

# TURKISH HOMETEX

N e w Y o r k *Show*

**Feb. 24, 2005**

**For Immediate Release**

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## Turkish HomeTex Show Scheduled

High quality, sophisticated Turkish home fashions debut at New York's Metropolitan Pavilion April 11-12, 2005

**NEW YORK**—The most luxurious bath towels, finest home furnishings fabrics, and highest quality bed linens from Turkey will be among the dazzling array of products featured at the second annual Turkish HomeTex Show, scheduled for April 11-12 at Manhattan's Metropolitan Pavilion, 125 West 18<sup>th</sup> St., during the New York Home Textiles Market Week. Show hours are from 9 a.m. to 6 p.m.

The Turkish HomeTex Show is sponsored by CNR International Trade Fairs, which hosts the annual EVTEKS show, the second largest home textiles trade fair in the world. EVTEKS is held each May in Istanbul at CNR Expo, which encompasses 150,000 square meters—more than 1.6 million square feet—of indoor exhibition space.

“CNR has made important contributions to the development of trade and economic cooperation between Turkey and other countries over the past 18 years by hosting more than 20 international trade exhibitions annually,” points out Engur Rutkay, CNR Overseas Sales Director.



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“CNR is already well known for its flair and innovation in fair organization, and has customers in more than 50 countries,” Rutkay states. “Our promotional campaigns and exclusive visitor programs reach out to the largest possible number of major industry players operating in the international marketplace.”

The New York Turkish HomeTex Show will highlight a broad range of home fashions from approximately 100 leading Turkish companies. Featured product categories include towels and bathrobes; bed linens; blankets; bed pillows; beds and sleep sets; decorative fabrics; embroidery, guipure and tulle fabrics; curtains and draperies; and table linens and kitchen textiles.

“We are bringing the best of Turkish home textiles to buyers in the United States,” Rutkay remarks. “Turkish home textiles offer unsurpassed quality at extremely competitive prices.”

The Turkish HomeTex Show is open to all U.S. wholesalers, distributors, manufacturers, buying offices, department stores, specialty stores, national chains, catalog retailers, mass merchants, online retailers, specialty boutiques, gift stores, interior designers and sales agents.

“The United States represents an important and growing market for Turkish home fashions,” Rutkay explains. “Currently, the U.S. is the second largest export market for Turkish home textiles.”

Total exports of Turkish home textiles currently amount to \$3.5 billion. Turkish home textiles exports to the U.S. totaled nearly \$297 million in 2003, an increase of 43 percent over 2001 exports of \$208 million, according to the International Trade Centre (ITC), the technical cooperation agency of the United Nations Conference on Trade and Development and the World Trade Organization.

## About the Turkish Home Textiles Market

The Turkish home textile industry is a growing sub-sector of the huge Turkish textiles and apparel industry, which is a dominant supplier to the global marketplace. Turkey has historically been a major textiles producer and Turkish companies have invested heavily in modern technology and a highly skilled labor pool to maintain their leadership position. Many Turkish manufacturing facilities have ISO 9000 certification.

Turkish producers are using the most modern manufacturing methods to ensure that they maintain superior quality but remain competitively priced with other producers in the world market, particularly those in Asian countries. Total investment in the Turkish apparel and home textiles sector in the past decade is estimated at more than \$50 billion.

The Turkish home textiles industry ranks as a world leader, offering a wide range of products and superior quality. Turkish producers are especially noted for luxurious towels, and Turkey ranks as one of the top three suppliers of towels in the world. Towel producers have made substantial investments in new technologies, particularly in jacquard and embroidered towels, to stay in the forefront of the international market.

Turkey also manufactures exceptional curtain fabrics, including voile, lace, embroidery and guipure. Indeed, lace is a traditional Turkish handicraft dating back to the mid-1500s, when Turkish women produced exquisite handmade items. Today, Turkey ranks as one of the top three suppliers of curtains and embroidery in Europe, and the country 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.

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

Turkish home textiles manufacturers also are very sensitive to the rapid pace of change in fashion and design. Turkish designers keep abreast of current fashion trends, creating new designs, unique motifs and innovative colorations to appeal to international markets as well as catering to regional preferences.

Production of Turkish home textiles totaled more than 241,000 tons in 2002; about 60 percent of the country's home textiles are exported. Turkey has been steadily increasing its global market share, particularly in the European market. In 2002, Turkey was the second largest exporter of curtains, with a 9 percent share of the world market, according to the International Trade Centre statistics. In finished home textiles, including bed linens, table linens, bath fashions, blankets and bedspreads, Turkey ranked fourth with a market share of 5 percent. The Turkish government is working together with Turkish manufacturers to double the country's market share and increase the number of Turkish brands available in the international arena.

Germany represents the largest export market for Turkish home textiles, followed by the United States.

## About CNR International Trade Fairs

CNR International Trade Fairs is a commercial enterprise founded in 1985 and based in Istanbul. The company manages CNR Expo, the largest international exhibition center in Europe and Asia, and hosts more than 35 events annually, including 20 international trade fairs.

CNR Expo has played host to more than 100,000 exhibitors and more than 3 million visitors at its various annual events. In addition to the giant EVTEKS home textiles fair, CNR International organizes trade shows in a wide range of industries, including the automotive, tourism, hospitality, photography, pets, floral, personal care, food, energy, metallurgy, engineering and medical fields. The company also hosts seminars, meetings, business conferences, competitions and special events, such as concerts by leading international stars.

CNR Expo encompasses 10 halls and 150,000 square meters (1.6 million square feet) of indoor exhibition space located on 270,000 square meters (2.9 million square feet) of land in the center of Istanbul. “The significance of Turkey’s own potential and its important role as a bridge between Asia and Europe should not be ignored,” states Engur Rutkay, CNR Overseas Sales Director. “Its unique situation and nearness to the world trade centers and points in four continents shows the importance of Turkey and the fairs that are held here.”

CNR International employs a staff of more than 350 professionals. Key personnel include Ceyda Erem, chairman of the board of directors, and Adnan Taspinar, general coordinator.

The company has branched out into exhibitions in other countries with its CNR Overseas division, which is sponsoring the second annual New York Turkish HomeTex Show planned for April 11-12 at the Metropolitan Pavilion, 125 W. 18<sup>th</sup> Street, New York City.

The premiere installment of the New York Turkish HomeTex Show debuted March 29-29, 2004. More than 34 Turkish home textiles manufacturers showed a selection of decorative fabrics and finished home fashions. Last year’s Show attracted more than 450 buyers from 253 U.S. companies, including manufacturers, distributors, wholesalers, buying offices, retailers, interior designers and sales agents.