



BTSO
BURSA TICARET VE SANAYI ODASI



PRESS RELEASE

08/07/2018

"Junioshow's" Mark in Exports

Nearly 12 Thousand Business Professionals from 55 Countries Visited Junioshow in 4 Days

The Junioshow Fair, one of the most important gatherings of the babies and kids wear sector, has come to a close in Bursa, which is the manufacturing base of this sector. The fair gathered more than 1000 foreign buyers from nearly 55 countries, and was visited by close to 12 thousand business professionals in 4 days.

Co-organized by the Bursa Chamber of Trade and Industry (BTSO) and TÜYAP Bursa Fairs Organization, Inc., and supported by Baby & Kids Apparel Sector Industrialists' and Businessmen's Association (BEKSIAD), Junioshow, the heart of the baby and kids wear sector, continues to empower the sector. The fair was held July 4-7, and baby and kids ready-to-wear autumn-winter creations for children aged 0-12 were exhibited. The fair was visited by more than 1000 foreign buyers from 55 countries through initiatives by the Commercial Safari Project of BTSO and TÜYAP.

BURSA IN THE WORLD'S RADAR

Sector representatives from Bursa, which is considered the capital of Turkey in the baby and kids ready-to-wear sector, continued to open up to the world with Junioshow Fair. Among the participant companies with high international brand value were companies from various countries including Canada, Ghana, Russia, United Kingdom, Kazakhstan and Algeria. Thanks to this 4-day fair that hosted many business discussions, Bursa sector representatives started the second half of 2018 with a positive mood. The fair was also visited by business professionals from nearly 45 cities of Turkey in addition to foreign buyers.

"THE SECTOR HAS A GOOD APPETITE FOR EXPORT"

BTSO Board Chairman İbrahim Burkay has stated that Bursa is a trademark city in the baby and kids ready-to-wear sector, and emphasized that the Ur-Ge projects (projects for the enhancement of international competition) conducted with support from the Ministry of Economics makes the sector break its boundaries and set the bar higher. Burkay has stated that the baby and kids ready-to-wear sector, which is a great contribution to exports of Bursa's economy, increases international trade volume every year, and said, "Our companies increase of 116 percent in 2016 shows the export stability of the sector. While in 2017 the sector got an increase of 7.1 percent in Bursa, the BTSO's Ur-Ge member companies got an increase of over 40 percent. This performance shows us the appetite of our companies for export."

"JUNIOSHOW IS NOW A GLOBAL TRADEMARK"



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Chairman Burkay has stated that Bursa has great potential in the baby and kids ready-to-wear sector, and Junioshow Fair particularly contributes greatly to the sector in opening up to the world. Burkay has said that the fair is not only a local fair in Bursa and Turkey, but has also become a globally recognized organization, and added, "This success is thanks to the great contribution of sector representatives who take ownership of these projects. Our Bursa-based companies, which are brands with their value-added and design-focused production, have become players in the global arena with their international programs in addition to strengthening competitiveness. We organize this fair twice a year at the request of our sector, and we will continue to reap the fruits of the fair in future years. As BTSO, we will continue to pioneer the growth of our sector with a focus on exports."

11,828 BUSINESSPEOPLE FROM 55 COUNTRIES FOCUSED ON THE MARKET IN BURSA

Evaluating the second gathering of 2018, İlhan Ersözlü, General Manager of TÜYAP Bursa Fairs Organization, Inc., said that the Junioshow Fair was visited by 11,828 business professionals from 55 countries. Ersözlü stated that the fair exhibited the latest trends of the autumn-winter concepts of 110 companies in specially decorated stands, and contributed to the country's and the region's economy with added value with million dollar orders, and said, "Thanks to the organization carried out within BTSO's Commercial Safari Project and the Ur-Ge projects by the Turkish Ministry of Economy, and also the efforts of TÜYAP international offices, business people from 55 countries visited the Junioshow Fair, which grew by 25 percent compared to the fair in July last year, including countries like Azerbaijan, United Arab Emirates, Russia, Algeria, Morocco, Iran, and Greece. The business connections started during the Junioshow Fair have contributed greatly to the sector's production, competition and exports."

THE FIRST GATHERING OF 2019 WILL BE ON 9-12 JANUARY

İlhan Ersözlü has stated that the next gathering of the Junioshow Fair will be on 9-12 January 2019, and said "We have already started preparations for the Junioshow Fair, which will present its visitors with spring-summer concepts. The fair, where decorated booths will be exhibited as always, will be realized with the participation of companies who want to open themselves up to new markets and expand their current market share."

"THE SECTOR WILL CONTINUE TO GROW"

BEKSİAD Chairman Ömer Yıldız has stated that Bursa-based companies have held important business talks during the fair, and said, "Our fair, which is increasingly growing every year, has achieved another important success this year. Foreign buyers who came to our city through the initiatives of BTSO and TÜYAP to visit Junioshow Fair strengthened the export targets of Bursa-based companies with business connections. Many local companies gained new customers thanks to the Junioshow Fair. We would like to thank Mr. İbrahim Burkay, the Chairman of Bursa Chamber of Commerce and Industry, and his team, who always support our sector."



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