

## **Junioshow Closes Its Doors with a Record Number of Visitors**

### **Junioshow Hosts More Than 26,424 Professionals from 64 Countries**

Bursa International Baby and Kids Apparel and Kids Essentials Fair Junioshow, which is the first fair of the year in Bursa, ended. Opening its doors with a record number of nearly 200 participant firms and participants, Junioshow has broken its own record of number of visitors by hosting 26,424 sector professionals from 64 countries for four days.

Organized by TÜYAP Bursa Fairs Organization Inc. and Bursa Chamber of Commerce and Industry (BTSO) in collaboration with Baby and Kids Clothing Industrialists and Businessmen's Association (BEKSIAD), Junioshow has boosted the morale of the sector. Nearly 200 firms have displayed their baby and kids (0-12 ages) apparel spring-summer creations in specially designed stand areas in the fair held at TÜYAP Bursa International Fair Convention and Congress Center for four days. Participant firms holding bilateral business meetings with 1,150 foreign purchasers have signed off important collaborations during our fairs.

### **26,424 BUSINESS PEOPLE FROM 64 COUNTRIES FOCUSES ON THE MARKET IN BURSA**

Evaluating Junioshow Fair that brought together domestic and foreign baby and kids clothing sector, İlhan Ersözlü, General Manager of TÜYAP Bursa Fairs Organization Inc., said that Junioshow Fair, the first meeting point of 2019, was visited by 26,424 business professionals from 64 countries. Reporting that Junioshow attracted great attention from both foreign and domestic purchasers, Ersözlü emphasized that added-value was provided for the economy of both the region and the country thanks to the orders placed to the tune of a million dollars. Indicating that they made intensive promotional activities for Junioshow, Ersözlü noted that, "With respect to the studies of TÜYAP foreign offices, in coordination with the Ministry of Commerce and under the scope of UR-GE projects of BTSO; 1150 business persons from USA, Afghanistan, Germany, Australia, Azerbaijan, Belarus, Belgium, United Arab Emirates, Bosnia and Herzegovina, Bulgaria, Algeria, Czech Republic, Morocco, Ghana, Georgia, India, Netherlands, Palestine, France, Iraq, UK, Iran, Israel, Spain, Italy, Kazakhstan, Canada, Qatar, Kyrgyzstan, Kosovo, Turkish Republic of Northern Cyprus, Kuwait, Libya, Lebanon, Hungary, Macedonia, Malaysia, Egypt, Moldova, Uzbekistan, Nigeria, Norway, Pakistan, Poland, Romania, Russia, Senegal, Serbia, Singapore, Slovakia, Somali, Sudan, Syria, Saudi Arabia, Tajikistan, Tanzania, Tunisia, Turkmenistan, Ukraine, Oman, Jordan, Yemen and Greece visited Junioshow. Sector representatives from 40 cities primarily including Istanbul, Gaziantep, Izmir, Ankara and Denizli in Turkey visited the fair. The business connections started during the Junioshow Fair have contributed greatly to the sector's production, competition and exports."

### **SECOND MEETING OF THE YEAR BETWEEN 3rd -6th of JULY, 2019**

Speaking that the second Junioshow Fair of the year will host its visitors with the concept of "Fall & Winter" between 3rd - 6th of July, 2019, 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."

### **SECTOR GAINS AN EXPORT-FOCUSED APPROACH WITH JUNIOSHOW**

BTSO Deputy Board Director İsmail Kuş evaluated the fair and stated that Bursa has a long-standing experience in baby and kids clothing sector of Bursa. Indicating that the

manufacturing and design quality of Bursa in the sector reached international markets with Junioshow, İsmail Kuş also delineated that "Our Bursa firms which were previously selling goods only in the internal market now has an export-focused vision thanks to Junioshow. This year, we introduced our participating firms to 1150 foreign buyers from 64 countries through the purchasing committee organized under the scope of our Commercial Safari and UR-GE projects. Our fair during which we built a lot of new business connection has strengthened the identities of our exporter firms."

### **INTEREST IN THE FAIR INCREASES YEAR BY YEAR**

Expressing that Junioshow Fair thrives more and more each year and has become a brand fair in the sector, İsmail Kuş added, "Our Fair has gained momentum in a short period with the unity of our firms in the baby and kids clothing sector and the skill of consonant work. Interest in our Fair increases year by year. This year, the number of participants has reached to the highest level in terms of the number of foreign participants and total number of participants. I would like to thank all the companies that participated in our fair. Junioshow will continue to contribute to the competitive power of our sector in the coming years."

### **FOREIGN PURCHASERS ARE IMPRESSED**

Ömer Yıldız, President of BEKSIAD, stated concerning the fair that "Junioshow Fair has a key role in making the baby and kids clothing sector one of the sectors shaping the future of Bursa. Our Fair provides significant opportunities to make the most of the potential of the sector. Our firms have established important business relations this year during Junioshow which gathers together the purchasers around the world and the sector professionals. We have observed that our foreign guests are impressed with the products of our firms and appreciate the quality of our products. I would like to thank all of our stakeholders who took part in the organization of the fair, particularly BTSSO.

### **JUNIOSHOW FASHION SHOW ATTRACTS GREAT INTEREST**

Junioshow Fashion Show where the participant firms showcase their new collections specially prepared for the fair was held in a colorful atmosphere on January 9th, Wednesday and January 10th, Thursday. Trend products prepared specially for the creations of the firms, the concepts of "Drawn in 90s", "Picnic", "Skater Child", "Like My Father", "Dance Rehearsal", "Present of the Angels", "Little Trendsetter" and "50s" accompanied with the dances of the little models were presented during the fashion show, which has been a visual feast to the visitors.