

Toy orders increase 42% on the back of foreign demand

Shortly becoming one of the top specialized fairs in the world, and closely monitored by overseas companies, Istanbul Toy Fair drew a huge influx of foreign visitors in 2019. The number of visitors climbed 69% over the previous year, leading to a 42% increase in sales. Indicating that they have been seriously motivated by these results, TÜYAP General Manager İlhan Ersözlü stated “We have already began the preparations for the 2020 fair.”

Organized jointly by TÜYAP Fairs and Fair Services (TÜYAP) and Turkish Toy Industry Association (OYDER), and supported by KOSGEB, Istanbul Toy Fair 2019 gathered the entire sector under a single roof for the second time. Drawing large crowds, the fair saw a 69% increase in the number of foreign visitors. Domestic and foreign visitors alike had the chance to examine thousand of products ranging from plush toys to puzzles, from wooden toys to outdoor products, from intelligence-boosting toys to robots.

60 countries from 5 continents met in Istanbul

Indicating that 24 countries, namely Germany, Albania, Belgium, Czech Republic, Gabon, Guinea, South Africa, Croatia, the Netherlands, Hong Kong, Cameroon, Qatar, Kuwait, Luxembourg, Mauritius, Mongolia, Nigeria, Romania, Russia, Slovenia, Sudan, Togo, Tunisia and Oman sent visitors to the fair for the first time, TÜYAP Fairs and Fair Services General Manager İlhan Ersözlü said, "We have hosted foreign visitors from the 60 countries of 4 continents including Africa, Europe, Asia and North America. Due to the increase in the number of foreign visitors, orders went up by 42 percent over the last year." Stating that the fair hosted 56 brands -22 of them for the first time-, 53 firms and firm representatives from 7 countries (China, Denmark, Germany, Hong Kong, Italy, Japan and Turkey), Ersözlü indicated that TÜYAP welcomed 600 retailers from 60 Turkish provinces during the event. Ersözlü added that the organization became the most important specialized fair in the toy industry in a short space of time, and reached its export target for this year. Pointing out that they set the bar ever higher, Ersözlü said “There is a significant increase in the number of visitors and exhibitors in the fair every year and with this motivation we have already started preparations for the year 2020.”

Important information provided about the regulation

On the other hand, aside from the specially designed products featuring the latest technology, there was also ample interest towards the training seminars organized in the fair. In particular, the exhibitors and visitors attended an important training seminar titled 'Toy Regulations and Legislation' and had the chance to receive answers to all of their questions. They stated that they were very pleased to attend the event and looked forward to visiting the fair and its products in the next year.