

MEETING POINT OF THE
LATEST NOVELTIES



26th

INTERNATIONAL

**Ceramic
Bathroom
Kitchen Fair**

February 26 - March 2, 2014

www.unicera.com

World's 2nd largest fair of the sector

Reasons to choose UNICERA

- One of the two largest events globally
- Best performance in visitors per square meter across Europe
- A global meeting point with a 130% increase in foreign visitors
- Making a difference with the latest products and technologies showcased
- Opportunity for small and medium businesses to achieve global outreach



Strength through the synergy of concurrent fairs

A UNIQUE OPPORTUNITY FOR VISITORS

With the complementary scopes in construction industry, UNICERA is a one - stop - shop for the supply needs of visitors.

UNICERA

26th International Ceramic, Bathroom and Kitchen Fair

GARDEN WORLD

9th Istanbul Garden Furniture, Landscaping, Horticulture and Accessories Fair



Overview of the industry

The ceramics industry in Turkey is a great driver of the economy with effective use of the country's rich natural resources.

The export of ceramic covering materials increased by 12% in 2011 and came up to 4th place in the world.

Turkey is the largest producer and exporter of ceramic sanitaryware in Europe.



The number of Turkish companies in the top lists of European manufacturers and exporters increases every day.

Some leading national companies have successfully acquired global brands.

Reasons to participate in UNICERA

- Opportunity to improve your brand and grow brand awareness
- Opportunity to showcase the strength of your brand and new technologies
- The second largest trade fair in Europe where you can exhibit your range of products
- Present your products to the rapidly growing number of premium construction projects in Turkey and the Eurasian region
- Create a network of dealerships in Turkey and Eurasia
- Showcase the difference of your brand to the managers of residence, commerce and hospitality facilities in Turkey and the region
- The latest information about the industry in Turkey and around the world
- The ideal platform for market research and customer analysis

The business advantage of Turkey and the near region



The recently expanding urban redevelopment projects in Turkey have had a great impact on the construction industry and make it easier to achieve aggressive targets.

The projects include open space layouts, redevelopment of neighborhoods, renovation of building façades and the demolition and rebuilding of existing structures, all of which bring great activity to the industry.

The ceramic and bathroom products, vitrified products, sanitary fixtures, bathroom furniture and bathing and showering equipment create a vast potential for the industry.

Visitor Profile

- Architects
- Interior Architects
- Decorators
- Industrial Designers
- Yacht, Boat Manufacturers and Owners
- Purchasing Departments of International Chain Stores



- Contractors
- Civil Engineers
- Construction and Project Contracting Companies



- Hardwares
- Hotels



- Real Estate Investment Trusts
- Building Material and Hardware Stores
- Building Materials Wholesalers
- International Export and Import Companies



- Hospitals
- Universities and Vocational Schools
- Officer's Clubs
- Shopping Centers
- Consumers

With the latest boom in luxury housing developments led by an increase in income levels, premium construction materials like natural stones, marble and granite have additional demand.

The ceramic and bathroom industries in Turkey play on a global scale, and the leading companies make large investments abroad, acting as Turkey's flag carriers.

If used wisely, the geographical location of Turkey enables industries to become hubs of manufacture and export in the greater Middle East-Europe-Asia region.

Turkey is located at the crossroads of the Caucasus, Balkans, Middle East, former Eastern Bloc nations and North Africa, where construction investments are rising due to demographical and political changes. Owing to its location, Turkey has the potential to provide direction to new development efforts in the region.

AN OVERVIEW OF UNICERA 2013

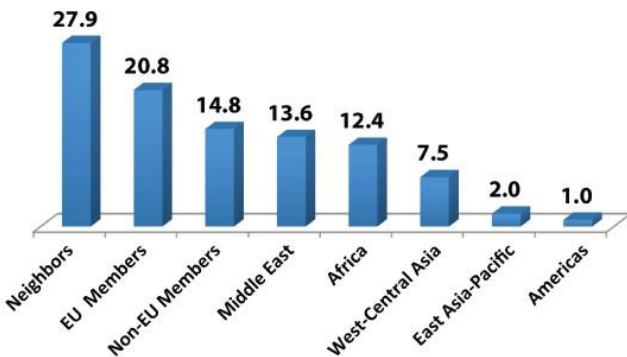
2013 vs. 2012

50% increase in number of exhibitor countries
 31% increase in number of exhibitors
 15,7% increase in number of foreign visitors
 11 new countries

130% increase

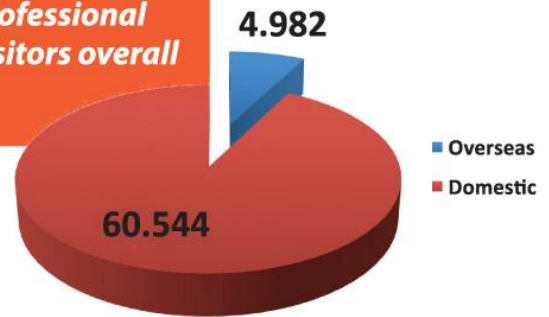


Change in number of foreign visitors by year



Breakdown of Foreign Visitors by Region

65.526 professional visitors overall



The fair hosted 65.526 visitors from 93 countries at 86.000 sqm in 10 halls

15,7% increase in number of foreign visitors

11 new countries

Angola, Australia, Bangladesh, Belarus, Equatorial Guinea, Ethiopia, Kenya, Paraguay, Sierra Leone, Somalia, Surinam

Foreign delegations from 11 countries

Bulgaria, Palestine, Georgia, Iran, Italy, FYRO Macedonia, Egypt, Russia, Ukraine, Jordan, Greece

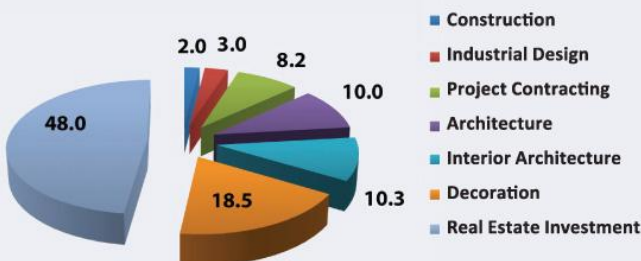
86,56 % visitors from Asia Pacific

21 EU member countries

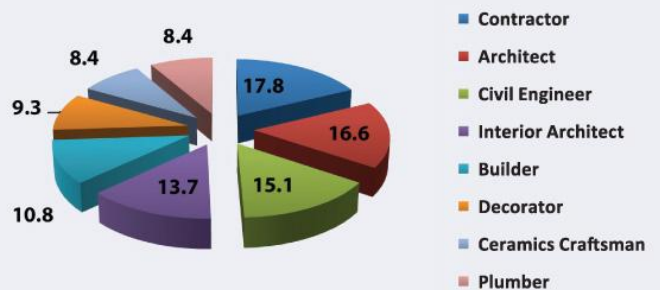
17 Eastern European and Balkan countries

Visitors

Area of Operation



Breakdown by Occupation/Position



26th UNICERA continues to create opportunities for its exhibitors and visitors

The equal marketing platform of the construction industry prepares for its 26th event between February 26 and March 2, 2014.

UNICERA 2014 Product Groups

FLOOR AND WALL COVERINGS

Ceramics	Natural Stones
Granites	Borders
Marbles	Glass & Glass Manufacture
Iznik Tiles	Building Products
Mosaics	



BATHROOM PRODUCTS AND ACCESORIES

Vitrified Products
Armatures
Bathtubs, Jacuzzi, Shower Cabins and Accessories
Hydro Massage Systems and Accessories
Water Treatment Systems
Bathroom Furniture
Bathroom Accessories
Reservoir Internal Fixtures
Stainless Steel Accessories and Supplementary Products
Wallpapers
Towel Warmer Panels and Decorative Radiators

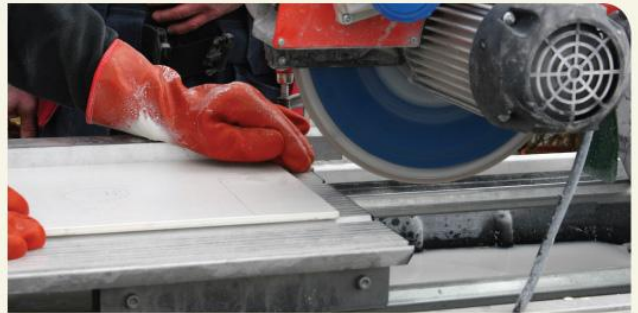
SAUNA & TURKISH BATH EQUIPMENT

Sauna Materials	Turkish Bath Basin
Sauna Clocks	Turkish Bath Seat
Sauna Equipment	Turkish Bath Water Channel
Disassembled Sauna Systems	Large Marble Stone "Tummy Stone"
Sauna Essences	Shower Grids



CERAMIC PROCESSING TECHNOLOGIES AND SUPPLEMENTARY PRODUCTS

Ceramic Machinery	Hand and Drilling Tools
Refractory Materials	Oven for Ceramics
Ceramic Raw Materials	Paints and Inks
Insulation Products	Tile Spacers
Chemicals	Drainage Systems
Adhesives	Ceramic Display Units
Profiles	



KITCHEN PRODUCTS AND ACCESSORIES

Kitchen Furnitures	Worktops and Sinks
Built-in Appliances and Products	Kitchen Accessories
Solo Products	Internal System Fixtures

PACKAGING / WAREHOUSING / LOGISTICS

Barcode Printers and Scanners
Strapping Machines and Straps
Labelling Machines
Shrink Packaging Machines
Pallets
Warehousing Units
Stacking, Lining Machines and Systems
Lifting and Conveying Equipment
Shelf Systems
Loading and Unloading Services

OTHER

Softwares
Work Safety Products
Related Publications

EUROPE

ASIA

AFRICA

MIDDLE EAST

TURKEY

İSTANBUL

TÜYAP



TÜYAP FAIR AND CONGRESS CENTER

- 12 Exhibition Halls in International Standards
- 98.000 sqm Outdoor Space
- 75.000 sqm Outdoor Space
- 22 Meeting Rooms
- 10 Cafeterias and 1 A la Carte Restaurant

TÜYAP FAIRS AND EXHIBITIONS ORGANIZATION INC.

PROJECT GROUP

Yeşim Ulusoy
Serkan Eker

Project Group Director
Project Manager

yesimulusoy@tuyap.com.tr
serkaneker@tuyap.com.tr

Phone: +90 212 867 11 33
Phone: +90 212 867 11 35

Nur Kulaçoğlu

Overseas Relations
Assistant Manager
Project Officer

nurkulacoglu@tuyap.com.tr

Phone: +90 212 867 11 29

Ayşegül Belge

Project Officer

aysegulbelge@tuyap.com.tr

Phone: +90 212 867 11 47

PROJECT MARKETING GROUP

Lena Boynuinceoğlu
İsmail Almacı
Uğur Aslan

Project Marketing Group Manager
Project Marketing Representative
Project Marketing Representative

lena@tuyap.com.tr
ismailalmaci@tuyap.com.tr
uguraslan@tuyap.com.tr

Phone: +90 212 867 11 27
Phone: +90 212 867 11 69
Phone: +90 212 867 11 71

HEAD OFFICE / FAIR AREA



www.tuyap.com.tr

Tüyap Fair And Congress Center
E5 Karayolu Üzeri,
Gürpınar Kavşağı 34500
Büyüçekmece - İstanbul / TÜRKİYE

Phone:
+90 212 867 11 00
+90 212 867 12 00

Fair Management
Customer Relations
musteriiliskileri@tuyap.com.tr
Fair Area
fairarea@tuyap.com.tr

Technical Services
teknikofis@tuyap.com.tr

OVERSEAS OFFICES

TÜYAP ALEppo: Al Jamilia Al Soudik Mosque Al Aukaf Building Aleppo - Syria
Phone : +963 21 222 04 85 Fax : +963 21 227 71 04 tuyapaleppo@tuyap.com.tr

TÜYAP MOSCOW: 117449 Russia, Moscow, ul. Karyer 2A, str.1, off.308.
Phone : +7 495 775 3145 Fax : +7 495 775 3147 tuyapmoscow@tuyap.com.tr

TÜYAP SOFIA: 1463 Sofia, ul."Buzludja" No 40-42 Sofia - Bulgaria
Phone : +359 2 951 6827 Fax : +359 2 951 6876 tuyapsofia@tuyap.com.tr

TÜYAP TBILISI: 37, Chavchavadze Ave. Tbilisi - Georgia
Phone : +99 5322 251-781 Fax : +99 5322 251-149 tuyapgeorgia@tuyap.com.tr

TÜYAP TEHRAN: Meydane Vanak Borje Asemene Vanak Vahede 805 Tehran / Iran
Phone : +98 21 881 910 17 Fax : +98 21 881 910 16 tuyaptehran@tuyap.com.tr

TÜYAP SKOPJE: Majakovski 3/7 1000, Skopje - Macedonia
Phone/Fax : +389 2 322 04 69 tuyapkopje@tuyap.com.tr

TÜYAP CAIRO: 8 Street Abu Bakr Alsedek - Off Mohi- Din Abou El Ezz-Dokki - Cairo / Egypt
Phone : +20 2 333 69 717 Fax: +20 2 333 69 718 tuyapcairo@tuyap.com.tr

OVERSEAS REPRESENTATIVES OF TÜYAP INC.

Scope - Integrated Marketing Solutions / EGYPT
28 Abdelrahman Sedky Street, Ground floor,
P.O. Box: 11762, Nasr City, Cairo, Egypt
Tel : +202 2670 22 96, +202 2670 22 97
Fax : +202 2671 33 89 | Mobile: +2 0100 9999 040
e-mail : ayman@scopeims.com
Web : www.scopeims.com

Invernizzi Int'l Sales / ITALY
Alessandro Biasiotti
Viale Bacchiglione 2820139 MILANO (MI), ITALY
Phone : 0039 02 57403340
E-mail : alessandro.biasiotti@internationalshow.it

GPE / SPAIN
Olga Pons
Avdia, Paral·lel 180, entlo.1a, 08015, Barcelona, SPAIN
Phone : +34 93 424 4000
Fax : +34 93 4243748
E-mail : gpe@gpe.com
Web : www.gpexpo.com

REED ISG / GERMANY, AUSTRIA, SWITZERLAND
Marcella Vinciguerra
Reed Exhibitions GBH, Heerdtter Sandberg 32, 40549,
Düsseldorf, GERMANY
Phone : +49-211-55628-528
e-mail : marcella.vinciguerra@reedexpo.de
Web : www.reedexpo.de

EXHIBITION & TRADE FAIR LIMITED / NIGERIA
- GHANA - CAMEROON - TOGO - LIBERIA -
- GAMBIA - SIERRA LEONE - BENIN
Ms. Omonigbo Itaya
39, Opebi Road, Opposite Adebola House,
Opebi Ikeja-Lagos - NIGERIA
Phone : +234 1 7607797 - 2135557
E-mail : exhibition@nyperia.com
info@exhibitionandtradeair.com
Web : www.exhibitionandtradeair.com