

02-05 December 2010

5th Istanbul International Footwear Fashion Fair

4th
AYMOD
I S T A N B U L
2011

POST SHOW REPORT



CNREXPO ISTANBUL

Pozitif Fuarçılık AŞ.

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THIS FAIR ORGANIZED WITH THE PERMISSION OF THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY IN ACCORDANCE WITH THE LAW NUMBER 5174.

44th
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**5th Istanbul International
Footwear Fashion Fair**

AYMOD Received Shoe Orders Worth 100 Million Dollars

All exhibitors companies broke purchase orders record in AYMOD fair which is footwear sector's biggest commercial platform in Turkey. Footwear orders worth 100 million dollars were received in the fair where almost 3.000 foreign buyers from 66 countries participated. Nearly one third of sector's exports was realized at AYMOD Fair, organized twice a year.

44th AYMOD 5th International Footwear Fashion Fair organized by Pozitif Fuarcilik A.S. within CNR Holding Affiliate between 02-05 December at Istanbul CNR Expo Center made exporters extremely happy. Sector which realized \$ 375 million exports within first 11 months of the year improved its exports value even more with new connections. Fair provided 30% contribution to the sector. Contracts signed in AYMOD this year exceed \$100 million. AYMOD, which become the third largest footwear fashion fair in Europe, is rapidly progressing.



Number of Foreign Visitors Increased by 23 %

There has been a significant increase in number of foreign visitors participating in AYMOD Fair this year. USA, Germany, Belgium, Bulgaria, Republic of Czechoslovakia, France, Denmark, Hong Kong, England, Sweden, Russia, Greece, Romania, Ukraine, Italy, Iran, Iraq, Syria and CIS countries were among the visiting countries. 2.789 visitors from 66 countries visited the fair. Number of visitors attended AYMOD increased by 23% compared with last fair. 11.6% increase was experienced in total number of visitors. Totally 37.146 people visited AYMOD Fair.



Support to education in AYMOD

Providing contribution to education is included within AYMOD's mission. Collaboration is carried out with universities regarding this issue and relevant departments of universities are allowed to have stands in the fair. In addition AYMOD gained an intellectual element.

One Additional Hall is Planned for Next Year

266 companies exhibited at fair. There are requests to participate with more square meters. Therefore it is planned to add one other hall to the fair which was organized in 4 halls in last edition.

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Sophia Loren's Shoes Were Displayed

Very interesting shoes made their marks in AYMÖD Fair. Shoes designed by Istanbul's most famous shoe maker Ismail Cevat Görgün (Cevat Usta) for many celebrities from 1955 to 1973 were exhibited by Istanbul Chamber of Footwear Tradesmen and Manufacturers. At the stand where nearly 40 pair of shoes were displayed, shoes designed for many celebrities, from Sophia Loren to Zeki Müren were on show. As well as old products, interesting shoe designs of young students studying at shoe departments of universities attracted great attention in the fair. Among products designed by students, shoes inspired by many animals such as zebra, leopard, swan were displayed. Another interesting exhibition was displayed by Istanbul Aydın University students. Young students adapting Ottoman Sultans' shoes to today's fashion attracted intense interest from all segments, young and old.

Exhibition Highlights

Fair	: 44 th AYMÖD 5 th International Footwear Fashion Fair
Organizer	: Pozitif Fuarcilik A.S.
Date	: 02-05 December 2010
Next Fair	: 21- 24 April 2011
Venue	: CNR Expo Center, Istanbul/Turkey
Exhibitors	: 266
Visitors	: 37.146
Total Exhibition Area	: 40.000 sqms

Official Supporters:

TASEV (Turkish Footwear Industry Sector Research, Development and Education Foundation)
TASD (Footwear Industrialists Association of Turkey)
TUAF (Federation of the Turkish Footwear Manufacturers)
IAESO (Istanbul Chamber of Footwear Tradesmen and Manufacturers)
KOSGEB (Republic of Turkey, Ministry of Trade and Industry Small and Medium Enterprises Development Organization)

Other Footwear Exhibition of CNR : 45th AYSAF 6th International Footwear Industry Suppliers Fair
(23-26 March 2011)

Why Aymod?

- Rapidly growing and dynamic Turkish market at the meeting point of Europe and Asia.
- Istanbul's geographical location as an advantage for international trade business.
- Great opportunity for exhibitors aiming to enter new markets by meeting trade visitors mainly from Eastern Europe, Middle East, North Africa and CIS countries.
- Constant increase in shoe import figures of Turkey, since the Customs Union Agreement between Turkey and the EU.

Exhibitor Profile

- Footwear manufacturers (women, men, children shoes, work shoes, sports shoes, slippers, boots, long leg boots, safety shoes)
- Leathersgoods manufacturers (ladies bags, briefcases, belts, purses, wallets, travelling bags)
- Side materials manufacturers (shoecare products, shoe polishes, shoe trucks)
- Designers
- Wholesalers
- Associations
- Foundations
- Agencies
- Trade publications

EXHIBITORS BY COUNTRY

<i>Country</i>	<i>Number of comp.</i>
Turkey	260
Italy	3
Iran	2
China	1

EXHIBITORS BY SECTOR

<i>Exhibitors Type</i>	<i>Number of comp.</i>
Footwear Manufacturers	218
Leathersgoods Manufacturers	15
Trade Publications - Foundation	20
Agencies	27
Side Materials	13

Visitor profile

- Shoe shops
- Wholesalers
- Chain stores
- Department stores
- Distributors
- Importers

NUMBER OF EXHIBITORS

Domestic	260
International	6
Total	266

NUMBER OF VISITORS

Domestic	34.357
International	2.789
Total	37.146

Most Visiting Countries

USA, Germany, Belgium, Bulgaria, Republic of Czechoslovakia, France, Denmark, Hong Kong, England, Sweden, Russia, Greece, Romania, Ukraine, Italy, Iran, Iraq, Syria and other CIS countries.

WORLDWIDE PROMOTION

E-marketing

fotoshoeinfo.net
expodatabase.com
auma.de
eventseye.com
textile-press.ru
biztradeshows.com
yandex.ru
pozitiffuarcilik.com
cnrexpo.com
aysad.org
tasd.com.tr
fuartakip.com
tdsd.org.tr
fuarplus.com
turkiyeayakkabi.com
ayakkabicilarodasi.com
fotoshoeinfo.net

Radio

Alem Fm
Kral Fm
Moral Fm
Burç Fm
Lig Radyo
Habertürk
Cnn Türk

International Magazines

ARS Fairs - Italy
ARS Sutoria - Italy
Moda Pelle - Italy
Moda Pelle Flash - Italy
Ham Shahri, Iran
News Leather Industry - Iran
Leather& Shoe Magazine - Iran
Fotoshoe - Italy
Modexpo Fair Catalogue - Romania
CNBC Business - England

National Magazines

Turkish Leather
Shoe's Moda
Saraciye Dergisi
Izmir Ayakkabi Dergisi
Turkey in Shoe Magazine

Newspapers

Hürriyet
Habertürk
Sabah
Zaman

TV Channels

CNN Turk
Habertürk
S Haber
TGRT Haber
CNBC-e

Outdoor Advertising

Istanbul
Izmir
Bursa
Antalya
Adana
Konya
Eskisehir
Gaziantep
Denizli
Samsun
Hatay
Çorlu

International Fairs Attended for the Promotion of AYMÖD

Fair Name	Date (2010)	Country
MICAM	02-05 March	Milan, Italy
Lineapella	16-18 March	Bologna, Italy
Mos Shoes	23-26 March	Moscow, Russia
Motexha / Spring	06-08 April	Dubai, UAE
GDS	10-12 Sep.	Dusseldorf, Germany
MICAM	19-22 Sep.	Milan, Italy

Key Advantages of Doing Business with Turkey

Ease in Setting up Business

Turkey's regulatory climate is quite business-friendly. Registration and establishment of a company can be completed in a single day.

Rising Tourism

In 2008, Turkey was ranked the 8th most popular tourism destination in the world with 25 million international arrivals. Turkey's diverse geography, rich natural, cultural and historical resources allow it to offer a variety of tourism pursuits year round. With the high growth of international arrivals during the last decade, Turkey is set to become one of the top five most visited countries within five years.

Entrepreneurship

Small and medium sized companies account for the majority of Turkish firms. The private sector is the main driving force of economic growth. The number of companies involved in foreign trade increased by threefold during the last five years. Increasing number of participation from Turkish entrepreneurs to international trade shows is remarkable in indicating the appetite to do business overseas.

Growing Economy

Turkey is the world's 16th and Europe's 6th biggest economy according to purchasing power parity in 2009.

Large Consumer Base and Workforce

With 65% of the population under 34 and an average age of 28, Turkey's young population has a strong appetite to adopt new technologies and ideas.

First Rate, Cost Effective Manufacturing

Manufacturing goods make up more than 80% of Turkey's exports and their high quality is proven from winning the European Award in several categories.

Liberal Business Climate

Turkey's corporate tax rate is a flat 20%, one of the most competitive tax rates in the world. Because of Turkey's Customs Union agreement with the EU, Turkey's trade regulations are compatible with those of the EU.

CONTACTS

To Exhibit:

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To Visit:

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International Visitor Promotion Executive
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21-24 APRIL 2011

Istanbul International Footwear Fashion Fair



See you in April 2011



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