



ITM 2018 ITM visitor promotion in Iran and Uzbekistan

ITM 2018 Exhibition will be held in Tüyap Fair and Congress Center during April 14-17, 2018. The show is organized by Teknik Fairs with the partnership of Tüyap, in cooperation with TEMSAD (Textile Machinery and Accessories Industry Association). The ITM team visited Iran and Uzbekistan in September for visitor promotion and also participated at two regional textile machinery exhibition Irantex and CAITME.

Organizers expect record number of visitors from Iran

The team also attended the 23rd Irantex 2017, textile machinery, subsidiary industry, home textile, embroidery machines and textile products fair held on 4-7 September in Tehran, Iran. The team conducted several meetings with the officials in the Iranian textile industry and many commercial delegations are being planned from Iran. In this context, talks were also held with the officials of the Iranian government, directors of the Chamber of Commerce and Industry, and Presidents of Associations.

The ITM team also met Cengiz Gürsel, Principal Trade Consultant of the Turkish Embassy of the Republic of

Turkey in Tehran to facilitate visitor promotion.

Necip Güney, the Chairman of the Executive Board of the Technical Fairs, emphasized that ITM is a highly prestigious exhibition and has attracted a great deal of interest in Iran. He also underlined the fact that in ITM 2016 edition, out of a total number of foreign visitors, 19% came from Iran.

Necip Güney added that, as part of the talks and visits made this September, we are sure that a huge influx of Iranian visitors is expected to visit ITM 2018 show.

Attendance from Central Asia is expected to increase three fold

Following Irantex, promotional activities for the visitors also continued at the CAITME 2017, the 11th Textile Machinery, Apparel Machinery and Technologies Exhibition held at Uzexpocentre International Expo Center in Tashkent, the capital city of Uzbekistan.

The ITM exhibition promotion and advertisements were also placed in the exhibition area and also in the exhibition catalogue. The presentation of ITM brand generated great interest for the CAITME participants and visitors.

In addition, ITM team had talks with Uzbek authorities, to plan Uzbek official and commercial delegations at 2018 edition. The team conducted preliminary works with the authorities of the Chamber of Commerce and Industry of Uzbekistan. Another meeting was held with the president of association the AMBIT (the Associations of International Business and Technology), whose members are Uzbek textile investors. Furthermore, detailed consultations were held with Ahmet Basar EN, Ambassador of the Republic of Turkey Tashkent. The Uzbek textile businessmen are looking to make more investments due to the \$2.2 billion textile investment subsidy provided by their government. The organizers expect greater attendance rate, which might increase up to three times as compared to ITM 2016.

Necip Güney said: "Our main strategy at the CAITME Exhibition was to present the message that 'ITM is Everywhere' and we have successfully conveyed this message with our advertisements placed on the billboards that dominated various roads leading to exhibition and areas in the exhibition, with brochures in the Russian language." ♦