



Press Release

Homedeco Kazakhstan 2008 Closing Report

2nd INTERNATIONAL HOME TEXTILE AND INTERIOR DESIGN SHOW – HOMEDECO KAZAKHSTAN - ALMATY

Homedeco Kazakhstan opened its doors for the second time at Atakent Fairground's 10th pavilion in Almaty between the dates 14-16.02.2008. The second Homedeco show held concurrently with the second Unistyle Fashion Show at 11th pavilion. These two shows created a great synergy and showcased the latest trends in textile industries to the visitors.

The ribbon cutting ceremony has been honored by the Turkish Consul in Almaty, Mr.Taner Seben, and the president of Turkel Fairs Org board of management, Mr. Korhan Yazgan and the assistant board of management, Mrs. Işıl Yazgan.

The 2nd Homedeco show hosted 39 exhibitors, 6 of which were international companies attending the show from Spain (Textile Frau Perez/Textile Verona) , Italy (Mario Cavelli) , Greece (BioKarpet), Russia (Decoware LLC), India (Estocorp) and Egypt (Mac Carpets).

The exhibitors had a chance to showcase products like curtains, tulles, Jacquard curtains, decorative trimmings, embroidery, accessories, cotton fabrics, decorative and upholstery fabrics, bedding and bathroom textiles, bedspread covers, bed sheets, tablecloths, towels, bathrobes, rugs and mats to a visitor group of around 9.000 people.

Turkel Fairs Org, has once again achieved the success of opening the export gates of another rapidly growing market namely Kazakhstan after Ukraine and Russia. In parallel with the increasing income level in Kazakhstan, the industries like construction and furniture is also growing dramatically which creates a great demand for various home textile products. Since there is not much local production, most of the home textile requirements are met by imports. Although Almaty has lost its title against Astana to be the capital of Kazakhstan in 1998, Almaty is still considered to be the capital of Kazakhstan for commercial activities. Its wide roads, residents not higher than 4-5 storeys are the best examples of this positive growth. The immense acceleration in trade brought expensiveness to the city which enormously increased the rent prices up to 20 USD per sqm. Finally, the Russian Federation is the most important trade partner of Kazakhstan in the CIS region which is followed by China, Germany and Ukraine.

Exhibitor Comments:

Mario Cavelli(Italy), Mr.Giampiero Gallazzi / Export Manager

"It was our first time in Homedeco show. We did not have a deeper insight about the market before but we heard that the market was very promising, the purchasing power of the people was high, and finally there was not so much production in home textiles which makes the market dependent upon the imports heavily. So that's how we decided to take part in Homedeco show. The show was very much satisfactory in terms of organization, and the helpful approach of the team. The quality of the visitors met our expectations and we had a chance to receive some orders on the site. We will definitely attend the next show in 2009"

Mac Carpet(Egypt), Mr. Tarek Shetta / Export Manager

" It was our first time in this market. Homedeco is a good platform to get acquainted with the market and to learn the buyers' tendencies. I have noticed that the retail business is booming in here and the buyers do not even bargain for prices if they really like the product and its quality. I see a great future in this market, and I will definitely be at Homedeco show next year if we can not find any agent to represent us in this market after following the business leads acquired this year."

BioKarpets (Greece), Mr. Costas Jouvaras / Export Manager

"We did not have any commercial activities in Kazakhstan before. By attending Homedeco Kazakhstan show, we found out that the market was very promising and there was a very high interest in our products which indeed made us very happy. We received couple of orders not so big in monetary terms but promising for future. The organization of the show was very well managed, construction of the stands was also good and the stand was delivered to us as complete as we agreed before. We will definitely consider participation next year"

Homedeco Kazakhstan will open its doors for the third time on 18-20.02.2009. Three days of exhibition will give you the right opportunity to position yourself in this continuously growing market . Be at Homedeco before your competitors do.