



Metropolitan Pavilion
125 West 18th Street New York, NY
Visiting Hours: 9 a.m. to 6 p.m.

April 11-12, 2005

TURKISH HOMETEX
Show

Exhibitor Profile

- Towels & Bathrobes
- Bed Linens
- Blankets
- Bed Pillows
- Beds & Sleep Sets
- Decorative Fabrics
- Embroidery, Guipure & Tulle
- Curtains & Draperies
- Table Linens & Kitchen Textiles

Visitor Profile

- Wholesalers/Distributors
- Manufacturers
- Buying Offices
- Department Stores
- Specialty Stores
- National Chains
- Catalog Retailers
- Mass Merchants
- Online Retailers
- Bed, Bath & Linen Boutiques
- Gift Stores
- Interior Designers
- Agents



**Home Textiles Shows
2005 Calendar**

June 8-10, 2005

Interior Life Style

Tokyo Big Sight

Tokyo / JAPAN

Turkish Pavilion

October 19-20, 2005

Turkish Hometex Show

Earls Court

London / UK

TURKISH HOMETEX
Show

New York

Tokyo

London



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TURKISH HOMETEX
Show

April 11-12, 2005

**Discover
the Best of
Home Textiles**

TRADE ONLY

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INVITATION

The home textiles industry in Turkey...

The Turkish home textiles industry rapidly is becoming a world leader with its wide range of products and superior quality. In particular, Turkish producers are known for the production of high quality towels, quilted bed coverings and curtain fabrics, including voile, lace, embroidery and guipure.

Turkish manufacturers produce an extensive range of home textiles, including towels, bathrobes, curtains, blankets, pillows, quilted bed coverings, decorative pillows, table linens and down bedding.

Turkey as a center of excellence...

Turkey has the largest industrial park in the world for the production of both embroidery and guipure. Turkey also has the largest factory in Europe for the production of quilted bed coverings. Thanks to the latest technology and skilled craftsmanship, Turkish home textiles meet the highest quality standards demanded throughout the world. Today, Turkey is one of the top three suppliers of towels in the world, and among the top three suppliers of curtains and embroidery in Europe. Increased emphasis on creative design work provides added value, as do the other competitive advantages of the Turkish home textiles industry.



Growth in the international field...

Besides meeting domestic demand in Turkey, the home textiles industry is an extremely important export business for the country.

With its sophisticated products, superior technology and high quality workmanship, Turkey is increasing its global market share in home textiles, particularly in Europe. This has led some foreign manufacturers to shift production to Turkey.

About 60% of Turkish home textiles exports go to European countries. The largest percentage of exports is to Germany and the UK. The other primary markets for Turkish products are France and the Netherlands. Turkish producers also are supplying new, emerging markets, including Poland, Hungary, Romania and Russia.

Total exports of Turkish home textiles currently amount to \$3.5 billion (U.S.) and are expected to reach \$4.5 billion (U.S.) in 2005.

Thanks to its dynamic home textiles industry, Turkey hosts EVTEKS ISTANBUL, the second largest home textiles exhibition in the world.

Historical background...

The Turkish textiles industry has a long history of excellence. Traditional "Turkish towels" are widely regarded as the finest bath towels in the world. Today, Turkish towels are renowned in the international marketplace, particularly jacquard and embroidered towels.

The present day...

Modern Turkish home textiles producers are very aware of international market trends, including the movement toward healthier, more environmentally friendly products. The industry continues to adapt to these market trends, as well as to current worldwide legal and technical requirements.

Turkey's traditional textiles industry is concentrated in Istanbul, Bursa, and the cotton-growing regions of Izmir and Adana. In recent years, textiles production has spread to Denizli and other areas where labor is cheaper, which is especially a factor in finished products. The industry is made up of a large number of small- to medium-sized firms, each with different specialties. A majority of the firms are privately held and family owned.



Please fill in this form and present it to enter the show

Personal Data

Name / Surname
 Phone Fax
 Company
 Address
 Country e-mail @

Profession

- 1 Manufacturer
 2 Importer
 3 Exporter
 4 Wholesaler
 5 Retailer
 6 Agent

Product Category

- 1 Curtains & Curtain Fabrics
 2 Furniture & Upholstery
 3 Decorating & Style
 4 Bedroom
 5 Kitchen & Dining Room
- 6 Bathroom Textiles
 7 Floor Coverings
 8 Wall Coverings
 9 Design
 10 Technology
- 11 Services
 12 Contracting
 13 Raw Materials & Inputs
 14 Other

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 New York Show

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