



BTSO
BURSA TİCARET VE SANAYİ ODASI



PRESS RELEASE

14/01/2018

"Junioshow" Difference in Exports

A High-Spirited Start to 2018 With Junioshow

In 4 Days, 24,628 Business Professionals Visited Junioshow

Through 4 days, almost 25,000 business professionals visited Junioshow Fair which is the nr. 1 fair of Baby & Kids Apparel industry in Turkey. The fair, where almost 1100 foreign business people from 63 countries met with the companies from Bursa, has contributed the industry to start to 2018 with high spirits.

International Baby & Kids Apparel and Kids Essentials Fair (Junioshow) ended. The fair, which is organized by BTSO and TÜYAP Bursa Fairs Organization Inc. with the cooperation of Baby & Kids Apparel Sector Industrialists' and Businessmen's Association (BEKSIAD), added great strength to the industry's foreign trade and competitiveness. Almost 200 companies which opened stands in the fair, which achieve more dynamism each year as a result of 2 different Ur-Ge projects for the industry by BTSO, accomplished key collaborations during 4 days. The fair, which was attended by 1081 business professionals from 63 countries, primarily from Russia and Iran, also contributed to the promotion of Bursa.

THANKS TO JUNIOSHOW, THE INDUSTRY IS OUT OF ITS SHELL

İsmail Kuş, Deputy Director of BTSO Board of Directors, said that Junioshow Fair helped the industry representatives to globalize and come out of their shell. İsmail Kuş emphasized that the fair became an organization accepted by the world by acquiring an "international" identity in a short period of time, given that the companies in Bursa globally commercialize their design-oriented products and gain experience in exports thanks to the fair.

"WE ARE REAPING THE FRUITS OF OUR WORK"

Reminding that they have decided to organize the fair twice a year in line with demand from the industry representatives, İsmail Kuş emphasized that the unity and solidarity within the industry led to success. İsmail Kuş said, "Baby and kids apparel industry is a rising value of Bursa's economy. Our industry, which increases its exports each year, is one of the most active industries with its 2 different Ur-Ge projects. As BTSO, we have had important contacts in USA, Africa, Asia and European markets to make our industry to globalize. Wherever we go, we introduced Junioshow and our industry in the best way possible. And now we are reaping the fruits of our work. I believe that our industry will succeed thanks to our fair."



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24,628 BUSINESS PEOPLE FROM 63 COUNTRIES FOCUSED ON THE MARKET IN BURSA

Evaluating the first Junioshow Fair of 2018 İlhan Ersözlü, General Manager of TÜYAP Bursa Fairs Organization Inc., said that Junioshow Fair was visited by 24,628 business professionals from 63 countries. Stating that almost 200 domestic manufacturers demonstrated the latest trends of "Spring & Summer" concept in the fair which provided the added-value for both regional and national economy thanks to the orders of a million dollars, Ersözlü said, "Thanks to the organizations held within BTSO's Commercial Safari Project and the UR-GE projects by Turkish Ministry of Economy and also the efforts of TÜYAP international offices, business people from 63 countries visited the fair. Business people from countries such as USA, Germany, China, Denmark, Indonesia, Morocco, Palestine, France, South Africa, India, Netherlands, England, Iran, Israel, Canada, Russia and Venezuela visited the fair. The business connections established in the Junioshow Fair, which was visited by industry representatives from 52 cities primarily including Istanbul, Gaziantep, Izmir, Ankara and Denizli, have contributed greatly to the manufacturing, competitiveness and exports of the industry."

SECOND MEETING OF THE YEAR WILL BE HELD BETWEEN 4th -7th of JULY, 2018

Speaking that the second Junioshow Fair of the year will host its visitors with the concept of "Fall & Winter" between 4th - 7th of July, 2018, Ersözlü stated, "We have already started to make preparations for Junioshow Fair. 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 FUTURE OF JUNIOSHOW IS BRIGHT"

Ömer Yıldız, President of BEKSIAD, stated that they successfully finished the Junioshow Fair, and said that participating companies were satisfied with the organization. Yıldız thanked to the industry representatives for their support and said, "We will continue our efforts to further expand the Junioshow Fair. Qualified foreign buyers were brought to the fair. I believe that the future of our industry is bright thanks to these efforts. Together with TÜYAP, we will move our fair to better spots thanks to the vision of BTSO."

"MANY HANDS MAKE LIGHT WORK"

The fair participant Mustafa Gürses stated that the fair grew steadily each year and said, "The quality of the buying committees supported by BTSO, Ministry of Economy and TÜYAP is very good. Our industry driven by the consciousness of "Many hands make light work" will go on further successes."

"WE HAVE JUST MADE A HIGH-SPIRITED START TO 2018"

The fair participant Mesut Okyay said that the baby and kids apparel in Bursa is a growing industry. Noting that the industry has gone global and achieved many successes with the projects



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by BTSO, Okyay said, "With Junioshow Fair, we made a high-spirited start to 2018. Each year, our industry is setting the bar high. I believe that our exports will expand even more with these organizations."

The industry representative Adem Çolak thanked to BTSO, TÜYAP and BEKSIAD, and also to the sector representatives for their contributions to the fair, stating that the quality of customers of the fair grow apace each year.



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