

The Playmaker has changed and the bar is even higher

Now the bar is even higher for the first Istanbul Toy Fair at TÜYAP. Yakup Kireççi, President of the Turkish Toy Association, said, ‘In cooperation with TÜYAP, we are organizing our biggest fair yet in terms of business volume and the number of participants. Our fair will take the lead in the Middle East and be the second largest in Europe.’ Yeşim Ulusoy, Assistant General Manager of TÜYAP, remarked that they were working on making the Istanbul Toy Fair internationally competitive.

Tüyap Fair Convention and Congress Center and Turkish Toy Association (OYDER) have combined their efforts. Supported by OYDER for the last 15 years, the Istanbul Toy Fair will welcome its visitors between March 22-25, 2018 at the Tüyap Fair Convention and Congress Center for the first time in cooperation with TÜYAP. The scope of the Istanbul Toy Fair 2018 has also been widened with this collaboration. Emphasizing that this year will mark the 15th anniversary of the Toy Fair and the first one to be organized with TÜYAP, Yakup Kireççi, President of OYDER, also added, “We are organizing our biggest fair yet in terms of business volume and the number of participants. Thanks to the support by TÜYAP, this year’s fair will be the biggest in the region covering the Middle East, Turkic Republics and Russia. And we will take the second place in Europe.”

Toy robots will put on a show

Touching on the fact that there were five sales events for the toy industry in Anatolia last year, Mr. Kireççi said, “Those are sales-oriented fairs. The Istanbul Toy Fair gains significance as it is a specialized fair. The latest technological innovations in the toy industry will make their debuts at our fair where the visitors will enjoy a show by toy robots. It will also allow for hundreds of thousands of dollars-worth business connections.”

Able to compete worldwide

Yeşim Ulusoy, Assistant General Manager at Tüyap Fairs and Fairs Services, said, “Our understanding of qualified service the toy industry needed ever since and our target-oriented marketing activities will put the fair at the very top of its competitors.” Mrs. Ulusoy also noted that their goal is to make the fair competitive against the world’s leading fairs in one to two years.

130 participating companies, 10,000 visitors

The fair will exhibit all kinds of toys from plush toys to jigsaw puzzles, wooden toys to outdoor products and intelligence development toys to robots. Organized in two halls with a combined area of 10,000 square meters, the fair will be home to 139 companies including Adel, Dolu Oyuncak, Dede Oyuncak, Pilsan, Neco, Adore Oyuncak and Armağan Oyuncak. Participation of international companies will be maximized with extensive promotion by TÜYAP's six international offices and representative network in 26 countries. 600 participating companies from Anatolia will be hosted for two nights by TÜYAP and OYDER. 10,000 professional visitors are expected to attend the fair.

About TÜYAP: *The exhibition sector in Turkey has become acknowledged as an organized business activity thanks to TÜYAP in 1979. Since its establishment, TÜYAP has organized 1,618 domestic fairs and 177 international fairs in 38 countries. It has served around 302.436 participating companies from 123 countries and hosted 55.722.878 visitors from 200 countries. TÜYAP is the only private fair organizer with its own fair center in Turkey. With 700 employees and over 100 professional bodies, TÜYAP Group makes long-term cooperations and organizes regular specialized fairs with 6 fair centers it owns and operates, 14 offices across Turkey and international offices in 6 countries.*

About OYDER: *Founded in 1994, the Turkish Toy Association (OYDER) incorporates all the players in the toy industry including manufacturers, exporters, importers, wholesalers and retailers. OYDER plays an active role in communicating and giving a voice to the problems and successes of the developing and promising toy industry.*

For detailed information...

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