

HOME



Home
Textile
Fair



FAIR RESULT Report

16-20 May 2023 Istanbul Expo Centre



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THIS FAIR IS ORGANIZED WITH THE AUDIT OF TOBB (THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO.5174

HOMETEX, brought the national and international actors of the home textile industry in Istanbul together, **which is the most prestigious fair among all around the world.**



11 Salons



200.000m²



5 Days

HOMETEX 2023, the largest meeting of the industry, hosting the world's leading companies in the home textile industry, was completed with the participation of hundreds of local and foreign companies with stands and more than 170,000 visitors.

While the heart of the industry beat at Istanbul Expo Center for 5 days, the number of business professionals attending the fair from abroad exceeded 80 percent compared to last year. HOMETEX, which managed to become the platform where fashion and trends are determined with the products exhibited, once again strengthened the power of the sector with the commercial connections made.

HOMETEX, organized by the umbrella organization of the sector, Turkish Home Textile Industrialists and Businessmen Association (TETSİAD), with the organization of KFA Fuarçılık A.Ş., a subsidiary of Bursa Chamber of Commerce and Industry (BTSO), brought together thousands of local and foreign companies. Nearly 850 companies participated in the fair, which was held in 11 halls and an area of approximately 200 thousand square meters, by opening stands. HOMETEX hosted more than 170,000 visitors, which is described as the most successful organization for the home textile industry to date by both exhibitors and visitors. The number of business professionals coming from abroad to HOMETEX increased by 80 percent compared to last year's organization.



While the fair, which was visited by thousands of qualified buyers from home and abroad, enabled strong business connections, the interest of foreign buyers who participated in the fair individually from

different countries, as well as the buyer delegation organizations, was closely followed up by national and international media.



VISITOR PROFILE

- Importers
- Exporters
- Manufacturers
- Wholesalers
- Retailers
- Chain Stores
- Interior Designers and Decorators
- Hotel and Accommodation
- Hospitals and Health Units
- Army and Security Forces
- Government Services
- Designers
- Press and Media



PARTICIPANT PROFILE



CURTAINS AND CURTAIN ACCESSORIES

Tulle, Embroidery, Guipure, Non-Textile Curtains, Sun Protection Systems



UPHOLSTERY FABRICS

Decorative Fabrics, Transfer Printed Products, Upholstery Leather, Artificial Leather



BEDROOM TEXTILE

Bedding and Bedding Equipment, Bed Sheets, Covers, Duvet Covers, Mattresses...



CARPET AND FLOOR COVERINGS

Floor Coverings and Other Floor Coverings, Carpets, Rugs, Rugs, Furniture Decoration



TOWELS AND BATH PRODUCTS

Towels, Bathrobes, Bath Curtains, Bathroom Carpets and Mats, Bathroom Accessories



WALL COVERINGS

Wallpapers, Textile Wallcoverings, Vinyl Wallcoverings, Ceiling and Wall Panels



KITCHEN AND DINING ROOM TEXTILE

Tablecloths, Kitchen Clothes, Desktop Accessories



RAW MATERIALS AND TEXTILE INPUTS

Yarn, Fibre, Chemicals, Sub-Industrial Products, Fillers, Dye, Pigment

SECTORAL ASSOCIATIONS

CHAMBERS AND UNIONS

SECTORAL PUBLICATIONS

TREND AREA



The concept of sustainability, which the world has focused on in recent years, is gradually developing and continues to raise awareness. Sustainability is no longer a trend but an obligation. The textile industry determines and develops its production and sales and marketing philosophies accordingly. **HOMETEX 24/25 Trends** brought together exhibitors and visitors at the fair with these analyses and observations.



HOMETEX Trends 24/25 has been compiled under 4 different themes that reflect different styles and tastes, emphasizing the ever-increasing importance of sustainability for the sector and synthesizing sustainability with habits, lifestyles and the current

state of the concept of home. It presented a holistic approach to the industry dynamics in the next 2 years with the titles Escapeland, Everything About Us, Bigger Than Life and Trace Of Time.

B2B MEETINGS

Foreign buyers met with Turkish companies!



The fair, where the Turkish home textile industry joined forces, was held in a total of **11 halls and an area of 200 thousand square meters.**

At the fair, where the theme of sustainability was at the forefront, potential buyers from many countries, especially **Italy, Spain, France, USA, England, Greece and Turkish Republics,** met with domestic companies at the cooperation table, thanks to the purchasing delegations.



SEMINARS

“HOMETEX dialogs” hosted world-famous designers and industry leaders.



HOMETEX
dialogs

Important names that determine the trends of the home textile industry also took part in HOMETEX. National and international important names came together with the sector and shared their experiences in seminars organized with different themes, while famous names made special trend presentations for the fair on the ‘HOMETEX DIALOGS’ stage.



SEMINAR PROGRAMI



16 MAYIS / MAY 2023, SALI / TUESDAY

11:00 - 12:00

TREND DIALOG

Ev Tekstilinde 24/25 Yaklaşımları

The Home Textile Approaches in 24/25

KONUŞMACI: Sibel Ege - *Tekstil Mühendisi, Danışman,*

Eğitmen, Ren Sourcing Kurucusu

SPEAKER: Sibel Ege - *Textile Engineer, Consultant, Lecturer, Founder of Ren Sourcing*

13:30 - 14:30

Tasarımın Yolculuğu, Ev Tekstil Ürünlerini Tasarlarken Nelerden İlham Alıyoruz?

The Journey of Design: What Inspires Us When Designing Home Textile Products?

MODERATÖR: Yasemin Savcı - *Home Art Dergisi Genel Yayın Yönetmeni*

MODERATOR: Yasemin Savcı - *Editor-in-chief at Home Art Magazine*

KONUŞMACI: Cenk Mommarje - *Tasarımcı / SilkArea*

SPEAKER: Cenk Mommarje - *Designer / SilkArea*

KONUŞMACI: Hülya Yalçın - *Tek Desen Koleksiyon Yöneticisi*

SPEAKER: Hülya Yalçın - *Collection Manager of Tek Desen*

15:30 - 16:30

Dünyaya Duyarlı Ev Tekstili Üretmek: Ev Tekstilinde Sürdürülebilirlik

Producing Earth-Sensitive Home Textiles: Sustainability in Home Textiles

MODERATÖR: Dr. Öğretim Üyesi Sinem Budun Gülas - *İstanbul Aydın Üniversitesi Güzel Sanatlar Fakültesi Dekan Yard.*

Tekstil ve Moda Tasarımı Bölümü Öğretim Üyesi

MODERATOR: Asst. Prof. Dr. Sinem Budun Gülas - *Fine Arts Faculty - Vice Dean & Faculty Member of Fashion and Textile Design Departments of Istanbul Aydın University*

KONUŞMACI: Necla Yılmaz - *Tekstil Tasarımcısı*

SPEAKER: Necla Yılmaz - *Textile Designer*

KONUŞMACI: Yeliz Çuvalcı - *Uragem Danışmanlık Genel Müdürü & BUTEXCOMP Projesi Küme Geliştirme Danışmanı*

SPEAKER: Yeliz Çuvalcı - *General Manager of Uragem Consulting & Cluster Development Consultant of BUTEXCOMP Project*

KONUŞMACI: İbrahim Uzunoglu - *Egem Tekstil Yönetim Kurulu Başkanı, Ecocotton Marka Kurucusu, DENİB Başkan Yardımcısı, TETSİAD Başkan Yardımcısı*

SPEAKER: İbrahim Uzunoglu - *Chairman of the Board of Egem Tekstil, Brand Founder of Ecocotton, Vice President of DENİB, Vice President of TETSİAD*

18 MAYIS / MAY 2022, PERŞEMBE / THURSDAY

11:00 - 12:00

Ev Tekstilinde Estetik ve İşlev

Aesthetics and Function in Home Textile

MODERATÖR: Didem Acay Baykal - *Fabric Concept Studio ve DidemBaykalAKADEMİ Kurucusu, EAT GmbH Türkiye Temsilcisi, İTÜ Tekstil Mühendisi*

MODERATOR: Didem Acay Baykal - *Founder of Fabric Concept Studio and DidemBaykalAKADEMİ, Türkiye Representative of EAT GmbH, İTÜ Textile Engineer*

KONUŞMACI: Doç. Nuray Er Bıyıklı - *Mimar Sinan GSÜ, Güzel Sanatlar Fakültesi, Tekstil ve Moda Tasarımı Bölümü Öğretim Üyesi*

SPEAKER: Assoc. Prof. Nuray Er Bıyıklı - *Lecturer of Mimar Sinan FAU, Fine Arts Faculty, Textile and Fashion Design Department*

KONUŞMACI: Dr. Başak Özkendirci - *Doğuş Üni., Sanat ve Tasarım Fakültesi, Tekstil ve Moda Tasarımı Bölümü Öğretim Üyesi*

SPEAKER: Dr. Başak Özkendirci - *Lecturer of Doğuş Üni., Art and Design Faculty, Textile and Fashion Design Department*

KONUŞMACI: Nejla Çeven - *Vanelli Tekstil, Tasarım Merkezi Müdürü, Tekstil Mühendisi*

SPEAKER: Nejla Çeven - *Vanelli Textile, Design Center Executive, Textile Engineer*

13:30 - 14:30

AB tedarik Zinciri Mevzuatının Getireceği Fırsatlar ve Zorunluluklar Kapsamında Tasarım ve Tasarımcının Rolü

The Roles of Design and Designers within the Opportunities of EU Supply Chain Legislation and Obligations

KONUŞMACI: Prof. Dr. Birsen Çileroglu - *Ankara Hacı Bayram Veli Üniversitesi Moda Tasarımı Bölümü*

SPEAKER: Prof. Dr. Birsen Çileroglu - *Fashion Design Department / Ankara Hacı Bayram Veli University*

15:30 - 16:30

Ev Tekstilinde Köklere Dönüş

Back to the Roots in Home Textile

KONUŞMACI: Begüm Karadağ - *Bürüz Kurucu Ortak & İç Mimar*

SPEAKER: Begüm Karadağ - *Bürüz Co-founder & Interior Designer*

17 MAYIS / MAY 2023, ÇARŞAMBA / WEDNESDAY

11:00 - 12:00
TREND DIALOG

İç Mimaride Tekstil Fonksiyonu ve Güncel Dekorasyon Trendleri

Function of Textile in Interior Architecture and the Latest Decoration Trends

KONUŞMACI: Noyan Berkman - *İç Mimar ve Tasarımcı*

SPEAKER: Noyan Berkman - *Interior Architect and Designer*

Tekstil ve İç Mimaride Sürdürülebilir Materyal Kullanımı

Use of Sustainable Materials in Textiles and Interior Architecture

KONUŞMACI: Burcu Taşkın - *Araştırmacı / Urban Atölye*

SPEAKER: Burcu Taşkın - *Researcher / Urban Atölye*

KONUŞMACI: Sedat Tolga Kalcioğlu - *Studio Blai Kurucu Ortağı*

SPEAKER: Sedat Tolga Kalcioğlu - *Co-Founder at Studio Blai*

13:30 - 14:30

Ev Tekstilinde Markalaşma

Branding in Home Textile

MODERATÖR: Gülin Girişmen - *İstanbul Moda Akademisi Eğitimler Koordinatörü*

MODERATOR: Gülin Girişmen - *Trainings Coordinator of Istanbul Moda Academy*

KONUŞMACI: Nuri Turgut - *Cottonbox YK Başkanı & DESİAD Başkanı*

SPEAKER: Nuri Turgut - *Cottonbox Chairman of the Board & President of DESİAD*

KONUŞMACI: Yasemin Şahin - *Blanc Sile Fabrics Kurucu Ortağı & Yönetici*

SPEAKER: Yasemin Şahin - *Blanc Sile Fabrics Co-Founder & Manager*

15:30 - 16:30

Ev Tekstilinde Katma Değerli Ürün Üretim Yolculuğu

Value Added Product Production Journey in Home Textile

MODERATÖR: Neslihan Tokat Ozan - *İstanbul Kültür Üniversitesi Moda Tasarımı ve Ev Tekstili Tasarımı Programı Başkanı*

MODERATOR: Neslihan Tokat Ozan - *Head of Fashion Design and Home Textile Design Programme at Istanbul Kultur University*

KONUŞMACI: Hande Altındağ - *İpeker Sürdürülebilirlik Lideri*

SPEAKER: Hande Altındağ - *Sustainability Leader of İpeker*

KONUŞMACI: Dr. Devrim Göktaş Başer - *Koordinatör / TEKSİMER A.Ş.*

SPEAKER: Dr. Devrim Göktaş Başer - *Coordinator / TEKSİMER A.S.*

KONUŞMACI: Simla Şahin - *Proje Uzmanı / TEKSİMER A.Ş.*

SPEAKER: Simla Şahin - *Project Expert / TEKSİMER A.S.*

KONUŞMACI: Dr. Eda Turan - *Tasarımcı*

SPEAKER: Dr. Eda Turan - *Designer*

19 MAYIS / MAY 2022, CUMA / FRIDAY

11:00 - 12:00

Halıda Yenilikçi Tasarımlar ve Üretim

Innovative Carpet Designs and Production

KONUŞMACI: Mustafa Vardarsuyu - *Selam Carpet & Home Kurucu Ortağı ve Tasarımcısı*

SPEAKER: Mustafa Vardarsuyu - *Selam Carpet & Home Co-Founder and Designer*

13:30 - 14:30

19 Mayıs Atatürk'ü Anma, Gençlik ve Spor Bayramı Özel Oturumu

Ev Tekstilinin Geleceği; Söz Gençlerde

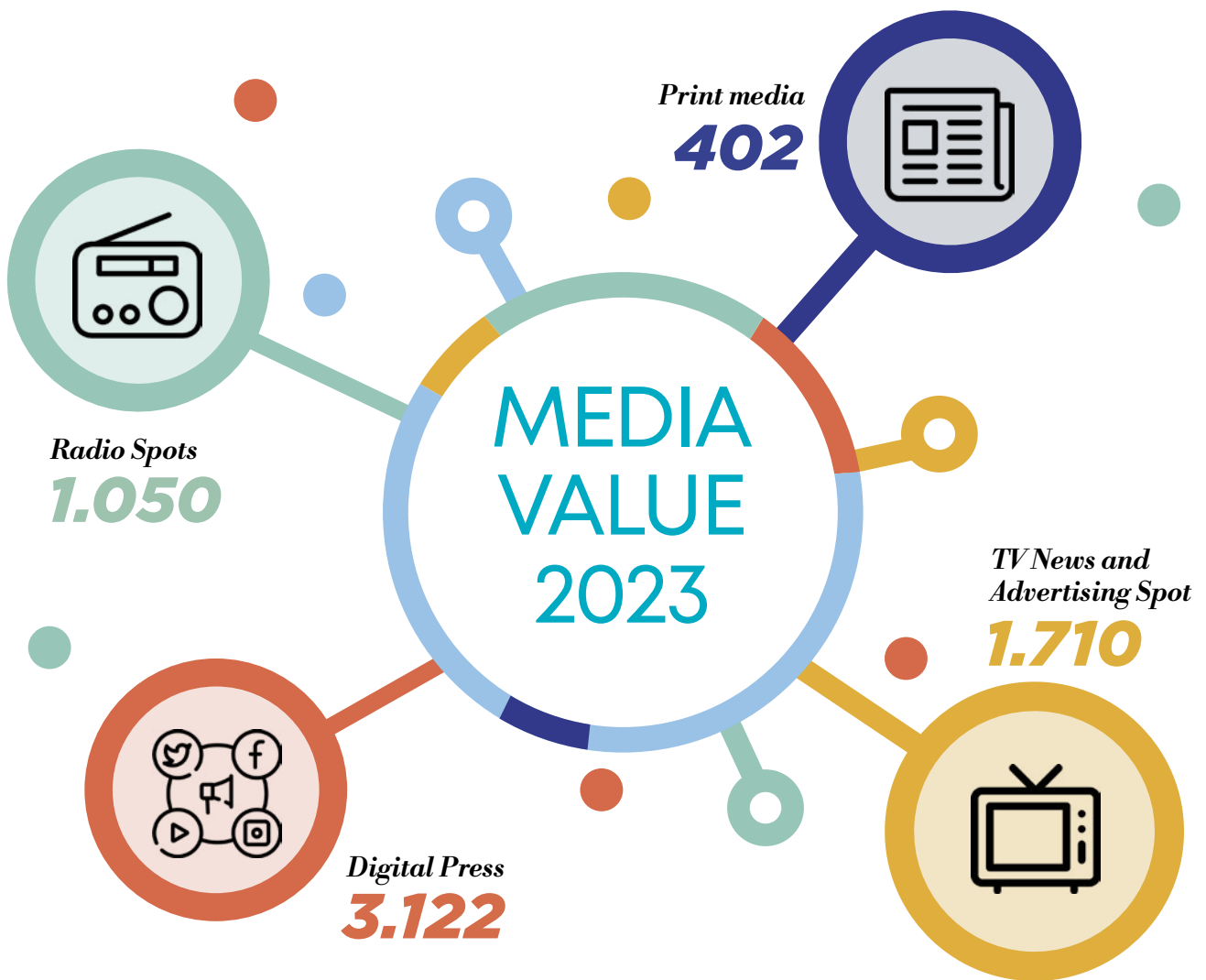
19 May the Commemoration of Atatürk, Youth and Sports Day Special Session

Youth On-the-mic: The Future of Home Textile

MODERATÖR: Neslihan Tokat Ozan - *İstanbul Kültür Üniversitesi Moda Tasarımı ve Ev Tekstili Tasarımı Programı Başkanı*

MODERATOR: Neslihan Tokat Ozan - *Head of Fashion Design and Home Textile Design Programme at Istanbul Kultur University*

MEDIA INVESTMENTS



SOCIAL MEDIA INVESTMENTS



Number of Impressions

70.131.062



Total

People Reached

20.000.000



Site Visits

218.273





FOREIGN BUYERS ARE 80% MORE COMPARED TO LAST YEAR



“There is more intense participation in the fair every year. Our companies in cities such as Istanbul, Bursa, Kahramanmaraş, Denizli, Adana, Ankara, Gaziantep, Izmir and Uşak, which are natural cluster cities in the home textile industry, showed great interest in the fair. This year, the number of international participants also increased significantly. Our international identity has been strengthened. The number of business professionals attending the fair from abroad exceeded 80 percent compared to last year. Our fair, which hosted more than 170,000 visitors for 5 days, will be held again next year at the Istanbul Expo Center between 21-25 May. I wholeheartedly believe that our fair, which is a brand in the sector, will continue to strengthen the exports of all our companies.”

İBRAHİM BURKAY

Chairman of the Board of Directors of Bursa Chamber of Commerce and Industry (BTSO)



IT GAVE WEIGHT TO THE EXPORTS OF THE SECTOR



“HOMETEX, the brand fair of our home textile industry, which has added dynamism to the country’s economy with the added value it has produced for more than 30 years, was held on an area of 200 thousand square meters this year. Our HOMETEX fair has a great share in Turkey becoming one of the world’s most important manufacturers of home textiles. We believe that we will contribute 20-25 percent to the home textile industry with the new business connections to be established at this year’s fair. I would like to thank our supporting chambers, exporter associations, sector representatives and everyone who contributed to the organization of our fair with the organizational experience of our KFA Fair company under the leadership of TETSİAD. We are looking forward to meeting again next year under the umbrella of HOMETEX.”

HASAN HÜSEYİN BAYRAM

President of Turkish Home Textile Industrialists and Businessmen Association (TETSİAD)



850+

*Domestic
& Foreign
Participating
Companies
and*

170+
Thousand

Visits

21-25
may
'24
İstanbul
Expo Center

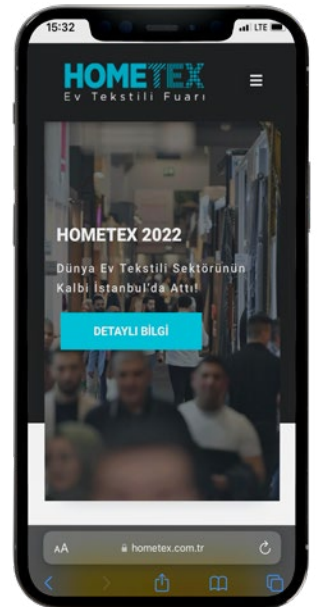
let's meet in
İstanbul



HOMETEX

Home Textiles Exhibition

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Now!



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