

# 22. TURKIYE-WORLD TRADE BRIDGE

READY WEAR,  
TEXTILE, LEATHER,  
HOME TEXTILE AND  
RELATED MACHINERY

MARCH 17-18, 2015/ İSTANBUL

THE NEW  
MEETING POINT  
FOR GLOBAL TRADE



# WHY TURKIYE?

- Turkiye is the world's #17 largest nominal GDP and #15 largest GDP by PPP.
- The traditional sector of textile has a share of 20% in Turkey's total exports.
- Turkiye is the #4 largest clothing manufacturer in the world and number one in Europe.
- Turkish textile industry, which is listed in the world's top ten exporters, is the #2 largest supplier to the EU.
- Turkiye is the #2 largest producer of organic cotton (major input in organic textile) after India.
- Turkey ranks #8 in world cotton production and #4 in world cotton consumption.
- It has a share of 4% in knitted clothing exports and it ranks #5 among the exporting countries.
- With a share of 2.8%, Turkey ranks #9 among the woven clothing exporters in the world.
- You can find hundreds of Ready Wear & Apparel brands and various products in Turkiye.

## Who Should Participate in the TWTB 2015?

Buyers, resellers, importers and distributors in the fields of Ready Wear, Textile, Leather, Home Textile and companies dealing with all kinds of machinery in these fields.

## Why Should I Participate in the TWTB 2015?

- TWTB 2015 is a highly professional international business summit. It is open only to registered companies selected among thousands of applicants from Turkiye and the world.
- You can participate in 2-days long B2B meetings with Turkish companies.
- The event is organized by TUSKON which is the largest and the most widespread Turkish business NGO with 50.000 member businesspeople and more than 100.000 companies.
- Leading 150 Turkish manufacturers will participate with their product display. In total 1.750 distinguished Turkish business people will participate in B2B meetings at desks and booths.
- TWTB 2015 is focusing on specific sectors and product groups making the event even more promising for international companies.
- You will have a chance to meet with superior quality products at more reasonable prices.
- You will experience the level of industrial development of Turkiye which is one of the most dynamic and the fastest growing economies of the world.
- TWTB 2015 is a platform where you can meet reliable Turkish manufacturers, investors and traders.

## How to Apply to the TWTB 2015?

The application process is very simple. Visit [www.tuskonwtb.com](http://www.tuskonwtb.com) for detailed information and application.

# TARGETED SECTORS AND INDUSTRIES

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## READY WEAR

- Men's wear
- Women's wear
- Infant wear
- Wedding and evening dresses
- Shoes & Accessories
- Fur & Feather
- Sportswear
- Underwear
- Denim



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## TEXTILE & COSMETICS

- Clothing Accessories
- Hats and Caps
- Uniforms
- Yarn
- Yarn & Fabric
- Deodorant and perfume



3

## LEATHER & LEATHER PRODUCTS

- Leather wears
- Shoes, slipper, sandal,
- Rawhide



4

## HOME TEXTILE

- Beds
- Curtains
- Bedding, Blankets
- Table Cloths
- Rugs
- Pillows, Sheets, Comforters
- Bath Towel



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## TEXTILE CHEMICALS

- Pre-Treatment Products
- Auxiliary Dyestuff
- Finishing Agents
- Enzymes
- Washers
- Ion Immobilizer
- Stabilizers
- Softeners
- Micro Silicons
- Wetting Agents



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## RELATED MACHINERY

- Textile Production Machinery
- Textile Processing Machinery
- Yarn Preparation Machinery
- Industrial Ironing Machinery
- Fabric Weaving Machinery
- Washing and Drying Machinery
- Printing Machinery
- Clothing Sewing
- Machinery & Spare Parts
- Leather Machinery



## TURKIYE WORLD TRADE BRIDGE 2015 PROFILE

Participating Countries	130
International Participants	1300
Turkish Participants	1750
Turkish Exhibitors	150
B2B Meetings	20.000

# About TUSKON

## OUR STRUCTURE

The Confederation of Businessmen and Industrialists of Türkiye (TUSKON) is a non-governmental and non-profit umbrella organization for 7 business federations and 216 business associations.

TUSKON today has more than 50.000 business people representing and over 100.000 companies and it is the largest business NGO in the country. TUSKON has a member association in every city and important district of the country and in this respect TUSKON is the most widespread business NGO in Turkish business community.

## OUR LINKAGE

Being the most widespread business NGO in Türkiye, TUSKON has the widest and strongest domestic linking capacity in the country. This linkage mainly includes our member federations and associations, and some non-member partner organizations.

With this domestic linkage capacity, TUSKON is able to provide services including-but not limited to- organizing trade delegations from/to Türkiye, trade and investment match-making activities and helping international companies reach relevant and reliable counterparts in Turkish business community.

TUSKON's strength and pioneering role in Turkish business community does not only come from its capacity in Türkiye, but also from its highly developed international linkage. Today, TUSKON has five representative offices in Washington DC, Brussels, Moscow, Beijing and Addis Ababa. In addition, TUSKON has partner business institutions and representatives in 140 countries. This international linkage enables TUSKON to organize bilateral and multilateral business match-making activities not only in Türkiye but also in different regions and countries.







## FREQUENTLY ASKED QUESTIONS?

### 1. What is the concept of the event?

The main event is on March 17 and 18, 2015, Tuesday and Wednesday. On Tuesday, product display booths of Turkish companies will be visited by international participants. On Wednesday, in addition to visiting product display booths, B2B meetings between Turkish and international companies will be organized at B2B desks in a separate hall. There will be 300 B2B desks for Turkish companies. The profiles and business interests of Turkish companies will be distributed to you beforehand.

### 2. Who is eligible for TWTB 2015?

TWTB 2015 is open only to importer companies. An applicant should have an interest to import from Türkiye at least in one product group among target industries.

### 3. What if my company has some operations in sectors other than the target sectors and industries? Shall I be able to make B2B meetings in these additional sectors as well?

If your company has an interest or operation in other fields of business in addition to your operations in any of targeted sectors, Ready Wear, Textile, Leather, Home Textile and related machinery, then TUSKON will find you new counterparts in these additional fields as well.

However, please keep in mind that your main purpose of participation should still be to meet Turkish companies in targeted industries.

### 4. I do not speak Turkish. How shall I communicate with Turkish businesspeople during B2B meetings?

There is no problem if you do not speak Turkish or a Turkish participant does not speak any foreign language since TUSKON will provide you a separate interpreter (if possible) who will be able to translate from your own language into Turkish during B2B meetings.

### 5. What are the mandatory and optional parts of the events?

The main activities on March 17 - 18 are mandatory to participate. Istanbul city tour on March 16 and visits to different Anatolian cities on March 19, 2015 are optional.

### 6. What is the latest arrival and the earliest departure dates recommended?

You must arrive at Istanbul no later than the evening of March 15, 2015, Sunday. You also should not leave the event before the close of the event on March 18, 2015 at 18:00.

### 7. What is the deadline for application?

Application deadline for international participants is March 1, 2015.

### 8. Whom shall I contact with for detailed information or my further questions?

There is a TUSKON representative in your country. If you do not know our representative, please contact us at [wtb@tuskon.org](mailto:wtb@tuskon.org) for your further inquiries.

# TWTB 2015 DAILY SCHEDULE

DAYS	EXPLANATION
March 15, 2015 Sunday	<ul style="list-style-type: none"><li>• Arrival in Istanbul</li><li>• Check into Hotels</li></ul>
March 16, 2015 Monday	<ul style="list-style-type: none"><li>• Historical and Touristic City Tour of Istanbul</li></ul>
March 17, 2015 Tuesday	<ul style="list-style-type: none"><li>• Visiting Product Display Booths of Turkish Exhibitors</li></ul>
March 18, 2015 Wednesday	<ul style="list-style-type: none"><li>• Visiting Product Display Booths of Turkish Exhibitors</li><li>• B2B Meetings with Turkish Businessmen at B2B Desks</li></ul>
March 19-20, 2015 Thursday and Friday	<ul style="list-style-type: none"><li>• Follow-up Meetings in Istanbul</li><li>• Visits to Anatolian Cities (Optional)</li><li>- Departure from Istanbul to Selected Cities in Other Parts of Turkiye</li><li>- Factory, Company and Industrial Zone Visits</li><li>- Local Business Matchmaking with Turkish Companies</li><li>- Historical, Cultural and Touristic Tours</li></ul>
March 21-22, 2015 Saturday and Sunday	<ul style="list-style-type: none"><li>• Departure from Istanbul</li></ul>

## What do people think about TWTB?

- The most important dimension of TUSKON's program was that it prepared the groundwork for business connections on which the sides would directly sit and talk on concrete agreements given the atmosphere of trust guaranteed by the confederation." **Arturo Mendicuti Narro, President of the Mexico City Chamber of Commerce.**
- "TUSKON event is an invaluable opportunity for us to promote the Kenyan market in Turkiye and also to reach out to a big number of businesspeople in Turkiye. It also builds bridges between importers and exporters." **Michael Muasa Kilonzo, CEO of Concise Construction Company Ltd., Kenya.**
- "Interest in strengthening ties with Turkiye and other Middle Eastern partners has grown in the wake of Europe's slowdown. We would like to create direct investments, we want to strengthen imports, and we're trying to find out here what business we can do with Turkiye." **Herbert Bautista, Mayor of Quezon City in the Philippines.**
- "TUSKON event was so impressive not only because of its scope and number of participants but also for the organizing party's professionalism and hospitality"- **Roberto Horacio Eguía Benavides, Owner of textile producer Robles S.A. and President of the Association of Confectionary Industries of Paraguay (AICP).**
- "We have been closely following Turkiye and thanks to the World Trade Bridge organized by TUSKON, we are now planning to invest in Turkiye and also supply some materials from Turkiye to our market." **Hisham al-Jamal, Head of Jordan's Al-Jamal Trade.**
- "I think it is a very good idea. ... We are meeting goodv suppliers and lots of businessmen who want to collaborate. We also now have a different perception of Turkiye."- **Paul Ghita, a general contractor from Romania.**
- "This is the only kind of meeting in the region. There are plenty of opportunities here to make good contacts and strike a deal." **Saliyev, Owner of several retail stores in Kyrgyzstan's capital of Bishkek.**

## How to Apply?

Please, contact your TUSKON country representative, if you don't know, please send an e-mail to [wtb@tuskon.org](mailto:wtb@tuskon.org)

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