



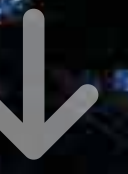
ELECTRICS AND
ELECTRONICS
HOME TECHNOLOGIES
EXPORT FAIR
02-05 MARCH 2023





Istanbul is neither East nor West.
Because Istanbul is both East and West.

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PRESENTATION

SCOPE

TIME AND SPACE

VALUES

MARKETING



A NEW FIRST IN FAIRS

iS
FA
23
iSTANBUL

Our team, which held Turkey's first "Home and Kitchen Products" fair in 1997 and took it to a prestigious point by being in the top three among the world fairs; In order to contribute to Turkey's exports with new projects, it has started to prepare for the fairs to be held simultaneously in 2023.

With the slogan #hedef2023, it will provide an important meeting platform for both Home and Kitchen and Electrical and Electronic Home Technology sectors.

Glassware Magazine (1995)
The industry's first news and advertising platform

Zuchex (1997)
Turkey's first "home and kitchen products" fair

Ideal Home (2005)
The second fair of the sector held at the beginning of the calendar year





Door to Export

iS
FA
23
iSTANBUL

iSFA23, where the leading manufacturers and brands of their sectors from Turkey and the world will exhibit their new products, brings the investment power of the West together with the potential of the East.

It aims to open up the participating companies to new markets and increase their export shares.

It works to strengthen international trade by supporting new economic models based on production and bringing together manufacturers from many different sectors.



SUSTAINABLE DEVELOPMENT

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Defining sustainable development as "meeting the needs of today without preventing future generations from meeting their needs" is also the vision of ISFA23.

Topics such as clean energy, decent work and economic growth, responsible consumption and production, industrial innovation, sustainable home, city and society are at the center of ISFA23's social responsibility missions.

In addition, it offers important opportunities in sustainable exports to industrialists and investors who will have the opportunity to showcase their new technologies, products and perspectives to the world at ISFA23.





CENTER OF EASTERN AND WESTERN TRADE

iS
FA
23
iSTANBUL

Istanbul is one of the most important "trade capitals" of the world, which has served as a bridge in the trade between East and West throughout history.

This attraction of Istanbul is a city where connoisseurs from almost every field have promoted and transported their products to all over the world throughout the ages.

From this point of view, Istanbul is a perfect fair center. What it will offer and provide to the participants from abroad and domestically is unique in the world.



Exhibitor Profile

KITCHEN

Household Appliances Large / Small
Solo Devices
Built-in Appliances
Small Home Appliances

HOME AND LIFE

Smart Home Systems
Air Conditioning
Personal Care

AUDIO AND VISUAL SYSTEMS

TV, Projection
Cinema Systems
HIFI Systems
Entertainment Systems
VR
Satellite Systems



A NEW IDEA

İSFA23 is a new generation fair. It will be organized by bringing together more than one locomotive sector related to each other, basically supporting domestic life. A wide product group from Turkey and the world such as household appliances, home textiles, kitchen, home and living products, audio and video systems will be showcased in the world market with İSFA23.

The export volume, which has increased by 6% in dollar terms in the past year, will make strong contributions to the country's economy by increasing the trade potential with new economic programs.



İSFA23 will be held on 02-05
March 2023 in Istanbul Expo
Center, Turkey's largest
fairground, on an area of
100,000 m²

TURKEY'S LARGEST EXHIBITION
CENTER

INSTALLED ON 100.000 m² AREA

AN AVERAGE OF 100 FAIRS
PER YEAR



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At the 1933 Chicago Fair, Monsanto exhibited its first smart home prototype, called the "House of the Future". Household dishwasher and microwave oven systems were presented to the world for the first time at this fair.

In the same years, German inventor Manfred Von Ardenne introduced the first TV to the world at IFA Berlin.

From the 19th century, when modern fairs began, to the present, manufacturers have introduced their products to the world through this and similar exhibitions.



Trade for the Development of International Relations

As an export-oriented fair, the direction of İSFA23 is the markets that produce and need electronic home technologies, white goods and home-living products in the world. İSFA23, together with the aim of increasing the market share of our country's producers and exporters; It will also provide important opportunities for manufacturers in different countries in the East to present their products to the Western markets.

İSFA23 will provide important opportunities for domestic and foreign global brands producing in our country, as well as medium and small businesses that aim to get a share from foreign markets with their products and technologies.

**İSFA
23**
İSTANBUL

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Turkey ranks 4th in the world in household white goods exports.

Exports, which have been on the rise due to increasing demands during the pandemic period, show a contraction today.

iSFA23 will give a strong impetus to our country's exports in such a period.

According to TUIK data, in the 8 months of 2021 covering the January-August period, exports of electrical household appliances increased by 45 percent compared to the same period of 2020 and reached 3.6 billion dollars.

Turkish Household and Kitchenware Industry has experienced a 26% increase in value in the last 10 years.

According to the 2021 reports, the most imported products of the sector in the world are Small Electric Kitchen Appliances with a rate of 39%.

According to the same report, Small Electric Kitchen Appliances comes first with 35.5% of the products that Turkey exports the most.





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"In the light of its sustainable development mission, ISFA23 aims to introduce the innovations and patents of our country's domestic and multinational brands to the world and to increase their share in exports."



**Global Vision
Opportunities**

**Access to 60,000+
potential customers
in 81 provinces**

**Over 400
outstanding
exhibitors**

**Increasing
export limits in the**

**Effective and efficient
communication with
the target audience**

**Access to over 90,000
potential customers in
more than 140
countries**





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The trade
potential of the
East and the
West meets in
Istanbul



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"1000's of new
patents every
year"



The intersection of investment and production

İSFA23 will continue its intensive communication activities in Turkey and the world until 02-05 March 2023, when it will be exhibited.

İSFA23 will be introduced at internationally renowned fairs; Such as Ambiente, IFA Berlin, Il Salone di Milano, Las Vegas, Maison And Objet, Conton Fair, IH+HS Chicago, Index/Hotel, Show Dubai, Heimtextil Frankfurt, Steel Market Housewares, Mega Show Hong Kong and Homi Milano.

It will be designed as a part of the communication strategy to include the announcements and messages of the participants at the fairs where the announcement of İSFA23 will be made.

Participation will be supported with effective media activities at home and abroad; Advertising and promotion activities will be carried out through social and digital media channels as well as traditional channels such as TV, outdoor, newspapers and magazines.

More than 400 senior investors and managers from international markets and over 50,000 purchasing managers will take part in İSFA23. During the fair, industry leaders, opinion leaders, important people of the digital age will give seminars and conferences on exports, sustainable development, Istanbul, digital age and life. These publications will be shared through İSFA23 communication organs.





CONFERENCES & SEMINARS

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Garip Ay



New Generation Fair and Art

ISFA23 is an organization that focuses on sustainability in environment, life, technology, design and development in line with its social responsibility mission. The works of world-class artists with the theme of sustainability and digital life accompanying the traditional stands will be exhibited in the ISFA23 exhibition area.



Jane Perkins





Dario Tironi



Dario Tironi



Garip Ay



FREE YOUR TALENTS

Juvéderm

Allergan

AWARD OF EXCELLENCE: SALES/REP TRAINING VIDEO @ THE RX CLUB, NEW YORK, 2018
FINALIST: FILM CRAFT @ PM SOCIETY AWARDS 2018



VIP Assistant

ISFA23 not only organizes the travels of its foreign guests who are the active decision makers of the industry, but also creates a support team that will follow up and organize the transportation between the hotel and the fair, appointments and meetings. VIP Assistant team; will guide the elite guests in the right way in their cultural, gastronomic and shopping visits needs.





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Thanks...

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