



TURKEY

New large exposition center: fuarizmir

According to the German trade fair association AUMA, Izmir has the longest tradition in the exhibition industry in Turkey. This year the new exhibition centre has opened.

The venue fuarizmir is an indispensable part of Izmir's 'Local Development'. Fair and service sectors in Izmir has gained a potential to grow 5 times more in a very short time with fuarizmir. fuarizmir was built by Izmir Metropolitan Municipality from its head to toes. 400 million Turkish Liras was spent in the first stage. The cost of fuarizmir was totally 1billion TL with monorail, intersection, hotel and convention centers. Izmir Metropolitan Municipality undertook investment to respond to the potential of fair progress in the city and to open new gates for the sector. It is aimed

to enlarge present fairs and make them international, and also to introduce new and major fairs to the city. The operators also opened the gates of the new fairground with the biggest specialized fair of Turkey, Marble 2015 – 21st International Natural Stone and Technologies Fair – which started 20 years ago with 47 companies and has been granted with membership of the international trade fair association UFI in 1998.

The aim is to make the Marble Fair the biggest of the world of its industry. The latest edition of Marble in March 2015 was extremely successful: The number of booths

and visitors was increased with the new fairground by 64 percent and 31 percent respectively in 2015. Gross grounds used for fair and booth areas were increased by 168 percent and 70 percent respectively. The reason for the growth has been the capacity of the new exhibition centre: There are 4 indoor halls and an outdoor exhibition area in fuarizmir. Total size of the exhibition halls is 90,000 sq.m, in other words it is as big as 12 football fields. The outdoor exhibition space has a total area of 31,650 sq.m. And an indoor parking garage with a capacity of 2500 vehicles is also established in the fairground.



9478 plants and 1545 trees have been planted for the landscaping of the complex. 4700 sq.m ready grasses have been turfed in the field.

The Mayor of Izmir, Aziz Kocaoglu, stated that Izmir's fair sector is a major figure in Turkey's window to the world and creates opportunities for economic growth and to bring together Turkish people with many products. The mayor said that Izmir is the place where the fair sector will leap to a new era. Last year Izmir created resources over a billion Turkish Lira for the fair and congress sector from local and abroad. As a result of opening the new fuarizmir complex these figures will increase in 2015 – another step to realize the goal of 'making Izmir a city of Fairs and Exhibitions' which has been ordered by Turkey's Founder, Atatürk. Izmir In-

Many reasons to invest in Izmir:

- Dynamic and well-educated population
- 16.000 graduates per annum from 9 universities
- Proximity to foreign and domestic markets
- High level of living standards
 - Social and cultural facilities
 - Education and health services
 - Peculiar housing alternatives at affordable prices, good quality living
 - Advanced urban transportation infrastructure
 - Proximity to the touristic attraction areas
 - 4-season tourism; religious, archeological, gastronomic, health, MICE
 - Beautiful natural environment
- Access to a high quality workforce
- A highly developed infrastructure
- Low labour rates
- Access to raw materials
- The second largest commercial centre in Turkey
- A significant industrial base, realizing 9.3% of Turkey's total industrial production
- 9,7% of the total employment of Turkey
- More than 4,000 export companies
- 4.2% of the total imports and 5.8% of the total exports of Turkey
- Has high potential in motor vehicles, chemicals, industrial machinery & equipment, food & beverage production, renewable energy, tourism, automotive OEM, information & communications technology
- Has 1739 international companies
- The traditional export items of Izmir are agro-industry products, machinery and mechanical appliances, automotive components, iron and steel, tobacco, foodstuffs and textile
- A worldwide reputation for its local products such as cotton, figs, grapes, tobacco, olives and superior quality olive oil
- Geographical position close to the markets of the European Union and those of the Near and Middle East as well as having Turkey's 2nd largest seaport, Izmir Alsancak Port.

ternational Fair has been started to be organised during the Economics Congress on 17th

of February 1923 under the guidance of Atatürk (www.izfas.com.tr/en/anasayfa/).

