

YEAR 2006 TRADE FAIR VISITOR DETAILS

194 firms and firm representations in total participated in **UNICERA 18th International Ceramics and Bathroom Trade Fair** from UAE, China, Denmark, Holland, Hong Kong, Spain, Italy, Portugal and Turkey.

OVERALL VISITOR BREAKDOWN

37.320 visitors from 51 countries visited UNICERA 18th International Ceramics and Bathroom Trade Fair held in halls no. 2 – 3 – 4 – 5 and 6 at Tüyap Trade Fair and Convention Center – Beylikdüzü.

INTERNATIONAL VISITOR DETAILS

It was determined as a result of evaluation of questionnaires received from visitors during entry to **UNICERA 18th International Ceramics and Bathroom Trade Fair** that visitors from **50 countries** in total came to the show from abroad. Breakdowns of these countries and visitors are given below.

ORDER NO.	COUNTRIES	%
1	Bulgaria	19,4
2	Israel	13,3
3	Italy	8,1
4	Greece	6,2
5	Rumania	4,2
6	Iran	3,6
7	Syria	3,6
8	S. Arabia	3,3
9	Germany	2,6
10	Spain	2,6
11	Macedonia	2,6
12	Iraq	2,3
13	Russia	2,3
14	Ukraine	2,3
15	England	2,0
16	Bosnia	1,6
17	Holland	1,6

ORDER NO.	COUNTRIES	%
18	Morocco	1,3
19	Georgia	1,3
20	Austria	1,0
21	Moldova	1,0
22	Jordan	1,0
23	U.S.A.	0,7
24	Australia	0,7
25	Azerbaijan	0,7
26	Bahrain	0,7
27	U.A.E.	0,7
28	Qatar	0,7
29	Korea	0,7
30	Lithuania	0,7
31	Lebanon	0,7
32	Slovakia	0,7
33	Sudan	0,7
34	Albania	0,3

ORDER NO.	COUNTRIES	%
35	Belgium	0,3
36	Estonia	0,3
37	Palestine	0,3
38	Finland	0,3
39	France	0,3
40	Switzerland	0,3
41	Kazakhstan	0,3
42	TRNC	0,3
43	Kosovo	0,3
44	Egypt	0,3
45	Libya	0,3
46	Nauru Island	0,3
47	Tajikistan	0,3
48	Turkmenistan	0,3
49	Oman	0,3
50	Yugoslavia	0,3
Total		100,0

To allow professional visitors to visit **UNICERA 18th International Ceramics and Bathroom Trade Fair**, those directly involved in the subject from **Bulgaria** and **Georgia** were hosted with their accommodation expenses borne by Tüyap (including travel expenses of some of them).

DOMESTIC VISITOR DETAILS

55.9 % of domestic visitors of UNICERA 18th International Ceramics and Bathroom Trade Fair came from Istanbul and 44.1 % from 64 provinces outside Istanbul. The breakdown of these provinces and visitors is given below:

ORDER NO.	PROVINCES	%
1	İstanbul	55,9
2	Bilecik	6,5
3	İzmir	2,8
4	Ankara	2,7
5	Çanakkale	2,7
6	Eskişehir	2,2
7	Kocaeli	1,9
8	Kütahya	1,7
9	Antalya	1,7
10	Bursa	1,6
11	Tekirdağ	1,5
12	Manisa	1,1
13	Muğla	1,1
14	Zonguldak	0,9
15	Samsun	0,9
16	Konya	0,9
17	İçel	0,8
18	Balıkesir	0,8
19	Sakarya	0,8
20	Çorum	0,8
21	Adana	0,7
22	Uşak	0,6
23	Kırklareli	0,5
24	Karaman	0,5
25	Kayseri	0,5
26	Edirne	0,5
27	Gaziantep	0,5
28	Kahramanmaraş	0,5
29	Trabzon	0,4
30	Denizli	0,4
31	Bartın	0,4
32	Hatay	0,4
33	Erzurum	0,4

ORDER NO.	PROVINCES	%
34	Düzce	0,3
35	Diyarbakır	0,3
36	Bolu	0,3
37	Giresun	0,3
38	Malatya	0,2
39	Kastamonu	0,2
40	Isparta	0,2
41	Elazığ	0,2
42	Afyon	0,2
43	Şanlıurfa	0,1
44	Sivas	0,1
45	Aydın	0,1
46	Amasya	0,1
47	Karabük	0,1
48	Batman	0,1
49	Tokat	0,1
50	Kırıkkale	0,1
51	Bingöl	0,1
52	Ordu	0,1
53	Mardin	0,1
54	Çankırı	0,1
55	Niğde	0,1
56	Erzincan	0,1
57	Bayburt	0,1
58	Sinop	0,1
59	Kilis	0,1
60	Aksaray	0,1
61	Rize	0,1
62	Kırşehir	0,1
63	Adıyaman	0,1
64	Artvin	0,1
Total		100,0

OVERALL VISITOR PROFILE

The breakdown of visitors of **UNICERA 18th International Ceramics and Bathroom Trade Fair** by the subject matter of the trade fair is as follows;

BREAKDOWN OF VISITORS BY SUBJECT MATTER OF TRADE FAIR	%
Visitors involved due to the work he/she performed / worked relating to products/services exhibited at Trade Fair	69,4
End consumers	30,6

Lines of business of the firms of visitors who visited **UNICERA 18th International Ceramics and Bathroom Trade Fair** due to work are as follows:

BREAKDOWN OF LINES OF BUSINESS OF FIRMS	%
Construction – Design – Contracting	32,6
Ceramic Ware Trading	28,7
Construction Materials Trading	15,2
Bathroom Furniture and Accessories	11,5
Architectural Offices	4,6
Chemicals Industry	1,4
Banking	1,3
Tourism – Shopping Centers	1,0
Marble Trading	0,8
Educational Institutions	0,8
Ceramic Craftsmen	0,7
Health Institutions	0,6
Other	1,0

51.4 % of trade fair visitors are in charge of overall management in their firms.

46.1 % of trade fair visitors have sole authority in decision making.

The rates of satisfaction of expectations relating to the trade fair of show visitors are given below.

	%
Much better than I expected	20,9
Better than I expected	41,3
As I expected	32,8
Worse than I expected	4,4
Much worse than I expected	0,6

98 % of trade fair visitors assessed the fair as positive. The most important top 4 points deemed to be positive are given below.

	<u>%</u>
Getting to know new products	87,0
Gettting to know the firms	79,0
Good trade fair organization	70,0
To see all products together	63,0

94 % of trade fair visitors said that they plan to visit UNICERA 2007 – KITCHEN 2007 Trade Fairs to be held at Tüyap Trade Fair and Convention Center – Beylikdüzü, April 4-8, 2007 next year.

BREAKDOWN OF VISITORS BY AGE

AGE GROUPS	%
- 20	1,1
21 – 30	29,2
31 – 40	39,7
41 – 50	22,1
51 – 60	6,3
61 – 70	1,6
TOTAL	100,0

BREAKDOWN OF VISITORS BY LEVEL OF EDUCATION

LEVEL OF EDUCATION	%
Primary School	4,9
Middle School	6,9
High School	33,4
University	49,1
Master's	5,7
TOTAL	100,0