy has been growing steadily for the past ten years, its economy grew by 11.4% for the first quarter of 2015, a growth rate second only to China's. Last June, its exports grew by 13%.

It is currently being considered for entry into the European Union, and Goldman Sachs has classified it among the MIST countries (a second tier of emerging economies to watch), alongside Mexico, Indonesia, and South Korea.





## **INCREASE YOUR BRAND AWARENESS**

By exhibiting at Zuchex Istanbul your brand will be made visible to over 34,000 attendees and 700 other exhibitors, all in one place. Your business will also be showcased to over 15.000 unique visitors per month on our website on the Zuchex Istanbul Exhibitor List.

Zuchex Istanbul also offers sponsorship opportunities designed specifically to increase your brand awareness at the event and drive business to your stand.



## **THERE'S NOTHING LIKE FACE-TO-FACE: MEET YOUR CLIENTS**

Zuchex Istanbul is the perfect platform to meet your existing clients in one place, whether it's to sign new orders, affirm ongoing partnerships or discuss new business opportunities.

In 2015 Zuchex Istanbul, welcomed over 34,000 qualified industry professionals.



The event provided the ideal business solution for busy industry players, allowing them to catch up with the latest global housewares trends, discover exciting new products to tempt their customers and network with existing suppliers over the course of four days.

Exhibitors from Turkey joined foreign players from Azerbaijan, UAE, Algeria, Ghana, Georgia, Iran, Croatia, Kazakhstan, Libya, Lebanon, Hungary, Macedonia, Egypt, Moldova, Poland, Saudi Arabia, Chile, Russia, Oman, Jordan, Tunisia, Greece and many more.

# THE FACTS

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**700**

EXHIBITORS

**500**

VIP GUESTS

**34,000**

VISITORS

**1**

**RIA**

AWARDS

**140,000**

sqm EXHIBITING  
AREA

VISITORS FROM

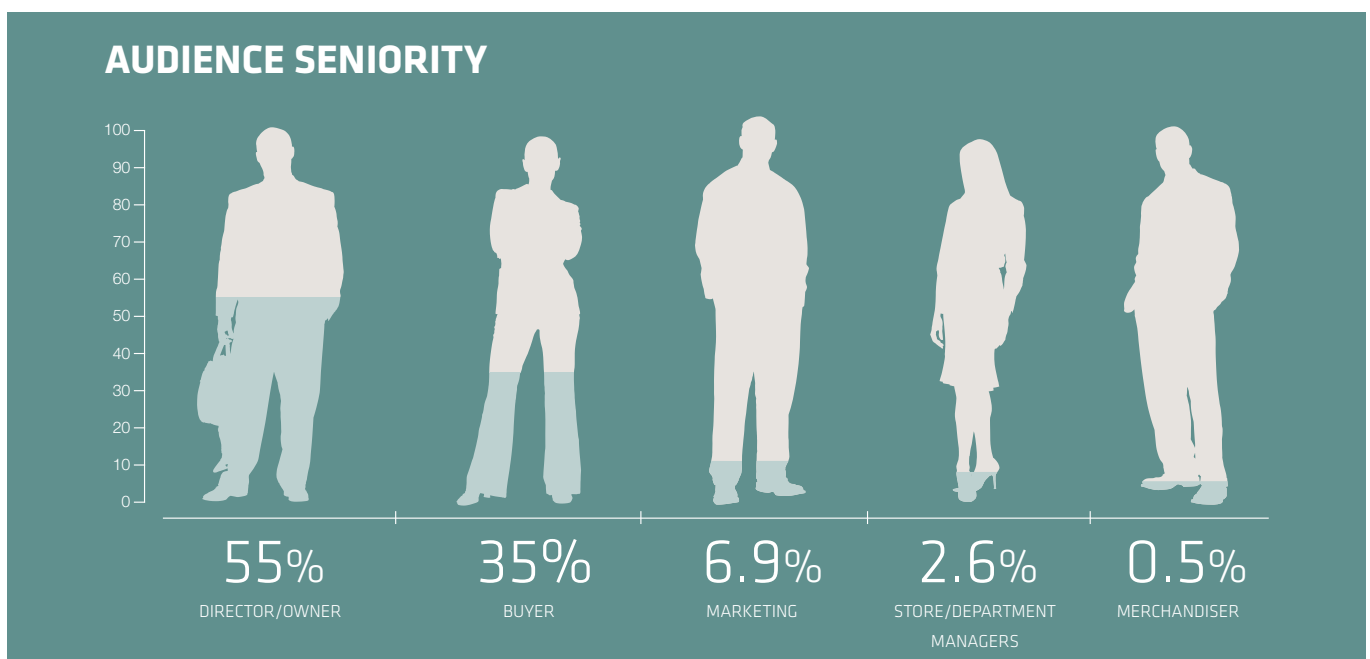
**90**

COUNTRIES

## TARGETED BUYER PROGRAMME

In 2015 34,000 qualified buyers attended Zuchex from all the major Department stores, speciality housewares retailers, and supermarkets in EURASIA as well as the world's leading luxury hotels.

For 2016 we will be continuing our targeted buyer programme, focusing on attracting additional buyers from throughout the Eurasian region, The Middle East and Africa.



## **BUILD YOUR MARKET IN TURKEY AND ABROAD - TAKE A LOOK AT OUR MAGAZINES**



### **Zuccaciye Magazine**

Züccaciye Magazine, Turkey’s premier industry journal, began life in 1995 and has continued to effectively serve the Turkish speaking housewares and gifts sector ever since. As a major source of domestic industry news including new product innovations, economic trends, overseas activities etc., Züccaciye is quite simply the voice of the industry! In recognition of its status, Züccaciye is the sponsor of the GIA awards which take place at one of the world’s biggest fairs, IHA held in Chicago, USA.

### **Lifetech Magazine**

First published in 2003, LifeTech Magazine rapidly became a major journal for the small electrical appliances sector. LifeTech Magazine enables all the firms of the same market to come together and share their successes and difficulties they encounter.



### **Lifeplast Magazine**

With its comprehensive network and unrivalled access to the region’s plastic housewares sector, Life Media took the decision to launch a new dedicated journal in 2013, LifePlast. As a fast-growing and developing market not only in Turkey but across Eurasia, Middle East and North Africa, LifePlast has received a very positive response from the industry and is set to go from strength to strength.

### **Housewares and Gift Magazine**

Life Media ensures the industry keeps abreast of all the latest developments through its portfolio of publications including the English Language Housewares & Gift magazine. Published annually, H&G is circulated to an international readership through direct mail and distribution at trade shows globally. H&G delivers informative content about the Turkish market to an international audience.

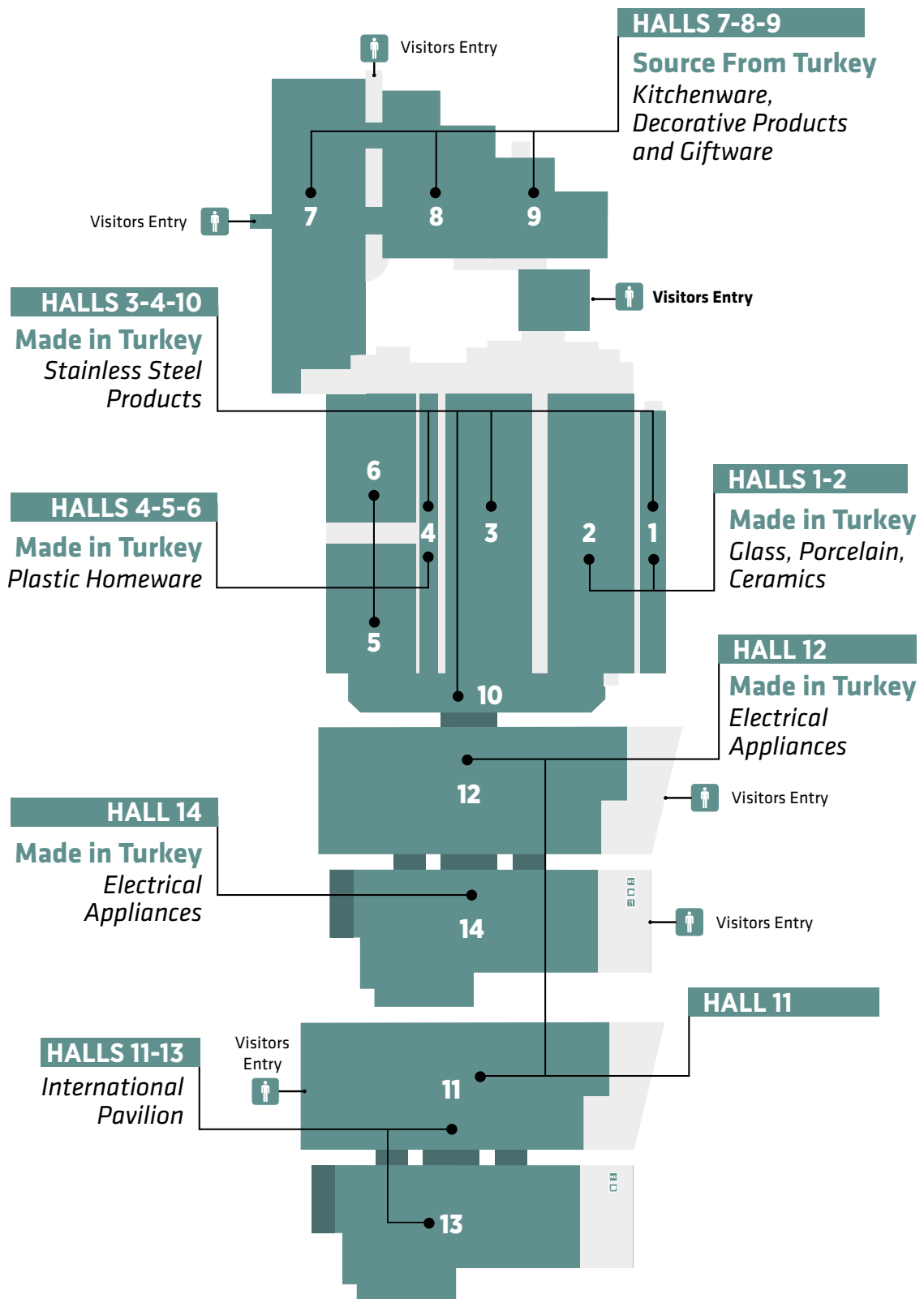


Quite simply, Life Media’s portfolio of trade magazines deliver high quality content in an exciting format and are seen as a must read by industry professionals. For companies looking to build brand and product awareness amongst trade buyers, there are no better places to advertise!





# 27<sup>TH</sup> ZUCHEX GENERAL EXHIBITION PLAN



Total Area: 140.000 sqm

## Shipping Instructions & Customs Service Information

About shipping instructions and customs clearance services you can contact the organization team directly: [life@zuchex.com](mailto:life@zuchex.com) You will get all information you need as an exhibitor.

### COMPLIMENTARY SHUTTLE BUS SERVICES

#### City Center (Taksim) / Eminönü – Former ICOC place – Fair Ground

Pick Up 08:30 – 09:00 – 09:45 – 10:45 – 11:45 am

#### Atatürk International Airport – Fair Ground

Pick Up 08:45 – 09:45 – 10:45 – 11:45 am

#### Coach Station (Otogar) / Fair Ground

Pick Up 08:30 – 09:00 – 10:00 – 11:00 am

#### Bakırköy (Regata) / Fair Ground

Pick Up 08:30 – 09:30 – 10:30 – 11:30 am

#### ISTOC (Near PTT) (Excluding Sunday) / Fair Ground

Pick Up 11:00 – 12:00 am

**Returns:** 16:00 – 17:00 – 18:00 – 19:00 – 19:45 pm

Shuttle bus service will be provided for Show attendees and exhibitors between the official hotels and fairground.

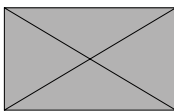
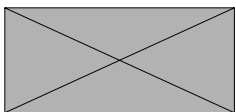
### ACCESS TO FAIRGROUND



■ ■ ■ ■ Metrobus Line (Easy to Reach)

### CONTACT US NOW TO BOOK YOUR SPACE AT THIS INSPIRING EVENT

Organised by:



Oksuzogullari Plaza E-Blok Kat: 7 No: 71  
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**22 - 25 SEPTEMBER 2016**

[life@zuchex.com](mailto:life@zuchex.com)

[www.zuchex.com](http://www.zuchex.com)



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## FAIR PRE - REGISTRATION FORM

The 27<sup>th</sup> Zuchex International Housewares & Gift, Electrical Appliances Fair, layout planning has started for 2016, if you want to be a part of it, please fill in the form below to allow us to get you on the floor plan on time.

Company Name			
Representative		Position	
Main Activity			
Tel		Fax	
Mobile Phone			
Web		E-mail	
Product to display			

Manufacturer       Exporter       Wholesaler       Other



**22 - 25 SEPTEMBER 2016**

Requested stand range sqm:

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Date  
Stamp / Sign