

Sayı : 80269272-TİM.İTKİB.GSK.İTKİBFUAR.2022/4-2715
Konu : İstanbul Fashion Connection Fuarı Bilgilendirme

İstanbul, 9/06/2022

DAĞITIM YERLERİNE

Malumları olduğu üzere, Türk Hazır Giyim Sektörü, sürekli büyüyen ihracat rakamları ve katma değeri yüksek ürünleriyle ülkemiz ihracatının en önemli ürün gruplarından. Hazır Giyim ürün grubunda ülkemizin üretim, tasarım ve hizmet kalitesine uygun bir uluslararası fuar her zaman en büyük ihtiyaçlardan biri olmuştur. Bu çerçevede Genel Sekreterliğimiz bünyesinde faaliyet göstermekte olan, *İstanbul Hazır Giyim ve Konfeksiyon İhracatçılar Birliği (İHKİB)* ve *İTKİB Fuarcılık A.Ş.* tarafından düzenlenen “*İSTANBUL FASHION CONNECTION HAZIR GİYİM MODA FUARI (IFCO)*”nın ilki 9 – 11 Şubat 2022 tarihleri arasında, İstanbul Fuar Merkezi’nde gerçekleştirilmiştir.

IFCO, Hazır Giyim ve Moda sektörümüzün önde gelen, başta kadın ve erkek giyim olmak üzere, bebek ve çocuk giyim, denim ve spor giyim, abiye, gelinlik, iç çamaşırı, çorap, deri ve kürk konfeksiyon, ayakkabı ve saraciye ürün gruplarından beş yüzün üstünde üretici-ihracatçı firmamızı 4 bini alım heyeti organizasyonu kapsamında olmak üzere 12bini yabancı, toplam 25 bin sektör profesyoneli ile bir araya getirdi. Yaklaşık 35 bin m²’lik fuar alanında gerçekleşen IFCO, AB Ülkeleri, Birleşik Krallık, Rusya, Ukrayna, Ortadoğu ve Kuzey Afrika ülkeleri ve ABD başta olmak üzere 100’ün üstünde ülkeden alıcılar tarafından ziyaret edildi.

Düzenlendiği ilk seferde Ticaret Bakanlığımızın takdirleriyle “Yurtiçi Fuar Destekleri” kapsamına alınan ilk fuar olan IFCO, aynı zamanda metrekare bazında Avrupa’nın en büyük Hazır Giyim ve Moda Fuarı oldu. Bu itibarla, IFCO Fuarı’nın ikincisi **24-26 Ağustos 2022** tarihleri arasında İstanbul Fuar Merkezi’nde gerçekleştirilecektir. İhracat ailemizin yurtdışındaki temsilcileri olarak değerli Ticaret Müşavirlerimizin, görev yaptıkları ülkelerden fuarımıza yapacakları katkılar bizler için çok kıymetli olacaktır. IFCO’ya ilişkin bölgenizde etkin bir duyuru yapılması, fuarı ziyaret etmek isteyebilecek önemli ithalatçı, zincir mağaza, toptancıların belirlenmesi hususunda etkin desteklerinize ihtiyacımız olduğunu belirtmek isteriz. Birliğimiz iştiraki *İTKİB Fuarcılık A.Ş.*, belirlenen nitelikli alıcıların konaklama ve şehir içi transfer masraflarını üstlenecek, çok gerekli görülen firmalar varsa ulaşım masrafları da karşılanabilecektir. İlgili İngilizce duyuru görseli ve fuar tanıtım sunumu yazı ekinde yer almakta olup, söz konusu fuarın görev bölgenizdeki hazır giyim alıcı, ithalatçıları ve toptancılarına duyurulması ve ilgilenen alıcıların tespit edilerek tarafımıza bildirilmesi hususunda bilgileri ve gereğini arz ederim.

Mustafa BEKTAŞ
Genel Sekreter

Ekler:

Duyuru görseli
Türkçe ve İngilizce Tanıtım Sunumu
Şubat 2022 Final Raporu

Dağıtım: Ticaret Bakanlığı Ticaret Müşavirlikleri/Ataşelikleri





24-26 AUGUST 2022
ISTANBUL EXPO CENTER

FASHION'S CONNECTION POINT

A colorful, fashionable exhibition experience...
Mark your calendars for **August 24-26, 2022!**

WE WOULD LIKE TO INVITE YOU TO IFCO!

JOIN US WHERE; brands meet collaborators, businesses meet new partners, sustainability meets quality, colors meet trend, fashion meets passion!

IFCO exhibition will be held between August 24-26, 2022.

We are honored to host the Istanbul Fashion Connection Exhibition, the international fair that the apparel industry has been longing for since many years. With its first edition, held between 9-11 February 2022, IFCO brought 25000 visitors in total, 12.000 of which are foreigners. IHKIB is proud with this global fair that will build long-lasting bridges between Turkish design firms, agents and design offices and buyers and brands from all around the world.

Coming this August! In Istanbul.

At the Istanbul Fashion Connection Exhibition you will find trend areas, seminars, workshops and fashion shows that will bring together design, interaction and experience, especially in the topics of digital transformation, smart clothing, technical textiles and sustainability.



EXHIBITORS & VISITORS

To add new collections to your existing brand and build lasting collaborations, join us at the **IFCO Exhibition!**

AT IFCO;

- Purchasing managers of international chain stores & department stores,
- Managers of international brands and chains that put orders for their collections
- Managers of stores specializing in certain product groups,
- Online sales platforms , managers of online merchandising companies,
- Importers, wholesalers, distributors
- Boutique store owners and buyers,
- Designers, fashion brands, social media influencers,
- Apparel industry professionals will meet.

PRODUCT GROUPS

The product groups that you can examine during our exhibition are as follows:

- WOMEN & MEN APPAREL
- BABY & CHILDREN APPAREL
- DENIM & ACTIVEWEAR
- UNDERWEAR & SOCKS
- EVENING DRESSES
- WEDDING DRESSES
- LEATHER & FUR GARMENTS, SHOES



APPAREL & FASHION EXHIBITION
24-26 AUGUST 2022
ISTANBUL EXPO CENTER

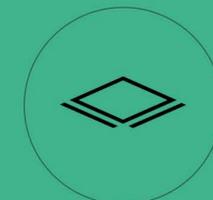


HIS FAIR IS ORGANIZED WITH THE AUDIT OF TOBB (THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO. 5174.

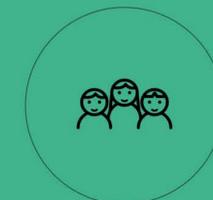


IFCO IN NUMBERS

What happened in the first edition held between **9-11 February 2022?**



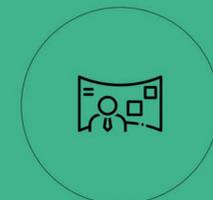
35K
SQM
EXHIBITION
AREA



25K
VISITORS



12K
FOREIGN
VISITORS
FROM MORE
THAN 100
COUNTRIES



500
EXHIBITORS

PARTICIPATION TERMS

We are looking forward to seeing you at our expo. You can sign up and follow us on our social media profiles till then.



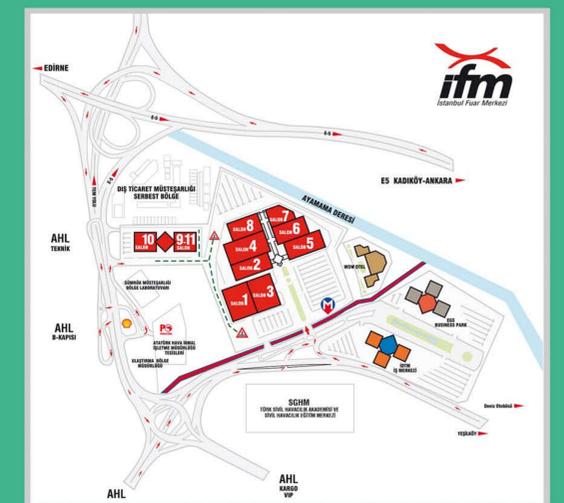
@istanbulfashionconnection

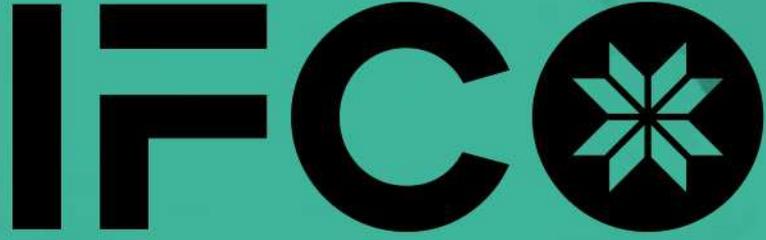


THE EXHIBITION AREA

More than **500 exhibitors**, which will take place in an area of **35.000 m2**, will meet with buying committees of thousands of companies from many regions, especially from EU Countries, Great Britain, Russian Federation, Ukraine & CIS, North Africa and Middle East.

And **Istanbul Expo Center**, with its centered location, provides a smooth visitor journey as well.





ISTANBUL
FASHION
CONNECTION

APPAREL & FASHION EXHIBITION
24-26 AUGUST 2022

ISTANBUL EXPO CENTER

We are honored to host the Istanbul Fashion Connection Exhibition, the international fair that the apparel industry has been longing for since many years.

The first edition of **IFCO** was held between **February 9-11, 2022**.



35.000
SQM
EXHIBITION
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25K
VISITORS



12K
FOREIGN
VISITORS



500
EXHIBITORS

Opening Ceremony of IFCO was attended by TİM President Mr. İsmail Gülle, İHKİB President Mr. Mustafa Gültepe, ITO President Mr. Şekib Avdagiç and, esteemed managers and representatives the industry.

NEW GEN Fashion Show, which is a platform that brings new talents trained in fashion design in **Istanbul Fashion Academy (IMA)** and the industry together and gives these young designers the opportunity to present their collections at Mercedes Benz Fashion Week Istanbul, was held during the Opening Ceremony.

IFCO İSTANBUL
FASHION
CONNECTION

HAZIR GIYİM VE MODA FUARI 9-11 ŞUBAT 2022



In the Seminar Area, the seminars held in **6 sessions** over three days brought together the sector stakeholders.

Many topics, especially **sustainability and new trends**, were discussed with Ekoteks Seminars, WGSN Trend seminars and IFF seminar, which were held with the participation of more than





Concept products of the participating companies that will shed light on the 2022/23 Autumn/Winter period were exhibited in the Trend Area created by the Istanbul Fashion Academy with the theme of "**AW22 23 MACRO TRENDS**".

In the Fashion Week Istanbul area, products of leading Turkish designers were exhibited.

Gala Event of IFCO was held at the **Sapphire Hall** of the **WOW Convention Center** with the participation of nearly **1500 guests**. Anadolu Motifleri dance group, Giselle Tavilson and Nebi Birgi Band took the stage at the night.



**24-26
AUGUST
2022**

**ISTANBUL
EXPO CENTER**

WE WOULD LIKE TO INVITE YOU TO IFCO!

JOIN US WHERE;

- Brands meet **collaborators**,
- Business meet **new partners**,
- Sustainability meets **quality**,
- Colors meet **trends**,
- Fashion meets **passion!**



WHY VISIT?

Istanbul Fashion Connection is an international event where design, trends and brands are being presented in İstanbul but impact all over the world. IFCO brings its export-oriented exhibitors with buyers from all over the world especially EU Countries, Russian Federation, Ukraine & CIS Countries, UK, US and MENA Region.

EXHIBITOR PROFILE

- ✦ WOMEN & MEN APPAREL
- ✦ BABY & CHILDREN APPAREL
- ✦ DENIM & ACTIVEWEAR
- ✦ UNDERWEAR & SOCKS
- ✦ EVENING DRESSES
- ✦ WEDDING DRESSES
- ✦ LEATHER & FUR GARMENTS, SHOES

VISITOR PROFILE

- ✦ Purchasing managers of international chain stores & departments stores,
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- ✦ Importers, wholesalers, distributors,
- ✦ Boutique store owners and buyers,
- ✦ Designers, fashion brands, social media influencers,
- ✦ Apparel industry professionals.

To add new collections to your existing brand and build lasting collaborations, join us at the IFCO Exhibition!

WHY ISTANBUL?

Istanbul Fashion Connection is designed to be an international exhibition where you will witness the power of Turkish design, production and service quality.

Turkey is one of the leading countries in apparel design and this exhibition will introduce participants' own collections and designs to new locations and customers through buyers from all around the globe, which will be beneficial for all parties.

Istanbul is the perfect location for this exhibition since it is one of the most accessible and attractive cities of the world. Visitors will meet thousands of established and upcoming designers; discover new collections and textiles, meet new business and solution partners.

Istanbul, the fashion capital of Turkey, is the ideal center to bring together trends, fashion, design, brands, trade and collaborations together.

İHKİB aims to open a new era in the apparel industry with the Istanbul Fashion Connection Exhibition, which will introduce this vibrant center to the whole world. The clothing industry, of which İHKİB is the representative, unites all product groups from women's and men's wear to baby and children's wear, from evening dresses and wedding dresses to leather apparel, from denim to sportswear, from underwear to socks, from shoes to bags, all under one roof.



WHY ISTANBUL?

Manufacturers and exporters who can develop collections introducing new designs with high international operational capabilities are on the scene with a strong production capacity and logistics advantages.

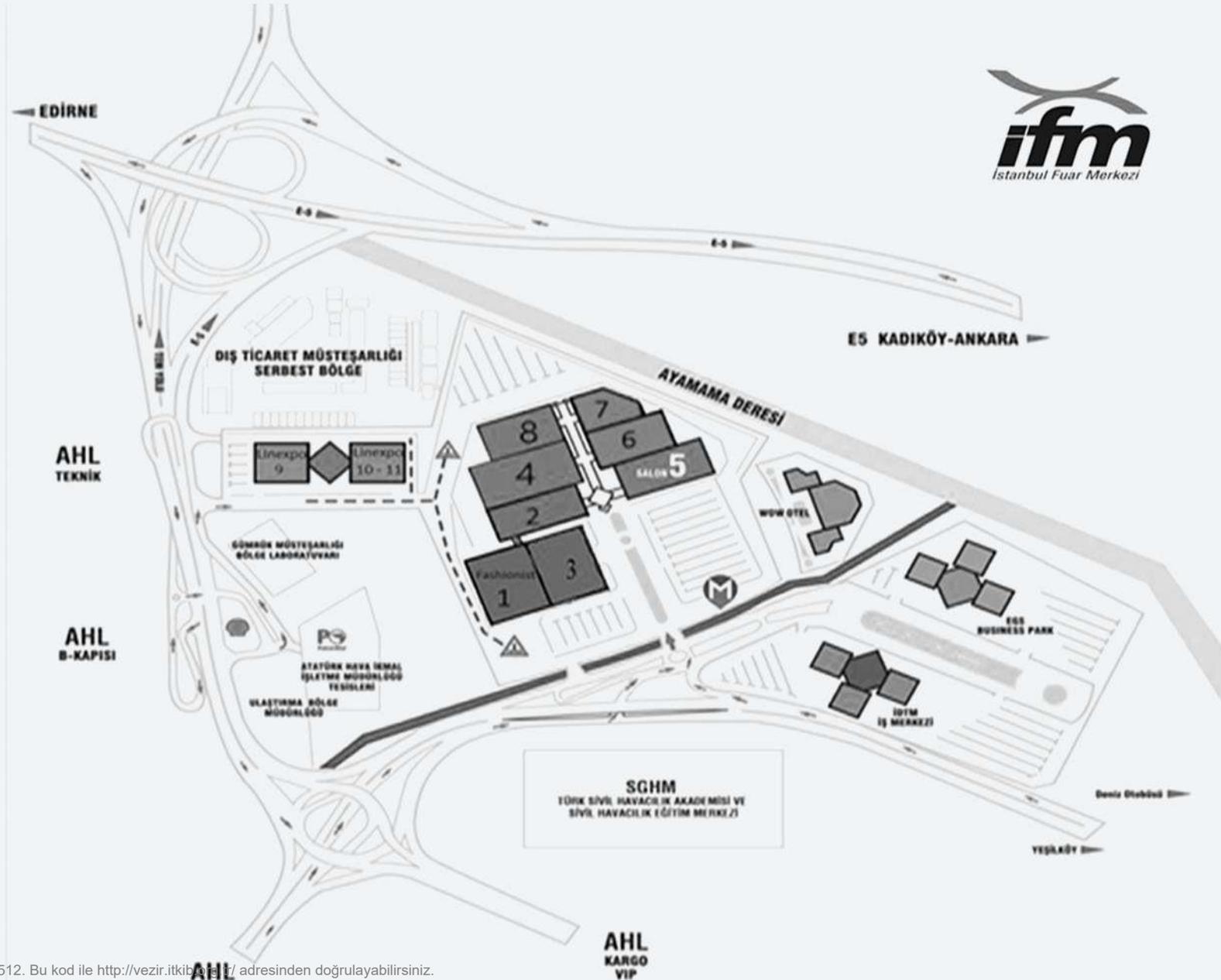
At the Istanbul Fashion Connection Fair, international ready-made clothing buyers will be able to find what they are looking for in all types of purchases on a single platform; those looking for a branded exporter, those looking for an exporter to have their brand produced, those looking for a design, etc.

One of the important elements that distinguish this fair from other international fairs is accessibility: Accessibility in design, accessibility in production, accessibility in terms of brand, accessibility in price-quality balance, accessibility with service speed, quality and reasonable price, logistics advantage, accessibility with deadlines.

In addition, IFCO is easily accessible from all over the world with the advantage of Turkish Airlines that flies directly to most cities in the world, to and from Istanbul, one of the most precious cities of Turkey as the country of tourism.

THE EXHIBITION AREA

Hundreds of exhibitors, which will take place in a net area of **20.000 m²**, will meet with buying committees of thousands of companies from many regions, especially from **EU Countries, Russian Federation, Ukraine & CIS Countries, UK, US and MENA Region.**



THANK YOU!

IFCO  ISTANBUL
FASHION
CONNECTION

C O N T A C T

Please contact us if you have any further questions or if you would like to register directly.

ifas@itkib.org.tr



[@istanbulfashionconnection](https://www.instagram.com/istanbulfashionconnection)

www.ifco.com.tr