

OVERVIEW OF THE RESULTS OF VISITOR RESEARCH

21 – 24 April 2012



Texpo Eurasia

29th International Textile Machinery
Trade Fair

HIGHTEX 2012

4th Istanbul Technical Textiles and
Nonwoven Trade Fair



9th International Istanbul Yarn
Trade Fair

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SUBJECT OF THE RESEARCH

This research report has been prepared with regard to HIGHTEX 2012 4th Istanbul Technical Textiles and Nonwoven Trade Fair and 9th International Istanbul Yarn Trade Fair held synchronously with ITM Texpo Eurasia 2012, International Textile Machinery Trade Fair on 21-24th April 2012 in Tüyap Trade Fair and Congress Center, Istanbul with the cooperation of TEKNİK Fuarçılık Ltd. Şti. ve TÜYAP Tüm Fuarçılık Yapım A.Ş. and with the support of TEMSAD Tekstil Makine ve Aksesuar Sanayicileri Derneği.

OBJECTIVE OF THE RESEARCH

The research seeks to obtain visitor profiles and general impressions of the visitors about the fair from questionnaires carried out with the visitors and from information forms collected from visitors at the entrance of the fair throughout the fair; to present the result of analyses and news about the trade fair covered by the press to the trade fair participant companies; and to use the data obtained for developing and improving the future trade fairs.

THE METHOD OF THE RESEARCH AND SAMPLE STRUCTURE

The research has been performed by applying face-to-face questionnaire divided equally into days and hours and to the randomly selected visitors; also information forms received from visitors during their entrance to the fair have been evaluated, and professional entrance records and the information on invitations have been analysed.

GENERAL INFORMATION ABOUT TRADE FAIR

Activities of Trade Fair

HIGHTEX 2012 Istanbul Technical Textiles and Nonwoven Trade Fair and 9th International Istanbul Yarn Trade Fair held synchronously with ITM Texpo Eurasia 2012, International Textile Machinery Trade Fair, a ceremony has been organized for cooperation agreement signed with TEMSAD, Indian Federation of the Chamber of Trade and Commerce.

Participant Firm – Agency Information

Total 1037 firms and their agencies from 37 countries have participated in 9th International Istanbul Yarn Trade Fair held synchronously with ITM Texpo Eurasia 2012, which include:

- USA
- Germany
- Australia
- Austria
- Bangladesh
- Belgium
- Belarus
- Brasil
- The Czech Republic
- China
- France
- South Korea
- India
- The Netherlands
- Hong Kong
- Italy
- United Kingdom
- Iran
- Spain
- Israel
- Sweden
- Switzerland
- Italy
- Japan
- Korea
- Hungary
- Malaysia
- Egypt
- Nepal
- Norway
- Pakistan
- Portugal
- Singapore
- Tadzhikistan
- Thailand
- Taiwan
- Turkey

FAIR VISITORS INFORMATION

General Visitor Distribution

1. Tüyap Trade Fair and Congress Center – 42.991 visitors from 78 countries including Turkey have visited 9th International Istanbul Yarn Trade Fair held synchronously with ITM Texpo Eurasia 2012 prepared in Buyukcekmece.

Table 1. Visitors Distribution Table

	# of Visitors	%
Turkey	32.491	75,5
Foreign	10.500	24,5
Total	42.991	100,0

Foreign Visitors Information

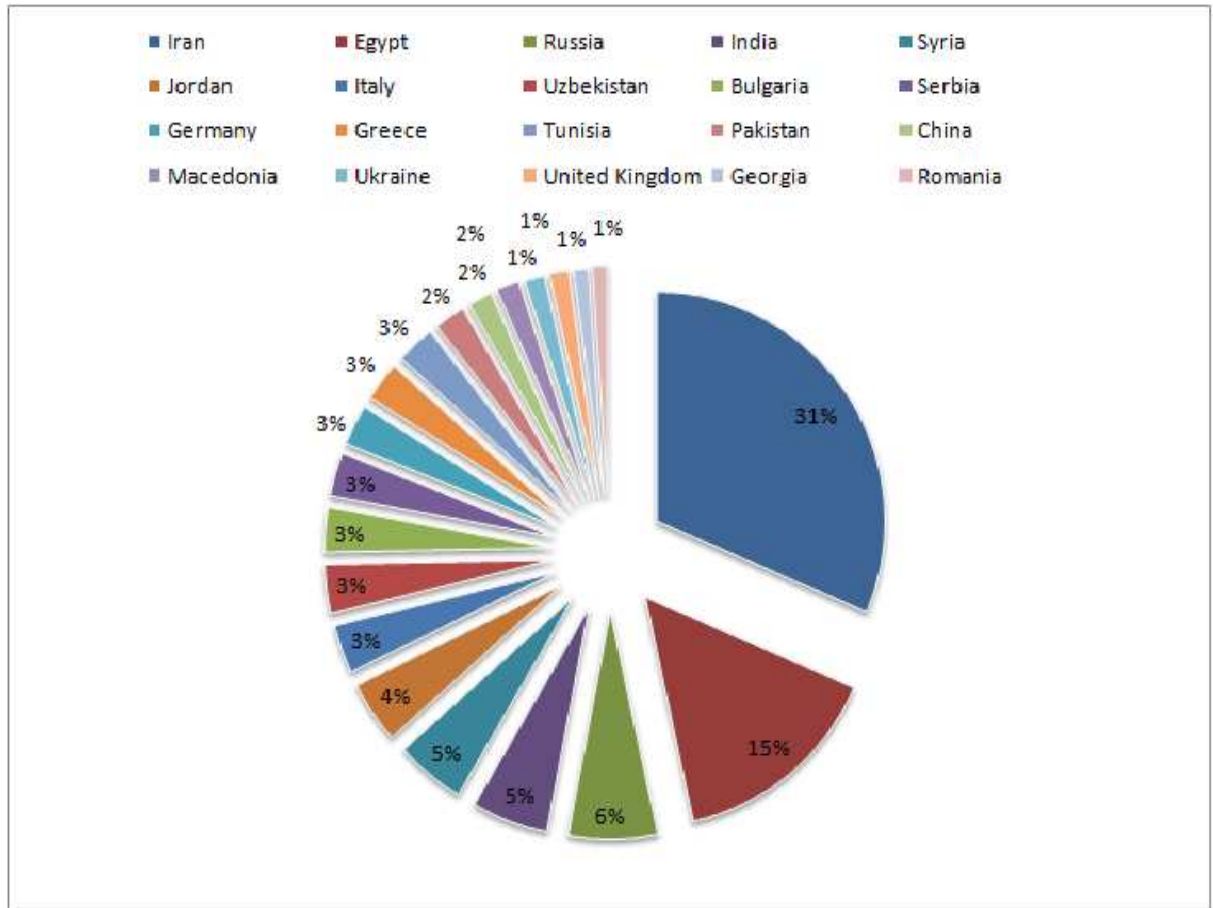
As the result of evaluation of Foreign visitors information for 9th International Istanbul Yarn Trade Fair held synchronously with ITM Texpo Eurasia 2012, it has been detected that visitors from 78 countries visited the fair in 2012.

As the result of the marketing studies performed, the countries from which the most foreign visitors came were presented with visitor distribution ratios, while other countries were listed.

Table 2. Foreign Visitor Table (%)

Rank	Countries	%	Rank	Countries	%
1	Iran	28,43	11	Germany	2,60
2	Egypt	13,70	12	Greece	2,50
3	Russia	5,75	13	Tunisia	2,50
4	India	4,92	14	Pakistan	2,00
5	Syria	4,50	15	China	1,57
6	Jordan	3,98	16	Macedonia	1,50
7	Italy	3,11	17	Ukraine	1,30
8	Uzbekistan	3,11	18	United Kingdom	1,26
9	Bulgaria	2,87	19	Georgia	0,98
10	Serbia	2,80	20	Romania	0,98

Graph 1: Visitors by Country



- ✓ USA
- ✓ Austria
- ✓ Azerbaijan
- ✓ BAE
- ✓ Bangladesh
- ✓ Belgium
- ✓ Bosnia Herzegovina
- ✓ Brazil
- ✓ Algeria
- ✓ Czech Republic
- ✓ Denmark
- ✓ Ecuador
- ✓ Indonesia
- ✓ Armenia
- ✓ Estonia
- ✓ Ethiopia
- ✓ Morocco
- ✓ Palestine
- ✓ Finland
- ✓ France
- ✓ South Africa
- ✓ Croatia
- ✓ The Netherlands
- ✓ Hong Kong
- ✓ Iraque
- ✓ Ireland
- ✓ Spain
- ✓ Israel
- ✓ Sweden
- ✓ Switzerland
- ✓ Japan
- ✓ Cambodia
- ✓ Canada
- ✓ Kazakstan
- ✓ Kenya
- ✓ Kirgizistan
- ✓ Turkish Republic of Northern Cyprus
- ✓ Korea
- ✓ Kosovo
- ✓ Latvia
- ✓ Liberia
- ✓ Libya
- ✓ Lithuania
- ✓ Lebanon
- ✓ Luxembourg
- ✓ Hungary
- ✓ Malaysia
- ✓ Mexico
- ✓ Moldova
- ✓ Peru
- ✓ Poland
- ✓ Portugal
- ✓ Saudi Arabia
- ✓ Tadzhikstan
- ✓ Tanzania
- ✓ Thailand
- ✓ Taiwan
- ✓ Turkmenistan

Foreign Committee Organization

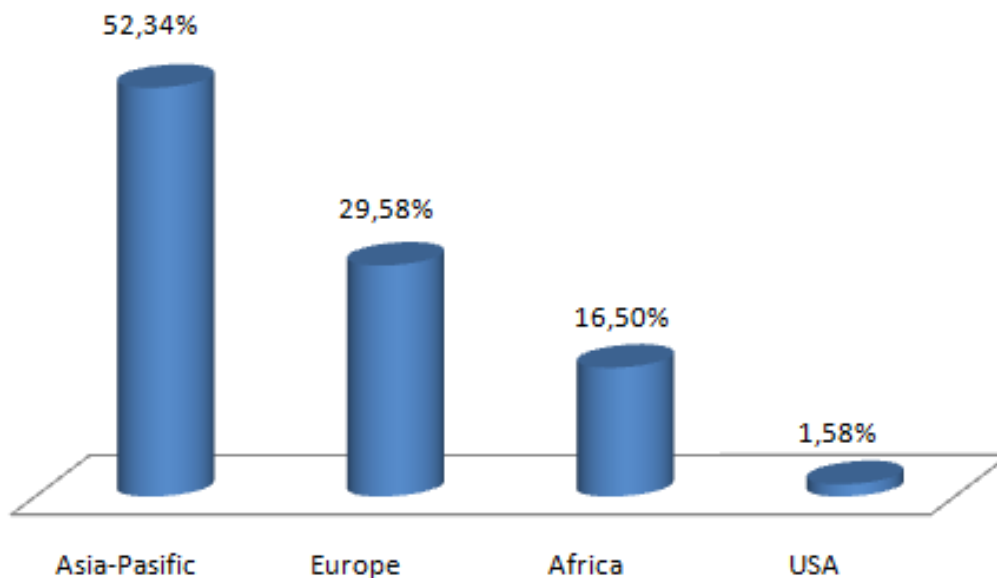
In addition to the individual visitors, professionals from 20 foreign countries invited as mass purchase committee have been provided opportunity to visit the trade fair. Visitor committee countries, which have been hosted by Tuyad during the Trade Fair, include:

- Germany
- Brazil
- Bulgaria
- China
- Georgia
- Croatia
- India
- UK
- Iran
- Switzerland
- Italy
- Lebanon
- Macedonia
- Egypt
- Uzbekistan
- Pakistan
- Russia
- Serbia
- Jordan
- Greece

Geographical Distribution of Foreign Visitors

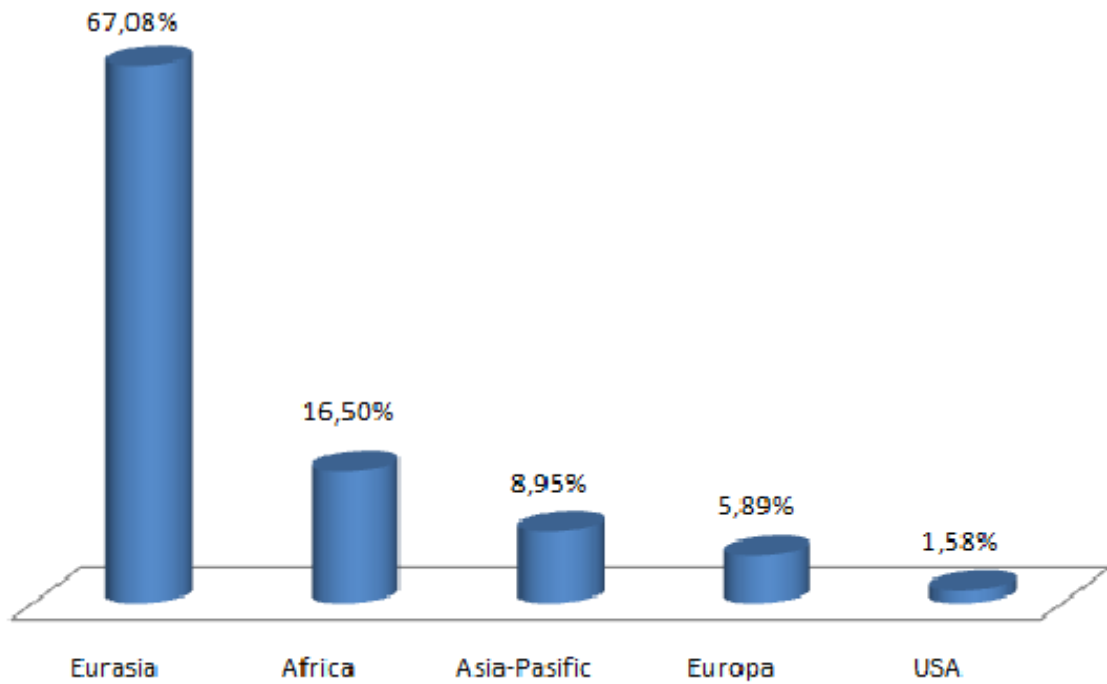
Graphs showing different geographical distributions of the visitors from 4 continents and 78 countries, who visited the fair as the result of the introduction efforts performed for the industry and the target markets throughout the year, were presented below

Graph 2. Distribution of Foreign Visitors by Continents (%)

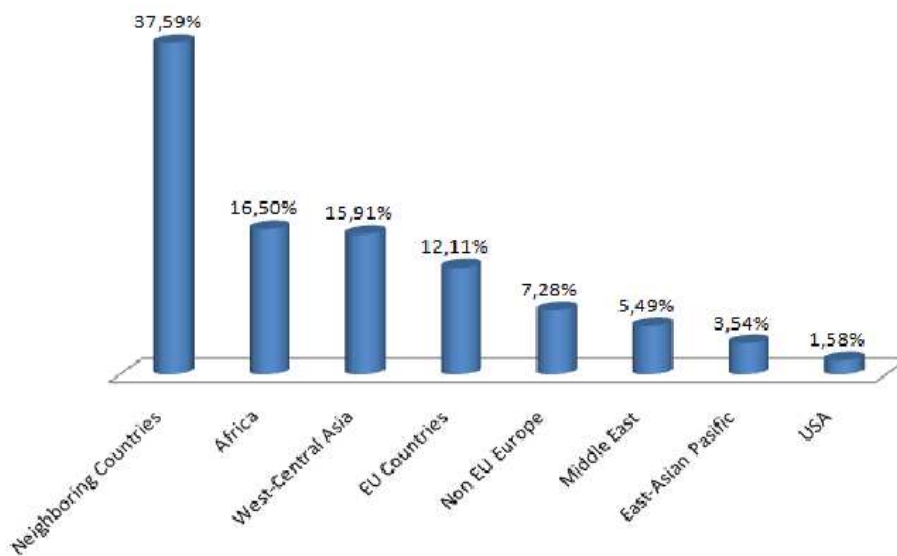


Foreign visitors from 62 countries of Asia and Europe continents constitute % 81,92% of all foreign visitors.

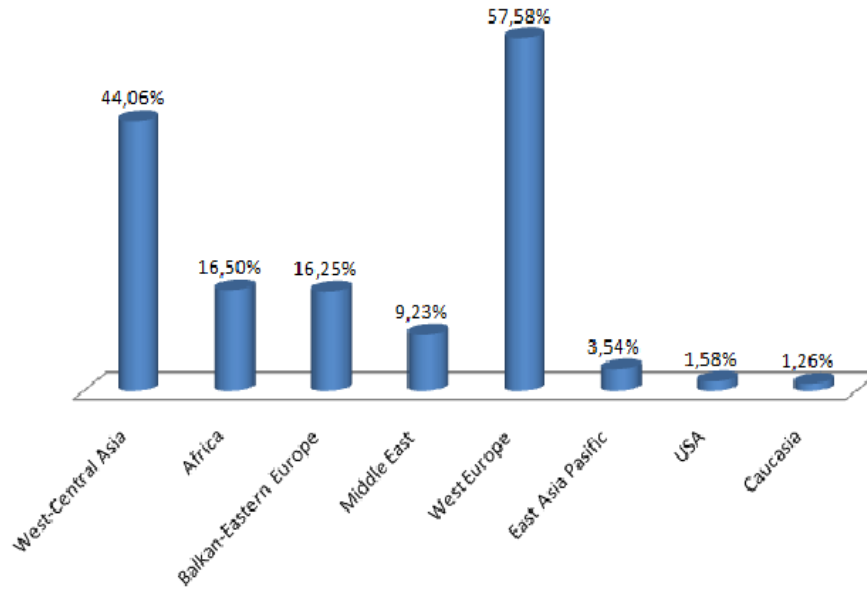
Graph 3. Distribution of Foreign Visitors by Continental Region (%)



Graph 4. Distribution of Foreign Visitors by Selected Regions (%)



- ✓ Visitors from **6 countries that border** on Turkey constitute **37,59%** of foreign visitors
- ✓ Visitors from **21 EU countries** came to the fair.



- ✓ Visitors from 10 Africa countries constitute 16.5% of foreign visitors.
- ✓ 16,25% of visitors are from 14 countries in Eastern Europe and Balkans.

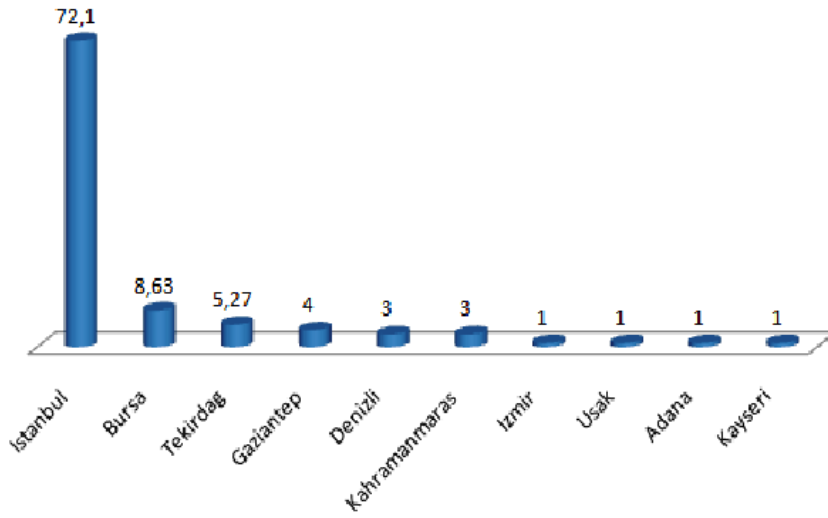
Domestic Visitors Information

1. Visitors from 67 cities in total, being 72.10% from Istanbul and 28.90% from other cities, have visited the HIGHTEX 2012 Fair and 9th International Istanbul Yarn Trade Fair held synchronously with ITM Texpo Eurasia 2012.

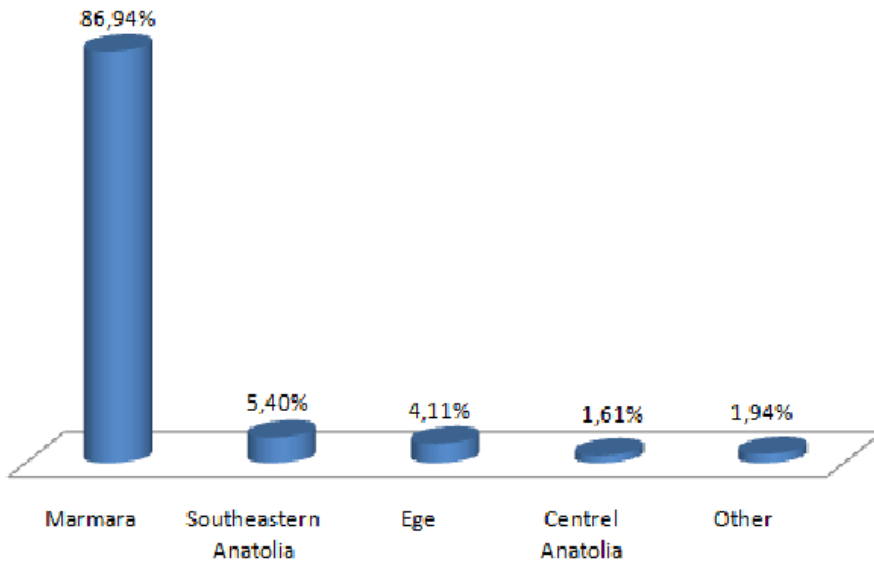
2. Top 10 cities from which the most visitors came and the ratios are the following.

Table 3. Domestic Visitors Table (%)

Rank	Cities	%
1	Istanbul	72,10
2	Bursa	8,63
3	Tekirdag	5,27
4	Gaziantep	4,00
5	Denizli	3,00
6	Kahramanmaras	3,00
7	Izmir	1,00
8	Usak	1,00
9	Adana	1,00
10	Kayseri	1,00



3. Visitors from Marmara, Southeastern Anatolia and Aegean Regions, where the most marketing efforts are performed, constitute 96,45% of all visitors.



Domestic Committee Organization

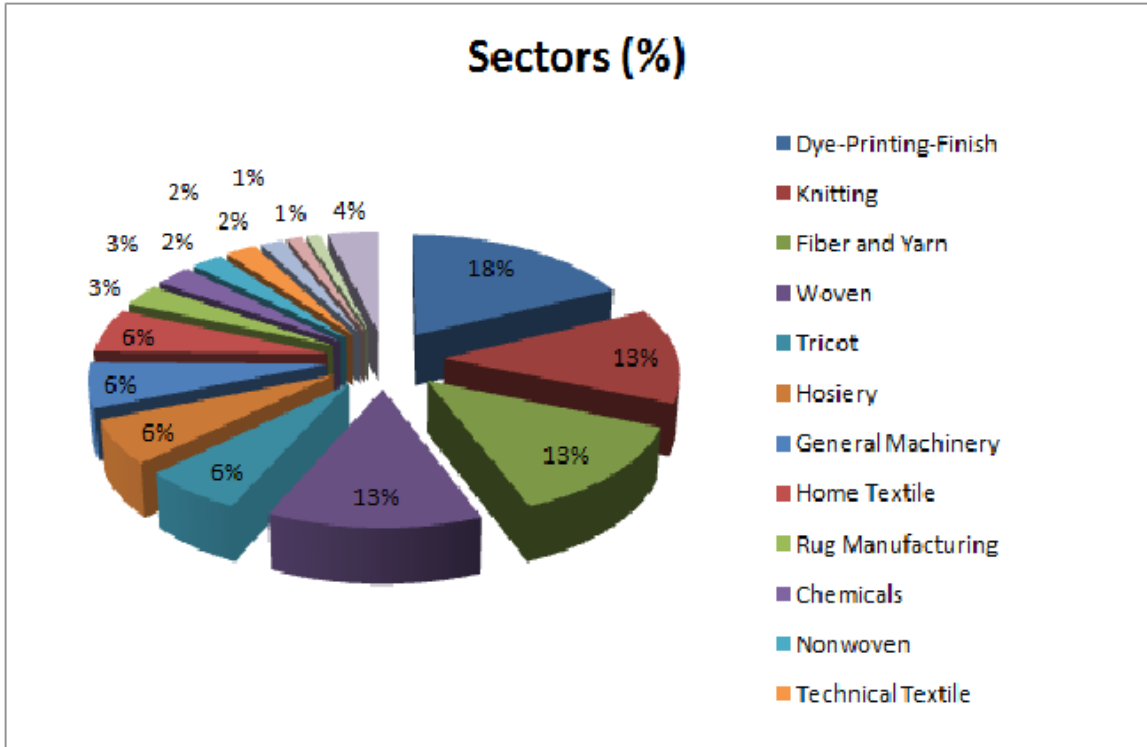
Related professional visitors invited from Gaziantep Chamber of Textile Engineers, Gaziantep Chamber of Knitting Workers and Kutahya Chamber of Wool Workers and Haberdashers to the HIGHTEX 2012 Fair and 9th International Istanbul Yarn Trade Fair held synchronously with ITM Texpo Eurasia 2012 have been hosted, and also their travel and accommodation costs have been met, by Tuyap.

General Visitor Profile

Distributions of the company activity areas of visitors, who have visited the HIGHTEX 2012 Fair and 9th International Istanbul Yarn Trade Fair held synchronously with ITM Texpo Eurasia 2012 due to their responsibilities/jobs, are presented below

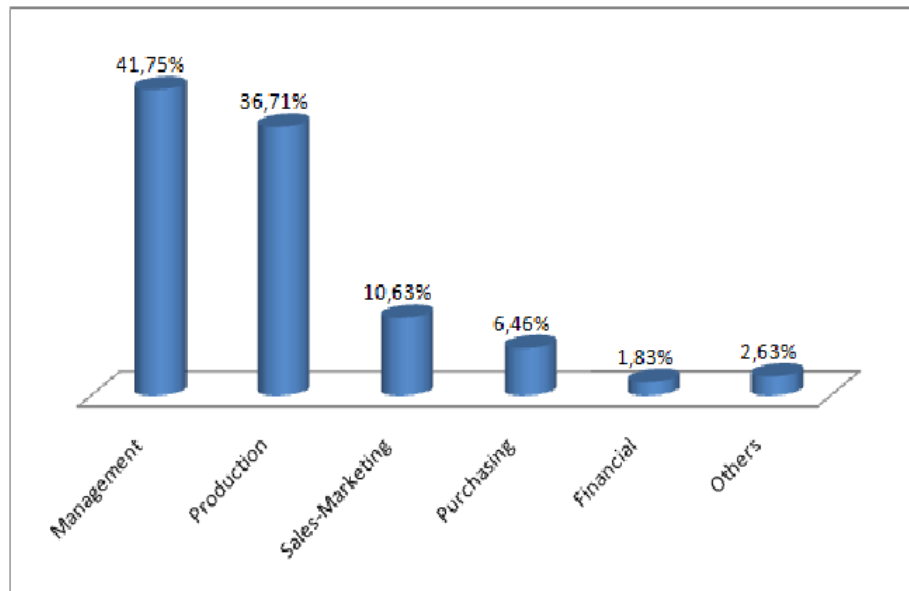
Table 4. Distribution of Visitors' Company Activity Areas (%)

Rank	Visitors' Company Activity Areas	%
1	Dye-Printing-Finish	18,38
2	Knitting	13,32
3	Fiber and Yarn	13,25
4	Woven	13,18
5	Tricot	6,24
6	Hosiery	6,23
7	General Machinery	6,20
8	Home Textile	6,13
9	Rug Manufacturing	3,10
10	Chemicals	2,92
11	Nonwoven	2,50
12	Technical Textile	2,45
13	Yarn commerce	1,81
14	Underwear	1,26
15	Label, Narrow Woven, Printing	1,10
16	Embroidery	1,00
17	Ready-to-Wear	0,22
18	Haberdashery	0,18
19	Canvas, Canvas Manufacturing	0,15
20	Geotextile	0,15
21	Medical	0,15
22	Military	0,07
23	Other	2,01



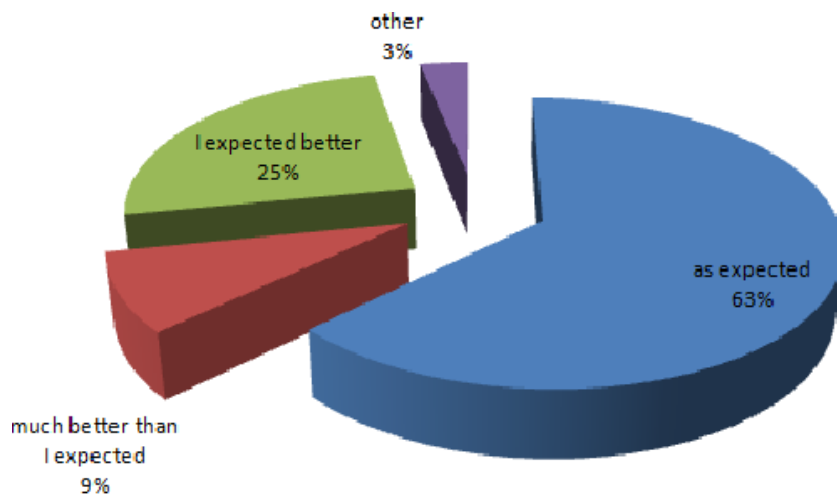
Distributions of the roles of fair visitors within their organizations are presented in the table below.

Graph 5. Distributions of the Roles of Fair Visitors Within Their Organizations (%)



3. 77,6% of the fair visitors have stated that they take part in in-house resolution as cooperators or the sole authority.
4. 97,5% of the fair visitors have evaluated the fair in a positive way and the ratios of the expectations of the visitors from the fair that are met are presented below.

Graph 6. The Ratio of Reaching the Expectations (%)



5. The aspects that are found positive by the trade fair visitors are presented in the Graph below.

Graph7. Subjects Found The Most Favorable (%)

