



USDA Foreign Agricultural Service

# GAIN Report

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## Turkey

### Promotion Opportunities

### Quarterly Update

**2005**

**Approved by:**

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U.S. Embassy

**Prepared by:**

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**Report Highlights:**

Due to its large population, growing economy and booming tourism sector, there are important market opportunities for food and agricultural products in Turkey. Despite these opportunities, cracking the Turkish market is difficult. Attending on one of Turkey's major food or agriculture trade shows can be an important first step to entering the market. The largest food shows are held annually in Istanbul and Antalya.

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Includes PSD Changes: No  
Includes Trade Matrix: No  
Quarterly Report  
Ankara [TU1]  
[TU]

**Report Highlights:** This report updates FAS Istanbul, Turkey's listing of major trade shows especially on Food and Food Products from March 2005 to September 2006 (18 months). The purpose of this report is to inform U.S. companies in the food, agriculture, poultry and forest product sectors of potential export opportunities to Turkey and upcoming trade events.

**Disclaimer:**

The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the organizer directly for further information.

The following is a list of the upcoming Turkish trade shows. These shows are organized by outside entities and are therefore listed solely for informational purposes. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer.

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**Section I.**

**FAS/W Endorsed Trade Shows**

There are currently no FAS endorsed Trade Shows planned in Turkey.

## Section II.

**FOOD, AGRICULTURE, AGRICULTURE MACHINERY, DAIRY PRODUCTS, POULTRY AND FOREST PRODUCTS TRADE SHOWS IN ISTANBUL, ANTALYA, IZMIR, BURSA and KONYA.**

<b>Large-Scale Trade Shows</b>			
<b>Date</b>	<b>Event/Description</b>	<b>Location</b>	<b>Contact/Organizer</b>
<b>FOOD, AGRICULTURE, AGRICULTURE MACHINERY, DAIRY PRODUCTS FAIRS</b>			
<b>March 31- April 03, 2005</b>	<b>FOTEG ISTANBUL 2005 / FOOD TECHNOLOGY GROUP FAIRS: FOOD TECHNOLOGY 2005</b> 12 <sup>th</sup> International Trade Exhibition for Food Processing Technologies & Equipment A part of the 2005 Food Technology Group Fairs consisting of 4 main sectors: Food Technology 2005, Food Ingredients and Additives 2005, Foodpack 2005, Food Bakerytech 2005. "This is the meeting point for food processing equipment suppliers, food production company representatives and top executives". <b>Annual.</b>	<b>Istanbul/Turkey</b> CNR EXPO Center, Yesilkoy	<b>Contact:</b> Ms. Tomris Bayal Phone: +90-212-216-4010PBX Fax: +90-212-216-3361 Web Site: www.hkf-fairs.com E-mail: tomris@hkf-fairs.com <b>Organizer:</b> <b>HKF Fairs Inc. in cooperation with VNU Exhibitions Europe</b>
<b>March 31- April 03, 2005</b>	<b>FOOD INGREDIENTS AND ADDITIVES 2005</b> A part of the Food Technology 2005 Group Fairs."The Food Ingredients & Additiveshow has become the meeting point for those who demand greater standards. The exhibition, being an ideal showcase for the ingredients sector wishing to enter this lucrative market, brings together exhibitors from around the world". <b>Annual.</b>	<b>Istanbul/Turkey</b> CNR EXPO Center, Yesilkoy	<b>Contact:</b> Ms. Tomris Bayal Phone: +90-212-216-4010PBX Fax: +90-212-216-3361 Web Site: www.hkf-fairs.com E-mail: tomris@hkf-fairs.com <b>Organizer:</b> <b>HKF Fairs Inc. in cooperation with VNU Exhibitions Europe</b>
<b>March 31- April 03, 2005</b>	<b>FOOD BAKERYTECH 2005</b> The International Technology Fair for Bakery & Confectionary <i>" It became a separate exhibition in direct response to heavy demand from the industry. Food Bakerytech present the latest developments in products, equipment and technologies from around the world".</i> <b>Annual.</b>	<b>Istanbul/Turkey</b> CNR EXPO Center, Yesilkoy	<b>Contact:</b> Ms. Tomris Bayal Phone: +90-212-216-4010PBX Fax: +90-212-216-3361 Web Site: www.hkf-fairs.com E-mail: tomris@hkf-fairs.com <b>Organizer:</b> <b>HKF Fairs Inc. in cooperation with VNU Exhibitions Europe</b>

<p><b>April 21- 24 2005</b></p>	<p><b>KONYA FOOD 2005</b> 3<sup>rd</sup> Food Industry Fair. <b>Annual.</b></p>	<p><b>Konya/Turkey</b> TUYAP Konya Fair, Exhibition and Convention Center</p>	<p><b>Contact:</b> Mr. Alp Koparan Phone : +90-332-320-6275 Mobile: +90-535-899-0582 Fax: +90-332-322-8688 Web Site: www.tuyap.com.tr E-mail: <a href="mailto:alpkoparan@tuyap.com.tr">alpkoparan@tuyap.com.tr</a> <b>Organizer:</b> TUYAP Konya Exhibitions Inc.</p>
<p><b>April 21-24,</b></p>	<p><b>BURSA FOOD 2005</b> Bursa 4th Food, Food Processing and Food Additives Fair. It will be organized together with the <b>4th Bursa Packaging Industry Fair</b> and <b>4th Bursa Food-Tech 2005: Food – Beverage and Cooling Technologies Fair. Annual.</b></p>	<p><b>Bursa / Turkey</b> Bursa International Fair, Convention and Congress Center</p>	<p><b>Contact:</b> Mr. Ismail Tekdogan Phone: +90-224-211-5081 <b>Fax: +90-224-211-2216</b> Web Site: www.tuyap.com E-mail: <a href="mailto:tuyapbursa@tuyap.com.tr">tuyapbursa@tuyap.com.tr</a> <b>Organizer:</b> TUYAP Bursa Fairs Organization Inc.</p>
<p><b>September 01-04, 2005</b> <b>September 05-09, 2006</b></p>	<p><b>AGROTEC 2005</b> <b>The 9<sup>th</sup> International Agricultural Fair.</b> <i>"On its 9th year <b>AGROTEC</b> agriculture fair aims at introducing the latest developments on the agricultural machinery, equipment and tools to the institutions, organizations and companies belonging to the public and private sector, and being used by farmers. This fair gives an opportunity to show all vegetable and animal products together, and embraces the both sub sectors producing the same inputs for these products at the same time". <b>Annual</b></i></p>	<p><b>Ankara/Turkey</b> ALTINPARK EXPOCENTER</p>	<p><b>Contact:</b>Mr. Arda Akdemir, Foreign Affairs Manager Phone : +90-312-491-6760 Cell: +90-555-499-3373 Fax: +90-312-491-7803 WebSite: www.infofair.com.tr E-mail: <a href="mailto:akdemir@infofair.com.tr">akdemir@infofair.com.tr</a>  <b>Organizer:</b> Info International fair &amp; Exhibition Ltd. Co.</p>
<p><b>September 15-18, 2005</b></p>	<p><b>FOOD 2005 (World Food)</b> 13th International Food &amp; Beverage, Food Ingredients Systems Exhibition. <b>FAS Ankara has participated in this show in past years.</b> The show covers food products, shop design and franchising. <b>This is the biggest show of its kind</b> and provides excellent access to local food importers, distributors, wholesalers and retailers. <b>Annual</b></p>	<p><b>Istanbul/Turkey</b> CNR Expo Center, Yesilkoy</p>	<p><b>Contact:</b> Ms. Tugba Karadeniz Papi, In.'l Sales &amp; Marketing Coordinator Phone: +90-212-663-0881 Fax: +90-212-663-0973 Web Site: <a href="http://www.itf-gida.com">www.itf-gida.com</a> Email: <a href="mailto:tugba.karadeniz@itf-exhibitions.com">tugba.karadeniz@itf-exhibitions.com</a> <b>Organizer:</b> ITF Fair</p>

<p><b>September or October 2006</b> No dates are not fixed yet.</p>	<p><b>MUFOPACK 2006</b> <b>The 11<sup>th</sup> *MUSIAD International Fair</b> This is a group of fair consisted of 4 sector divisions: <b>MUFOPACK 2006:</b> Food products, Beverages, Packaging and Services Sectors: <b>MUTEX 2006:</b> Textiles, Garments, Leather and Carpets <b>MUMAC 2006:</b> Machinery, Computers, Automation, Automotive, Spare Parts and Electrical Goods. <b>MUSCON 2006:</b> Construction, Furniture and Building Materials. MUSIAD International Trade Fair is endorsed by the International Business Forum (IBF). Numerous businessmen from 30 countries, who are members of the IBF have been increasingly participating in MUSIAD Trade Fairs every year. <b>Biannual</b></p>	<p><b>Istanbul/Turkey</b> CNR Expo Center, Yesilkoy</p>	<p><b>Contact:</b> Mr. Hakan Kiyici, Foreign Relations or Mr. Ozcan Tokel Phone: +90-212-213-6100 Fax: +90-212-213-7890 and +90-212-216-0142 Web Site: www.musiad.org.tr/fairs E-Mail: foreignrelations@musiad.org.tr musiad@musiad.org.tr fairs@musiad.org.tr <b>Organizer:</b> <b>*MUSIAD</b> (Independent Industrialists and Businessmen's Association)</p>
<p><b>September 22-25, 2005</b></p>	<p><b>1<sup>st</sup> AGROEXPOEURASIA Agriculture Fair</b> Agriculture and Agricultural Mechanism Fair. "AGROEXPO. Located on a total area of 55.000 mq of which 23.750 mq is for exhibition will be the biggest agricultural fair of Turkey by approximately 400 domestic and foreign exhibitors." <b>Annual</b></p>	<p><b>Izmir/Turkey</b> Izfas/ Izmir International fair Center</p>	<p><b>Contact:</b> Mr. Ozan Karaatli Phone: +90-232-374-4640 Ext: 3 Fax: +90-232-374-3849 Web Site:www.orionfair.com E-mail: ozan.karaatli@orionfair.com <b>Organizer:</b> Orion Fairs</p>
<p><b>September 28 October 2, 2005</b></p>	<p><b>BURTARIM 2005 (BURSA AGRICULTURE)</b> Bursa 3<sup>rd</sup> Agriculture, Stockbreeding, Poultry and Sapling Fair. Organized in cooperation with Bursa Directorate of Urban Agriculture. The largest exhibition of its kind. It will take place together with the <b>Bursa Dairy Industry Fair 2005. Annual.</b></p>	<p><b>Bursa/ Turkey</b> Bursa International Fair, Convention and Congress Center</p>	<p><b>Contact:</b> Mr. Ismail Tekdogan Phone :+90-224-211-5081 <b>Fax:+90-224-211-2216</b> Web Site:www.tuyap.com E-mail: tuyapbursa@tuyap.com.tr <b>Organizer:</b> TUYAP Bursa Fairs Organization Inc.</p>
<p><b>November 09-13, 2005</b></p>	<p><b>FOOD-TECH 2005</b> 2nd Istanbul Food and Beverage Technologies Fair. This group fair is organized in co-operation with ASD-The Packaging Manufacturers Association, with the aim to introduce the innovations and the progressed technologies within the food technologies field. <b>FOOD-TECH 2005</b> will be organized at the same time with the <b>11<sup>th</sup> PACKAGING INDUSTRY FAIR</b> and <b>ISTANBUL FOOD 2005</b>, the 5<sup>th</sup> Food Industries Fair. It will be a great opportunity for the exhibitors to meet visitors from all over Turkey and overseas. <b>Annual</b></p>	<p><b>Istanbul/Turkey</b> TUYAP Beylikduzu Exhibition Center</p>	<p><b>Contact:</b> Mr. Ekrem Sener Phone :+90-212-886-6843 Ext: 266 Fax: +90-212-886-6698 Web Site:www.tuyap.com.tr E-mail: ekremsener@tuyap.com.tr <b>Organizer:</b> TUYAP Inc.</p>

<b>February 2006</b> No dates fixed yet.	<b>FABEX 2006</b> The 13 <sup>th</sup> Mediterranean International Food & Beverage Expertise Exhibition. Animal Nourishment; Agricultural, Beverage (Drink), Pastry, Bakery Packaging and Techniques. <b>FAS Turkey participated in this show in the past.</b> This is a regional show that serves Southern Turkey, particularly the hotels and resorts in Antalya area. The show also attracts duty-free shop operators. This is one of the biggest food shows: 20,000 visitors are expected to visit the show. <b>Annual.</b>	<b>Antalya/Turkey</b> Antalya Anfas Expo Center	<b>Contact:</b> Mr. Haldun Tuzel Phone: +90-242-462-200 Ext: 125 Mobile: +90-533-627-2115 <b>Fax: +90-242-462-1990</b> Web Site: www.fabexantalya.com; www.anfas.com.tr E-mail: halduntuzel@anfas.com.tr, fuar@anfas.com.tr <b>Organizer:</b> Anfas Antalya Fair and Exhibition Inc.
<b>September 2006</b> Dates are not fixed yet.	<b>MILKTECH 2006</b> 2nd International Exhibition of Milk, Dairy Products and Dairy Industry Technologies Fair. <b>Biannual</b>	<b>Istanbul or Antalya/Turkey</b> Location is not fixed yet.	<b>Contact:</b> Mr. Alper Okyar and/or Ms. Emine Buyuk Phone: +90- 212-452-7450 Fax: +90- 212-452-7460 Web Site: www.milk-tech.com ; www.masterfuar.com.tr E-mail: info@masterfuar.com.tr pazarlama@milk-tech.com <b>Organizer:</b> Master Fair
<b>PET &amp; HORTICULTURE</b>			
<b>March 30- April 3, 2005</b>	<b>PETSHOW 2005</b> 9 <sup>th</sup> International Pet and Accessories Exhibition. <b>Annual.</b>	<b>Istanbul/Turkey</b> CNR International Fair and Exhibition Inc.	<b>Contact:</b> Mr. Gulek Daglar Phone : +90-212-663-0881 Ext: 2790 Fax: +90-212-663-0973 Web Site: www.itf-exhibitions.com E-mail: info@itf-xhibitions.com <b>Organizer:</b> CNR International Fair & Exhibition Inc.
<b>September 29- October 02, 2005</b>	<b>PET &amp; FLORA</b> The 9 <sup>th</sup> Fair for Pets and Flowers. <b>Annual.</b>	<b>Izmir / Turkey</b> Izfas/ nternational Izmir Fair Center	<b>Contact:</b> Ms. Mutlu Eyup Phone: +90-232-463-8621 Fax: +90-232-463-8623 Web site: www.eforfair.com E-mail: info@eforfair.com <b>Organizer:</b> Efor Ege Fairs & Organization Ltd.

<p><b>December 01-04, 2005</b></p>	<p><b>GROWTECH EURASIA</b> International Exhibition for Agriculture, Horticulture and Floriculture. <i>“Growtech Eurasia is organized every year on March in Antalya Expo Center. It is the biggest fair in Agriculture, Greenhouse and Floriculture business. It is a continuation of the most developed Agricultural fair in Europe, NTV Hortifair that is organized each year with 100% fullness of the fairground. Each year approximately the 30% of the exhibitor companies are of foreign origin. The firms that are participating are among the firms are developing agricultural technologies, producers and importers that are among the leaders in the sector”. 15,000 professional visitors are expected this year.</i></p>	<p><b>Antalya/Turkey</b> Antalya Expo Center</p>	<p><b>Contact:</b> Mr. Mehmet Dukkanci Phone: +90-242-313-1823 (Antalya) +90-216-467-7494 (Istanbul) Fax: +90-242-313-1826 (Antalya) +90-216-386-3307 (Istanbul) Web Site: www.growtecheurasia.com E-mail: mehmet.dukkanci@ntsr.com.tr info@growtecheurasia.com and/or info@ntsr.com.tr <b>Organizer:</b> NTSR Fairs Inc.</p>
<p><b>WOOD TECHNOLOGIES AND FOREST PRODUCTS</b></p>			
<p><b>April 7-10, 2005</b></p>	<p><b>KONYA WOOD 2005</b> Konya Wood Processing Machines, Cutting Tools, hand Tools, Furniture Side Industry and Accessories and Forestry Products and Wood Technology Fair. <b>Annual.</b></p>	<p><b>Konya / Turkey</b> TUYAP Konya Fair, Exhibition and Convention Center</p>	<p><b>Contact:</b> Mr. Hakan Altin Phone: +90-332-320-6275 Mobile: +90-535-301-8713 Fax: +90-332-322-8688 Web Site: www.tuyap.com.tr E-mail: hakanaltin@tuyap.com.tr <b>Organizer:</b> TUYAP Konya Exhibitions Inc.</p>
<p><b>November 18-22, 2005</b></p>	<p><b>INTERMOB 2005</b> The 8<sup>th</sup> Forestry Products and Wood Technology, Furniture Side Industry and Accessories Fair.</p>	<p><b>Istanbul/Turkey</b> TUYAP Fair, Exhibition and Convention Center- Beylikduzu</p>	<p><b>Contact:</b> Mr. Sinan Karahanoglu Phone: +90-212-886-6843 Ext: 1251 Fax: +90-212-886-6698 Web Site: www.tuyap.com.tr E-mail: sinankarahanoglu@tuyap.com.tr <b>Organizer:</b> TUYAP Inc.</p>

<b>POULTRY and LIVESTOCK FAIRS</b>			
<b>April 20-24, 2005</b>	<b>KONYA 3rd AGRICULTURE, STOCK BREEDING AND POULTRY FAIR 2005</b> Agriculture, Stock Breeding and Poultry	<b>Konya / Turkey</b> TUYAP Konya Fair, Exhibition and Convention Center	<b>Contact:</b> Mr. Alp Koparan Phone: +90-332-320-6275 Mobile: +90-535-899-0582 Fax: +90-332-322-8688 Web Site: www.tuyap.com.tr E-mail: alpkoparan@tuyap.com.tr
<b>August 25-27, 2005</b>	<b>VIV TURKIYE 2005</b> The International Trade Exhibition for Intensive Poultry Production and Processing. This fair is held in 2004 in conjunction with the XXII World's Poultry Congress, hosted by the World's Poultry Science Association Turkish Branch. The congress provided an opportunity for the Poultry Industry to meet and to present new ideas, achievements and experiences. "VIV Turkey 2004 broke records in terms of exhibitors, visitors and stand space. A total of 369 exhibitor companies from 33 different countries displayed their technology and know-how to 12,356 registered trade visitors from 74 countries worldwide. VIV Turkey 2004 hosted a record breaking 18,000 visits". <b>Annual.</b>	<b>Istanbul/Turkey</b> CNR EXPO Center, Yesilkoy	<b>Contact:</b> Ms. Tulin Yesilgonca Phone: +90-212-216-4010 PBX Ext: 126 Fax: +90-212-216-3360 +90-216-3361 Web Site: www.hkf-fairs.com E-mail: tulin@hkf-fairs.com  <b>Organizer:</b> HKF Fairs Inc. in cooperation with VNU Exhibitions Europe
<b>August 25-27, 2005</b>	<b>ANIMALIA ISTANBUL 2005</b> The International Cattle Farming Fair and The International Ostrich Farming Fair and Fisheries Fair. <b>Annual.</b>	<b>Istanbul/Turkey</b> CNR EXPO enter, Yesilkoy	<b>Contact: Contact:</b> Ms. Tulin Yesilgonca Phone: +90-212-216-4010 PBX Ext: 126 Fax: +90-212-216-3360 +90-216-3361 Web Site: www.hkf-fairs.com E-mail: tulin@hkf-fairs.com  <b>Organizer:</b> HKF Fairs Inc. in cooperation with VNU Exhibitions Europe
<b>September 28-October 2, 2005</b>	<b>BURTARIM 2005 (BURSA AGRICULTURE FAIR)</b> This year, the former <b>BURTAV, Bursa Poultry fair</b> will take place together With Burtarim/the 3 <sup>rd</sup> Bursa Agriculture, Stockbreeding, Poultry and Sapling fair 2005. <b>Annual.</b>	<b>Bursa / Turkey</b> Bursa nternational Fair, Convention and Congress Center	<b>Contact:</b> Mr. Ismail Tekdogan Phone : +90-224-211-5081 <b>Fax: +90-224-211-2216</b> Web Site: www.tuyap.com.tr <b>E-mail:</b> <b>ismailtekdogan@tuyap.com.tr; tuyapbursa@tuyap.com.tr</b>  <b>Organizer:</b> TUYAP Bursa Fairs Organization Inc.

<b>TEXTILE AND HOME TEXTILE FAIRS</b>			
<b>August 25-27, 2005</b>	<b>IF ISTANBUL READY-TO-WEAR FAIR:</b> 6 <sup>th</sup> Ready-to-Wear, Knitwear, Hosiery, Underwear and Clothing Findings and Trimmings Fair. The fair is organized with the support of <b>Main Supporter and Council Member:</b> ITKIB Istanbul Textile and Apparel Exporters Association, <b>and in co-operation with the Fair Council member associations like</b> UBA United Brands Association; CSD Association of Hosiery Industrialists; EGSD Aegean Clothing Manufacturers Association; EIB Aegean Exporters' Unions, etc...	<b>Istanbul/Turkey</b> TUYAP Fair, Convention and Congress Center – Beylikduzu	<b>Contact:</b> Ms. Sibel (Evren) Say Phone: +90-212-886-6843 Ext: 1244 Fax: +90-212-886-6698 Web Site: www.tuyap.com.tr www.iffair.com E-mail: <a href="mailto:sibelsay@tuyap.com.tr">sibelsay@tuyap.com.tr</a>  <b>Organizer:</b> TUYAP Inc.
<b>September 29- October 1<sup>st</sup>, 2005</b> Held 2 times in a year generally on February/March and September/October	<b>ITS II 2005</b> 18 <sup>th</sup> International Textile and Accessories Exhibition. <i>" ITS 2005 is the unique and the biggest exhibition which brings together all the textile industry companies (fabric, yarn and textile accessories ) to present their products.</i> <i>In the meantime, it gives the opportunity to present the latest trends of the textile industry in a meeting point of well-known international buyers.</i> <i>This year, more than 500 companies will be exhibiting with their products and the visitors will find the opportunity to see the latest and qualified products at the most suitable place."</i> <b>Annual..</b>	<b>Istanbul/Turkey</b> CNR EXPO Center, Yesilkoy	<b>Contact:</b> Ms. Nilgun Demirag and Mr. Erkan Karabulut Phone :+90-212-663-0881 Ext: 2372 Fax: +90-212-663-0973 Web Site:www.itf-its.com E-mail: info@itf- exhibitions.com  <b>Organizer: ITF International Trade Fairs</b>
<b>November 10-13, 2005</b>	<b>BURSA 3rd HOME TEXTILE FAIR</b> Bursa 4th Home Textile Fair. <b>Annual.</b>	<b>Bursa / Turkey</b> Bursa International Fair, Convention and Congress Center	<b>Contact:</b> Mr. Murat Ozkaya, Group President Phone: +90-224-211-5081 <b>Fax: +90-224-211-2216</b> Web Site:www.tuyap.com E-mail: <a href="mailto:muratozkaya@tuyap.com.tr">muratozkaya@tuyap.com.tr</a> ; <a href="mailto:tuyapbursa@tuyap.com.tr">tuyapbursa@tuyap.com.tr</a> <b>Organizer:</b> TUYAP Bursa Fairs Organization Inc.

<b>February 19-23, 2005</b>	<b>ISTANBUL YARN FAIR</b> 3rd Istanbul Yarn Fair. In 2004, this fair included the 21 <sup>st</sup> Knitting Embroidery, Hosiery Machines, Textile Side Industry and Chemicals Fair. 13,206 persons attended the fair. <b>Annual.</b>	<b>Istanbul/Turkey</b> TUYAP Beylikduzu Fair, Convention and Congress Center	<b>Contact:</b> Ms. Sibel (Evren) Say Phone: +90-212-886-6843 Ext: 1244 Fax: +90-212-886-6698 Web Site: <a href="http://www.tuyap.com.tr">www.tuyap.com.tr</a> E-mail: <a href="mailto:sibelsay@tuyap.com.tr">sibelsay@tuyap.com.tr</a> <a href="mailto:sales@tuyap.com.tr">sales@tuyap.com.tr</a> (Overseas Relations & Sales Department) <b>Organizer:</b> TUYAP Inc.
<b>May 18-22, 2005</b>	<b>EVTEKS 2005</b> 11 <sup>th</sup> International Home Textile Exhibition. <b>Annual.</b>	<b>Istanbul/Turkey</b> CNR EXPO Center, Yesilkoy	<b>Contact:</b> Ms. Isil Kuru Phone: +90-212-663-0881 Ext: 2658 Fax: +90-212-663-0973 <b>Web Site:</b> <a href="http://www.itf-evteks.com">www.itf-evteks.com</a> E-mail: <a href="mailto:isil.kuru@cnr.net">isil.kuru@cnr.net</a> <b>Organizer:</b> ITF International Trade Fairs
<b>September or October 2006</b> Dates are not fixed yet.	<b>MUTEX 2006</b> A part of the 11 <sup>th</sup> <b>MUSIAD International Trade Fair.</b> Textile products, Ready-to-Wear products, Home Textile, Underwear, Textile and Ready-to-Wear Machinery, Shoe, carpet, Leather Cloths, Leather Products, Accessories. Numerous businessmen from 30 countries, who are members of the IBF have been increasingly participating in MUSIAD Trade Fairs every year. <b>Biannual.</b>	<b>Istanbul/Turkey</b> CNR Expo Center, Yesilkoy	<b>Contact:</b> Mr. Ozcan Tokel or Mr. Mustafa Tokel Phone: +90-212-213-6100 Fax: +90-212-213-7890 and +90-216-0142 Web Site: <a href="http://www.musiad.org.tr">www.musiad.org.tr</a> E-Mail: <a href="mailto:foreignrelations@musiad.org.tr">foreignrelations@musiad.org.tr</a> <b>Organizer:</b> MUSIAD (Independent Industrialists and Businessmen's Association)
<b>LEATHER FAIRS</b>			
<b>January 19-21, 2006</b>	<b>Istanbul Leather Fair 2006 (Istanbul Deri Fuarı) IDF 2006 Annual</b>	<b>Istanbul/Turkey</b> CNR Expo Center, Yesilkoy	<b>Contact: Ms. Servet Gumus</b> Phone: +90-212-251-2328 nd +90-212-245-0204 Ext: 145 Fax: +90-212-252-9886 Web Site: <a href="http://www.rdf.com.tr">www.rdf.com.tr</a> ; <a href="http://www.shoefair.com">www.shoefair.com</a> E-mail: <a href="mailto:rdf@rdf.com.tr">rdf@rdf.com.tr</a> <b>Organizer:</b> RDF Fairs Inc.

<p><b>2006</b> Dates are not fixed yet.</p>	<p><b>13<sup>TH</sup> INTERNATIONAL LEATHER DAYS (ILD) and GOLDEN-HORN-ISTANBUL NATURAL LEATHER AND SUB-INDUSTRY FAIR</b> Leather, Leather products and Side Industry Fair. One of the largest garment fair of the world, International Leather Days (ILD), was held in Istanbul between January 8-9-10, 2004. This year for the first time, Istanbul natural Leather and Sub-Industry Fair Golden Horn, which exhibited natural leather and its sub-industry, was held simultaneously with ILD. <b>Exhibited Products Groups:</b> Leather, leather garment, leather machinery, leather chemicals and leather sub-industry. <b>Annual.</b></p>	<p><b>Istanbul/Turkey</b> TUYAP Fair, Convention and Congress Center-Beylikduzu-Istanbul</p>	<p><b>Contact:</b> Ms. Emine Gonel Phone: +90-212-284-9420 Fax: +90-212-281-8965 Web Site: www.derigunleri.com and/or www.tuyap.com.tr E-mail: ezgi@ezgijans.com and/or sales@tuyap.com.tr (Overseas Relations &amp; Sales) <b>Organizer:</b>Ezgi Agency Fairs Co.</p>
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**SECTION III. Other Promotional Activities** (e.g. instore and menu promotions, product seminars, sales missions and other activities).

**Promotional activities for U.S. Rice:**

**The U.S. Rice Federation** contracts with a local company, **Promedia**, in Turkey to conduct promotional activities for U.S. Rice. These include publication of over 100 articles and recipes.

**In-store promotions** for US rice occur in large supermarkets and hypermarkets in Istanbul and other big cities like Izmir, Ankara and Bursa. Promedia prepares product promotion and distributes brochures for each event. In addition, a **rice cooking contest** is organized every year to promote U.S. Rice. The contest will be held on April 11, 2005 in Istanbul this year.

**Promotional activities for U.S. Soy:**

**Promedia** is also conducting the following services for the promotion of soy foods.

**Trade Servicing:** This service includes the preparation and distribution of press releases to the media about soy food and soy health benefits. It also includes the publication of monthly bulletin in Turkish with a hotline distributed to over 1200 target companies and industries in Turkey and technical assistance to major U.S. soybeans users and buyers.

**Baking trials:** Promedia brings experts and organizes baking demonstrations in major bakeries in Turkey with soy flour to show the economic benefit of the inclusion of up to 3% soy flour in the daily bread.

**Workshops:** Seminars and workshops in collaboration with soy food suppliers in different cities are organized. Promedia brings speakers and experts from U.S.A. and from different parts of the world to introduce soy food products (mainly soy oil, textured soy proteins, soy flour) to the audience. These events include distribution of brochures and booklets and live demonstrations on how they can effectively include soy proteins in their recipes.

