



Adana



Çukurova

*Textile and  
Ready to Wear*  
Fair

**February 2, 5; 2022**

**Fair Reports- Aralık**

# 2020 FAIR- Digital Data

2

A network diagram with a world map in the background. The map is light gray with green outlines for continents. Overlaid on the map is a complex network of black dots of varying sizes connected by thin black lines. The dots are more densely clustered in the upper left and lower right areas. On the right side of the image, there are four horizontal bars of different shades of blue and cyan, each containing white text. The bars are of varying lengths and are positioned one above the other.

78 Exhibition Companies

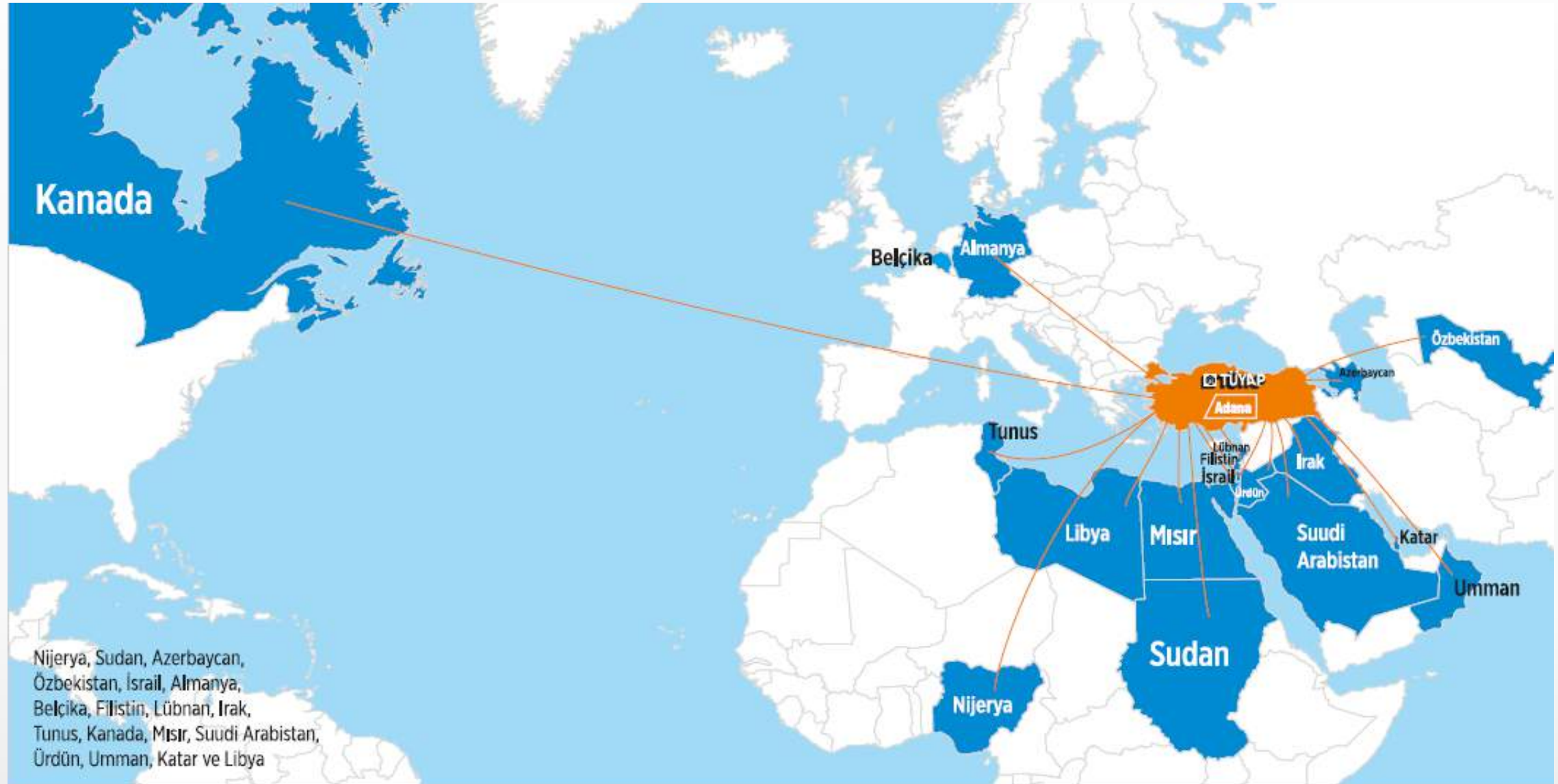
30 Visitor Countries

10.456 Professional Visitor

250 Foreign Visitor

# Distribution of Visitors by Country-2020

3





# Visitor Study from 39 Cities - 2020

4



# Sectoral Distribution of Visitors- 2020

5



Ready-to-Wear  
Production  
**%34**



Store  
Representative  
**%25**



Knitwear  
Production  
**%14**



Textile  
Trade  
**%13**



Fabric  
Production  
**%8**



Home Textile  
Production  
**%5**



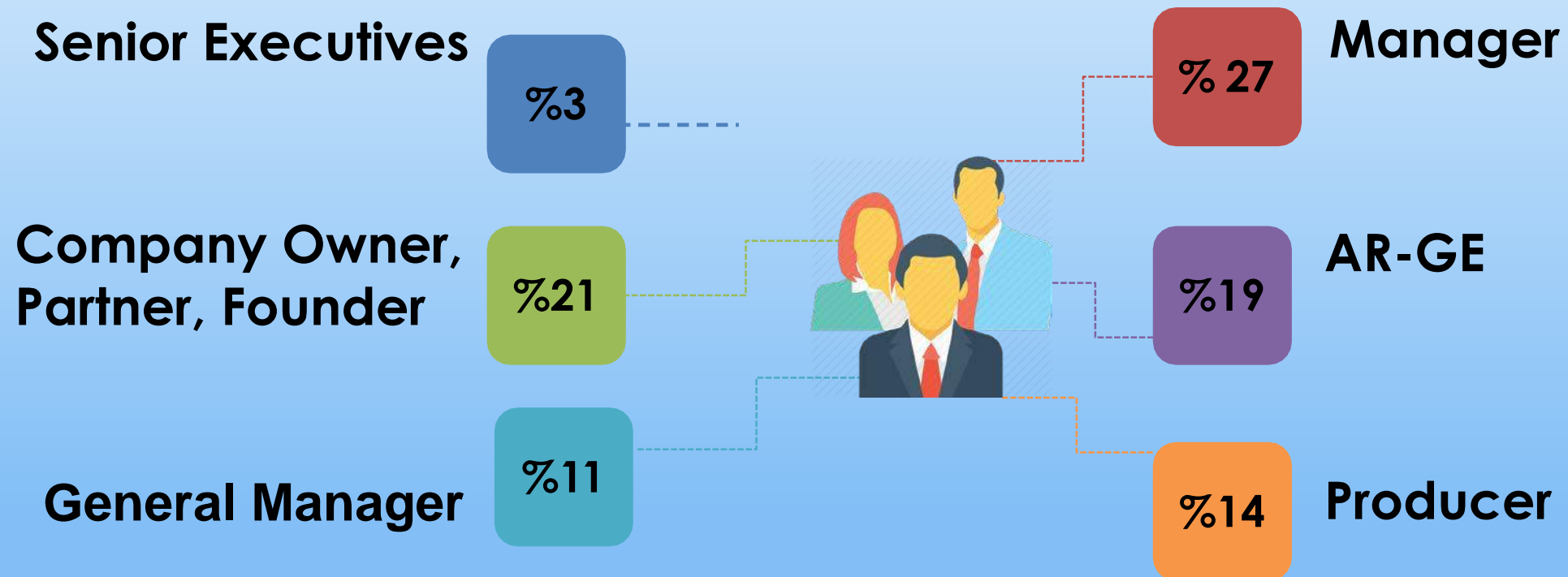
Textile Sub-  
Industry  
**%5**



Baby-kids Wear  
Production  
**%3**

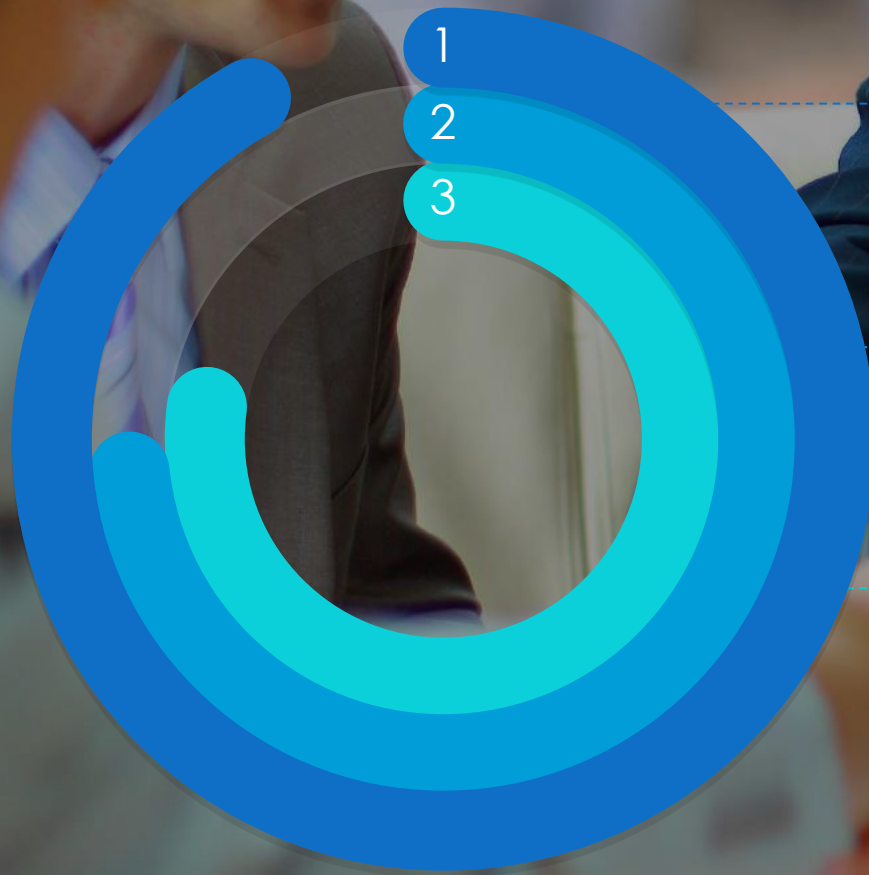
# Visitor Positions- 2020

6





# Fair Visitor Opinions



★★★ 86%  
Indicates They Are Satisfied

★★★ 94%  
Planning to Visit Next Year

★ 87%  
Those Who Recommend the Fair to the  
Business Environment

# Fair Exhibition Opinions



96%

Indicates They Are Satisfied



96%

Planning to Visit Next Year

88%

Those Who Recommend the Fair to  
the Business Environment

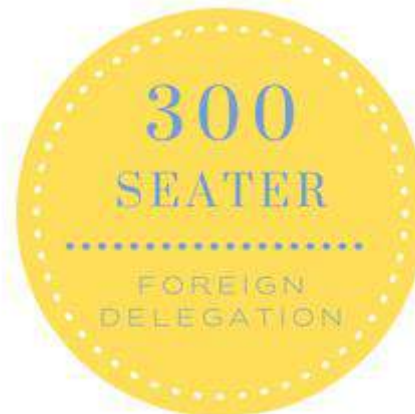


# OUR FAIR WORKS IN 2022

## MARKETING STRATEGY REPORT

In 2020, an export of approximately **5 million dollars** was realized at the Fair, which was quite successful. In 2022, we aim to increase this figure even higher. In this context, we want to reach more people in our overseas activities. We promote our Fairs through our offices abroad (Tehran-Moscow-Georgia-Cairo-Azerbaijan, Kosovo, Sofia) and agencies abroad. In addition, we invite and host the companies that our companies work or want to work abroad to the fair.

### Aim









# Best regards

## Contact Us

Address

Tuyap Adana Fair and Congress  
Center Prof. Dr. Necmettin Erbakan  
Boulevard Kurttepe District Çukurova  
/ Adana

e-mail

[esraadamak@tuyap.com.tr](mailto:esraadamak@tuyap.com.tr)  
[serifeyilmaz@tuyap.com.tr](mailto:serifeyilmaz@tuyap.com.tr)

web

[www.cukurovahazirgiyimfuari.com](http://www.cukurovahazirgiyimfuari.com)  
[www.tuyap.com.tr](http://www.tuyap.com.tr)

Phone

+90 (322) 256 90 90