







Where People and Products Meet

Be part of the beautifully curated world of **Ideal Homex**, Istanbul's international event for creative retailers from across Turkey and beyond







Product Profile

- Glass, Porcelain and Ceramics
- Stainless Steel Products
- Plastic Homewares
- Electrical Appliances
- Kitchenware
- Decorative products and Giftware

Powerful Brand Heritage

Ideal Homex has grown a evolved over the last 12 years, creating a loyal following from the very best Turkish and international buyers from across Eurasia, The Balkans, The CIS, The Middle East and North Africa.



A diverse range of key buyers create the right balance

Our visitors come from a wide range of sectors and represent the whole buying landscape: the very best department store buyers, multiples, buying groups, independent retailers, online retailers, interior designers and contract buyers, from across Turkey and beyond. It's a diverse mix that we have carefully developed in order to achieve the right balance. We really look after our visitors with initiatives like our matching programme, to help make the Ideal Homex experience as positive, effortless and conducive to business as possible for everyone.

Visitor Profile

- Professional purchasing delegations
- Chain store purchasing managers
- Independent retailers
- Wholesaler & retailer organisations
- Dealers & distributors
- Owners/operators of hotels & restaurants

- Catering & hospitality companies
- Corporate gift buyers
- Designers
- Manufacturers and import representatives
- National and international press.



NEW FOR 2017

Our unrivalled business matching programme connects buyers with sellers in a unique environment on the show floor.

The Trend Area has been expanded across all of Ideal Homex's sectors attracting a rare and exciting collection of extraordinary new talent.

Ideal Homex is built on 12 years of commercial success.

Ideal Homex is constantly evolving to ensure the event remains the destination of choice for discerning, design-led brands and buyers. You'll see a consistent design ethos throughout and we will continue to develop the distinguishing characteristics for which our events are highly regarded and respected.



Beautifully merchandised, edited content

• You know you'll be in good company

Commitment to supporting the industry

• Which keeps bringing key buyers to the show

A warm and friendly atmosphere

• An enjoyable place to do business

The quality and mix of buyers

• Meet the whole market

Major international event

• Offering a rare depth and breadth of quality product choice

Beautiful show design

• An exquisite showcase for your products

Deep sector knowledge

• Enables us to innovate, creating new opportunities for you

Our location in Istanbul

• One of the world's most exciting creative and retail centres







The proof is in the numbers

25,000 Trade Visitors
Orders placed in excess of TL160million at the 2015 event
89% of visitors are key decision makers
76% place an order as a result of their visit to Ideal Homex
95% see Ideal Homex as a must-attend show
From over 72 countries



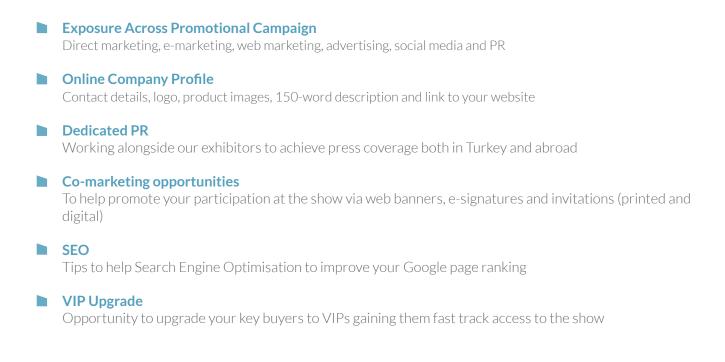






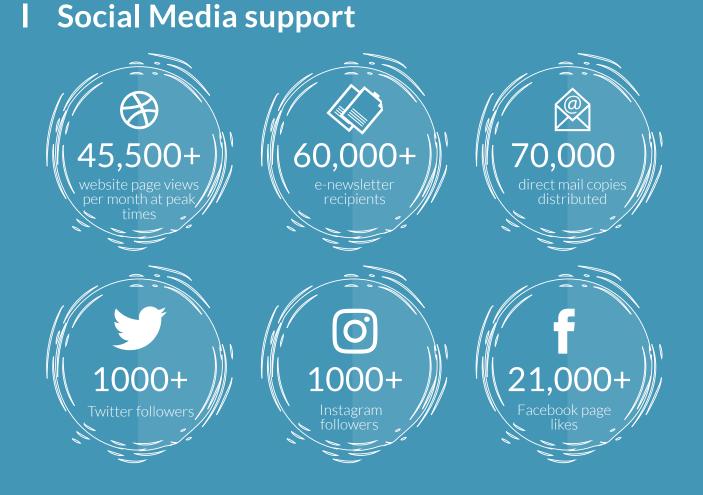
Making the most of our year-round marketing campaign

To help you generate the best possible business from your presence at the show, we encourage you to take advantage of the FREE marketing opportunities available to you including:



2 Million + market reach

Ideal Homex and Zuchex are featured in key media titles in Turkey and through our network of overseas media partners across trade magazines, newspapers, consumer publications, bloggers, TV and radio.







Industry support

Ideal Homex is proud to have the active support of Zucder, the Turkish Housewares Association, who provide valuable insights into market trends, extensive marketing support and who are a powerful lobbying body acting on behalf of the industry at large.





Glorious Istanbul

Istanbul is a fantastic place to visit, with many historical monuments and a strong cultural heritage. It occupies a unique position, straddling two continents; Asia and Europe. Consistently listed as one of the top cities in the world to visit, Istanbul is also a great place to do business.

It's a natural trading hub and as a result more than 30% of Turkish GDP activity originates in Istanbul.

How to apply to participate

If you would like to find more information about the marketing opportunities available, please contact us. A member of the marketing team will be happy to assist you.





Secure your place

- If you are interested in exhibiting, please contact us today
- ISTOC Oksuzogullari Plaza E-1 Blok Kat:7 No:71 Bagcilar - Istanbul / TURKEY
- ☑ info@idealhomefair.com
- +90 (212) 292 60 31

12th Ideal Homex Fair Plan

HALL 2 Glass, Porcelain, Ceramics

► HALLS 3-4-10 Stainless Steel Products

HALLS 4-5 Plastic Homewares HALL 6 Electrical Appliances

HALLS 7-8-9 Kitchenware, Decorative Products and Giftware

