PRESS RELEASE 2 JANUARY 2014

**Turkey, a major player in home textile industry, is attending Heimtextil, the greatest meeting of the sector, with a “design and brand” focus. Turkey will be represented by 164 Turkish companies of the industry where the importance attached to innovation and design is increasing rapidly.**

**DESIGN AND INNOVATION WILL BE DISCUSSED AT HEIMTEXTIL**

Turkey, one of the greatest players of home textile industry in the world, is reinforcing its position and brand value in global markets every day. Turkish companies which attend to every international fair in great numbers continue their claim to be a “trend-setter country” in design and innovation.

Yaşar Küçükçalık, the Chairman of Turkish Home Textile Industrialists and Businessmen Association (TETSİAD), said that Heimtextil Fair was the podium of the industry and that number of people following Turkey, who takes the podium every year, increased rapidly, and added that this was a result of the intense labor they put in branding the industry.

**“We Have Become a Trend-Setting Country”**

Mr. Küçükçalık said that Turkey had a deep rooted and strong textile infrastructure, adding that Turkey’s annual textile and ready-to-wear clothing export reached USD 25 Billion after a steady growth (in the first 11 months of 2013, it has been USD 23 Billion 680 Million), and that of this amount, USD 3 Billion 300 was home textile products (in the first 11 months of 2013, this figure has been USD 3 Billion 15 Million).

Mr. Küçükçalık emphasized that the home textile increased by 13.5% in January – November 2013 in comparison to the same period last year, and added that the export in general decreased by 1.78% in Turkey.

Mr. Küçükçalık also emphasized that they were very ambitious in customer-oriented production and quick service, adding: “In addition to the qualities I mentioned above, our strategic geographic position is another reason why our customers choose us. We are able to produce and deliver goods to our customers at stunning speeds which may be from Europe, Russia, Northern Africa, and Middle East. Turkish companies are chosen because of their experience and their professional work ethics.”

**Our Fairs Are A Sign of our Strength**

TETSİAD Chairman Yaşar Küçükçalık said EVTEKS fair was the greatest indicator that they were a “brand country” in the industry and that hundreds of companies lined up to take part in the organization which is held in İstanbul every May. “Today, EVTEKS is the second largest home textile fair in the world” said Mr. Küçükçalık, “When we have a modern and larger exposition area, we will be more ambitious about our claim for leadership.”

“HOME&TEX, our home and decoration fair which we organized for the first time this year attracted greater attention than we expected” he continued, “There is a satisfactory increase in the number of the participants and applicants. Within a few years, we believe that it will become an international “brand fair” just like EVTEKS”

**About TETSİAD**

Turkish Home Textile Industrialists and Businessmen Association (TETSİAD) has approximately 1,000 thousand members and represents 95% of the production power of the sector. Established 22 years ago, TETSİAD contributes to the branding power of the industry in the global market. It performs activities in order to achieve solidarity among its members, to represent and promote the industry at home and abroad.

TETSİAD organizes EVTEKS and HOME&TEX fairs every year to demonstrate the developments in Turkish home textile industry in markets both at home and abroad.