



19-22
September
2013

Tuyap Exhibition Center
Istanbul, Turkey

24th INTERNATIONAL
HOUSEWARES
& GIFT FAIR
ELECTRICAL APPLIANCES **ISTANBUL**

Discover Innovations
In The Center Of The Housewares Sector

PRODUCT GROUPS



- Housewares
- Glassware
- Porcelain
- Kitchenware
- Home Textile
- Cutlery
- Plastics
- Decorative Items & Gifts
- Small Electrical Appliances
- Lighting

ORGANIZED BY



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THE ROAD GOING TO EURASIAN MARKET PASSES THROUGH TURKEY

With its fastest growth rate among all those, Turkey is the only country between the Balkans and Asia.

By progressing in economy, Turkey has become the center of opportunities for European, African and Asian countries

Turkey is the 16th largest country in the world economy

Exports increased by 8.3% in the first quarter of 2013

Europe and Asia have become closer due to Turkey's geopolitical position and letting countries aware of the opportunities concerning business

Turkey's growth rate has been announced as 2.2% in the past year, until the end of 2013 is expected to be 3.5%

The number of companies with foreign capital investment in Turkey are over 30,000

Turkey is in a location that lets Balkans, Asia and Africa become closer

Istanbul Invites You To The Enjoyable World Of Business...

Istanbul is one of the special cities of the world with its position as a bridge between Europe and Asia. Istanbul has always been a special city with its cultural and historical heritage, due to its geopolitical position has a property that offers a variety of opportunities in the commercial point of view. Having a strategic importance in international area Istanbul hosts a very colorful and live business life... The city, bearing the position of being the country's economic locomotive can be defined as 'private sector's management', the 'capital of economy'. Therefore, headquarters of all companies in all sectors are located in Istanbul.



THE VENUE - EASY TO REACH

24th Zuchex will take place at Tuyap Congress And Exhibition Center. Tuyap is one of the biggest fair grounds in Istanbul. It is placed on the European side of Istanbul and only 20 minutes away from 'Atatürk Airport.'



Metrobüs Line (Easy to Reach)



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



Return this form by email, fax or post to the following address:

Exhibiting Visiting

Name _____ Job Title _____

Company Name _____

Company Address _____

City _____ Postal Code _____

Country _____ Tel (+) _____

Mobile (+) _____ Fax (+) _____

Personal Business Email _____

Website _____

Field of Company Activity _____

Shuttle

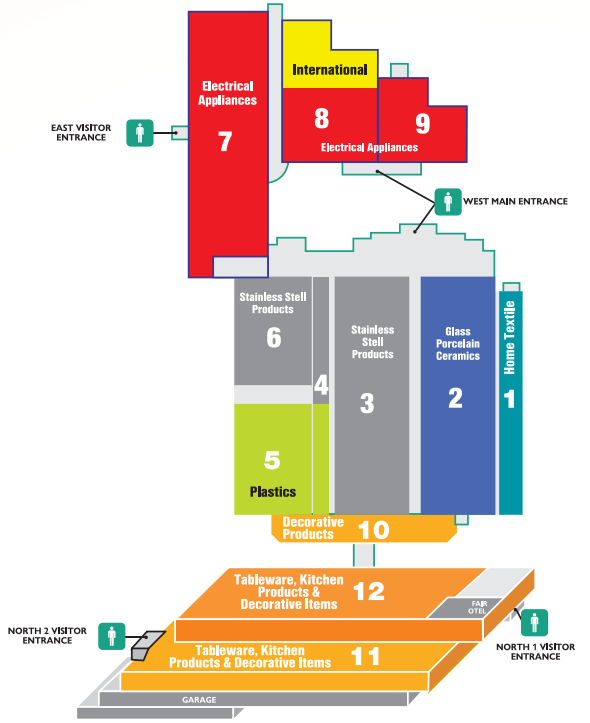
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For visiting: Please take it with you as free entree pass.

Taksim (in front of AKM) / Eminönü / Fair Ground
Time: 08.30 - 09.00 - 09.30 - 10.00 - 11.00 - 12.00
Coach Station (in front of Havaş) / Fair Ground
Time: 08.30 - 09.00 - 10.00 - 11.00
Bakırköy (Regata) / Fair Ground
Time: 08.30 - 09.30 - 10.30 - 11.30
Atatürk Airport / Fair Ground
Time: 08.45 - 09.45 - 10.45 - 11.45
İSTOC (Near PTT) (Excluding Sunday)
Time: 11.00 - 12.00 - 13.00
Back from Tuyap
Time: 16.00 - 17.00 - 18.00 - 19.00 - 19.45

DISCOVER INNOVATIONS IN THE CENTER OF HOUSEWARE SECTOR

24th ZUCHEX EXHIBITION GENERAL PLAN



Glass, Porcelain, Ceramics

Glass, Porcelain or Ceramic Gifts seem appropriate for any occasion. And we all know that these stuff can crack, break, or just get lost. That's why G,P,C gifts are always preferred. There are so many from the ordinary to the extra ordinary. You can find them mainly in HALL 2 and also in 11 and 12.



HALL 3-4-6 (11-12)

Stainless Steel Products

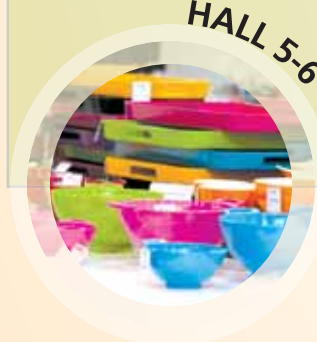
The kitchen is the heart of your home. By definition, a kitchen is a life area... For example; due to the 300.000 weddings per summer in Istanbul, the sales of kitchen items and appliances have skyrocketed and so sales of kitchen gifts. HALL 3,4,6 and the Halls 11&12 will help you to find your new kitchenstyle.



HALL 2 (11-12)

Plastics

Plastics are the most helpful products in every part of your life. Also at home, plastics are the best assistants that you can use in every corner of your home even as a decoration. Don't miss to visit HALL 5 and 6 to develop your business and see the different plastic products.



HALL 5-6



HALL 7-8-9

Electrical Appliances

Household work depends a great deal on Electrical Appliances. Appliances of the new generation and their impact is clear; they make life easier by spending less time on household work. Also they bring new experiences with improved types of home entertainment. Join it in HALL 7,8 and 9.

Home Textile

In order to complete the range of products exhibited in the fair we have added Home Textile. With different colors and designs, the textile group creates a different ambience in every shop and home.



HALL 7



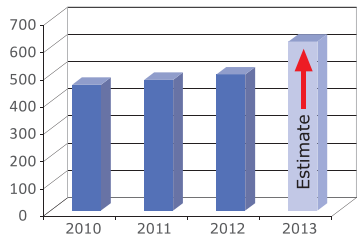
HALL 10-11-12

Decorative Products

You will find decorative accessories in every corner of your home. They bring color, a friendly atmosphere and memories to your daily life. It is one of the best gift that you can give to the people you want to stay in their mind with love. Choose the best decorative products for you and your customers in HALL 10, 11 and 12.

EXHIBITOR PROFILE

- Housewares
- Glassware
- Tableware
- Giftware
- Home Textile
- Plastics
- Decorative Items
- Bathroom & Kitchen Accessories
- Lighting & Chandelier



Eurasia's biggest housewares show

Zuchex 2013 has an area of 100.000 sqm. With about 600 exhibitors and thousands of different products, Zuchex is offering every visitor the opportunity to find the right product for their market. Last year Zuchex opened the doors to nearly 46.000 visitors from 96 different countries.