**A New Fair from TETSİAD: HOME&TEX**

**Chairman Yaşar Küçükçalık: “We will organize HOME&TEX Fair on 14-17 November 2013 before the 20th İstanbul International Home Textile Fair which will be held in May 2014 and introduce a new fair to the industry.”**

**“Made in Turkey” brand in home textile**

**Developments in Syria and Egypt will create new home textile markets for Turkey**

Yaşar Küçükçalık, the Chairman of Turkish Home Textile Industrialists and Businessmen Association (TETSİAD) stated that their greatest objective was “to make Turkey a brand in the home textile industry”. He said that consumers anywhere in the world should look for a label of “Made in Turkiye” while buying home textile, and that they should trust that label. Mr. Küçükçalık added that they wanted to reap the fruits of the enormous effort they put in design, promoting, and branding more. “Our aim is to become a major player in the world”, the Chairman said.

**Our Target is USD 13 Billion Export**

Mr. Küçükçalık who talked to economy correspondents evaluated the latest developments about the industry. He said that Turkish home textile industry ranked within the top 4 in the world with a USD 3 Billion export and USD 12-13 Billion business volume. The Chairman said, “Cheap labor and raw material provides many advantages to the far east countries with regards to export. Since Turkey maintains its advantages with regards to branding and offering high quality products, it continues to be preferred.”

Küçükçalık claimed that the home textile import would have a steady course in the future, and added that they managed to export USD 1 billion 442 million worth of products in the first 6 months of the year, and that they exported in the amount of USD 2 billion through shuttle trade every year. Mr. Küçükçalık said that 2013 progress as they had foreseen despite some developments in foreign countries, and that they would achieve an export figure in the north of USD 3 million. He claimed that their target for 2023 was USD 11 Billion.

**We urgently need an expo area**

Mr. Küçükçalık said that Turkish Home Textile Manufacturers focused on finding new markets in order to attain the goals they have set: “In order to reach the objective of USD 500 Billion Export in 2023, our promotional capacity must be increased. To this end, we need a very good expo area. This must be a governmental policy. TOBB, Exporters Unions, and NGOs must unite their powers under the leadership of the state and create such a facility. We want to promote our industry in the international arena with a well laid out plan. We need support in this area.”

 **"HOME&TEX*"* Fair Excitement**

The Chairman announced that HOME&TEX Fair would be held between 14 and 17 November 2013 by CNR Sektörel Fuarcılık A.Ş. in cooperation with Turkish Home Textile Industrialists and Businessmen Association (TETSİAD). He added that the developments in Syria and Egypt would create new markets for Turkey in home textile, and this fair was very important in that respect. Mr. Küçükçalık said: “We planned HOME&TEX Fair in parallel to the 20th Home Textile Fair which is also organized by TETSİAD. It is significant in that it is the first expo to include decoration, home textile and supplementary products, and it will be held on an 80 thousand m2 area. “Uniform Stand Application” which is one of the rising trends in the world of exhibition will also come into prominence at this fair. The uniform stands which will be custom designed will be offered to the participants, which will be a first in Turkey. This application allows the participants to save on the cost of stands and on time and intense labor. The participants only place their products on their stands and at the end of the fair they take their products and leave the stand behind. Moreover, this application provides a more organized and spacious expo atmosphere. The industries included in the fair’s concept account for a USD 20 Billion volume in the domestic market. We believe that a business volume in the amount of USD 2 billion will be created in this fair. The wholesalers, retailers and decorators coming from the Middle East, Europe, Commonwealth of Independent States and North Africa will hold very productive negotiations with our participants.”

**We are hopeful about the economy**

Mr. Küçükçalık said that they were supporting economy policies which aimed at maintaining stability and that they appreciated them. He said “Although there have been some deviations from economic targets and the negative effects of the floating rate is being felt more intensely recently, we estimate that the situation with both the objectives and the stability will start to recover in early 2014. However, our request regarding the support for the domestic production is also valid for the increasing costs. Even a single dollar is endeavoring for increasing export; we are trying not to drop our prices and to compete with countries such as China, India and Pakistan. Our costs are increasing, but we are forced to decrease our prices, let alone increase them. Therefore, we want the government to improve the production conditions of the industrialists, even if it is seasonally. On the other hand, we need support with regards to promotion abroad in order to be able to contribute to the realization of the “USD 500 Billion Export in 2023” target. Our association and exporter unions are conducting carrying out certain projects in this regard, but we would like to be fully backed by the state.

**Costs: Our greatest problem**

Mr. Küçükçalık said that the textile which is manufactured for hotels, hospitals, boats, etc., a branch which is also called “Contract Business”, was an expanding market, and that they were laying strong foundations in this area, as a result of which they were expecting an increase in such opportunities in the future. He said that the disadvantage which they were concerned about was the rising costs: “It is not possible to produce quality products with authentic designs and to make investments in the brand, and to produce them cheaply at the same time. In order to be more competitive, the costs must be continuously improved and revised”. Mr. Küçükçalık stated that following the FED decision, the market movements and floating rates affected the industry. He added that the increase in the value of the dollar pleased the exporters, but that it was not “healthy” to make plans while the exchange rate fluctuated so frequently.

**We are a founding member of DEİK (Foreign Economic Relations Board)**

Yaşar Küçükçalık stated that they became a founding member of Foreign Economic Relations Board (DEİK) a short time ago: “As you are aware, DEİK is one of the most important institutions that help promote Turkey around the world. With this membership, we will be a part of DEİK’s works abroad. As the phrase goes, “we will not leave any country unvisited” and continue to Turkish products and Turkey to the world, and to contribute to our economic development.”

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| **HOME TEXTILE EXPORT NUMBERS** |
| 2010 | 2.671.574 ( million $ ) |
| 2011 | 2.972.811 (million $ ) |
| 2012 | 2.746.969 (million $ ) |
| 2013 (First 6 months) | 1.442.55 (million $ ) |