

Year 2007 Trade Fair Visitor Details

PARTICIPATING FIRM – AGENT DETAILS

In total, 302 firms and firm agents from 16 countries participated in the **UNICERA** and **MUTFAK (KITCHEN) 2007** Trade Fairs.

U.S.A..	Denmark	Portugal
Germany	France	Taiwan
Australia	England	Turkey
Austria	Spain	Greece
Bulgaria	Italy	
China	Hungary	

TRADE FAIR VISITOR DETAILS

OVERALL BREAKDOWN OF VISITORS

54,305 visitors from 51 countries visited **UNICERA** which was held in Tüyap Trade Fair and Convention Center – Beylikdüzü in halls no. 2 – 3 – 4 – 5 and 6, and **MUTFAK 2007 Trade Fair** held in halls no. 7 – 8 – 9 and 10.

INTERNATIONAL VISITOR DETAILS

As a result of evaluation of information forms received from visitors during entry to **UNICERA** and **MUTFAK 2007 Trade Fairs**, it was determined that the fair was visited by guests from **50 countries** in total.

These countries and the breakdown of visitors are as follows:

RANK	COUNTRIES	%
1	Bulgaria	14,1
2	Italy	10,8
3	Greece	5,8
4	Syria	5,6
5	Germany	5,0
6	Rumania	4,6
7	Iran	3,7
8	England	3,5
9	Israel	3,3
10	TRNC	3,3
11	Vietnam	3,1
12	Georgia	2,3
13	Montenegro	2,1
14	Belgium	1,9
15	Bosnia Herzegovina	1,9
16	UAE	1,7
17	Morocco	1,7

RANK	COUNTRIES	%
18	Libya	1,7
19	Macedonia	1,7
20	Jordan	1,7
21	Albania	1,5
22	Azerbaijan	1,5
23	Hungary	1,5
24	Saudi Arabia	1,5
25	Holland	1,0
26	Lebanon	1,0
27	China	0,8
28	France	0,8
29	Spain	0,8
30	Kazakhstan	0,8
31	Ukraine	0,8
32	Austria	0,6
33	Iraq	0,6
34	Ireland	0,6

RANK	COUNTRIES	%
35	Kosovo	0,6
36	Egypt	0,6
37	Portugal	0,6
38	Russia	0,6
39	Bahrain	0,4
40	Ethiopia	0,4
41	Finland	0,4
42	India	0,4
43	Sweden	0,4
44	Switzerland	0,4
45	Norway	0,4
46	Serbia	0,4
47	USA	0,2
48	Denmark	0,2
49	Canada	0,2
50	Qatar	0,2
Total		100,0

LOCAL VISITOR DETAILS

1. An increase was observed compared to past years in the diversity of the provinces local visitors come from and in the ratio of visitors from outside Istanbul at **UNICERA and MUTFAK 2007 Trade Fairs**. 57,3 % of these visitors came from Istanbul and 42,7 % from 65 provinces outside Istanbul. These provinces and breakdown of visitors are given below:

RANK	PROVINCES	%
1	Istanbul	57,3
2	Ankara	4,0
3	Izmir	2,8
4	Bursa	2,5
5	Kocaeli	2,0
6	Çanakkale	1,6
7	Antalya	1,5
8	Tekirdağ	1,5
9	Eskişehir	1,2
10	Gaziantep	1,1
11	Manisa	1,1
12	Sakarya	1,1
13	Aydın	1,0
14	Bilecik	1,0
15	Denizli	1,0
16	ıçel	0,9
17	Kırklareli	0,9
18	Konya	0,9
19	Samsun	0,9
20	Kayseri	0,7
21	Zonguldak	0,7
22	Adana	0,6
23	Amasya	0,6
24	Bartın	0,6
25	Çorum	0,6
26	Diyarbakır	0,6
27	Elazığ	0,6
28	Uşak	0,6
29	Balıkesir	0,5
30	Düzce	0,5
31	Edirne	0,5
32	Erzurum	0,5
33	Hatay	0,5
34	Isparta	0,5

RANK	PROVINCES	%
35	Kütahya	0,5
36	Sinop	0,5
37	Trabzon	0,5
38	Bolu	0,4
39	Giresun	0,4
40	Mardin	0,4
41	Muğla	0,4
42	Ordu	0,4
43	Adıyaman	0,2
44	Afyon	0,2
45	Ağrı	0,2
46	Bitlis	0,2
47	Kahramanmaraş	0,2
48	Karaman	0,2
49	Kars	0,2
50	Malatya	0,2
51	Nevşehir	0,2
52	Tokat	0,2
53	Van	0,2
54	Yalova	0,2
55	Aksaray	0,1
56	Batman	0,1
57	Çankırı	0,1
58	Erzincan	0,1
59	Karabük	0,1
60	Kırşehir	0,1
61	Niğde	0,1
62	Osmaniye	0,1
63	Rize	0,1
64	Sivas	0,1
65	Şanlıurfa	0,1
66	Yozgat	0,1
Total		100,0

OVERALL VISITOR PROFILE

The breakdown of visitors by the subject matter of the trade fair at **UNICERA and MUTFAK 2007 Trade Fairs** is as follows;

BREAKDOWN OF VISITORS BY SUBJECT MATTER OF TRADE FAIR	%
Visitors interested in the products/services exhibited at the trade fair due to his job/employment	71,5
Final consumers	28,5

The breakdown of the lines of business of the firms of guests visiting the **UNICERA and MUTFAK 2007 Trade Fairs** due to their job/employment;

BREAKDOWN OF LINES OF BUSINESS OF FIRMS	%
Construction – Design- Contracting	28,5
Trading of Ceramic and Building Materials	27,6
Kitchen Furniture and Accessories	17,8
Bathroom Furniture and Accessories	10,9
Architectural Design Offices	4,9
Decoration	3,3
White Goods Trading	1,7
Chemicals Industry	1,7
Sanitary Ware – Ceramic Craftsmen	1,4
Marble Industry	1,0
Tourism – Shopping Centers	0,7
Other	0,4

68,3 % of trade fair visitors are in charge of general management in their firms.

57,1 % of trade fair visitors are sole decision makers.

The percentage of satisfaction of expectations on the trade fair, of trade fair visitors, is given below.

	%
Much better than I expected	41,2
Better than I expected	16,2
As I expected	42,6

99,4 % of trade fair visitors have evaluated the trade fair as positive. The most important 4 aspects deemed positive are given below.

	%
To see all products together	82,6
To get to know new products	78,3
To get to know firms	75,5
Good trade fair organization	72,7

96,2 % of trade fair visitors have said that they planned to visit the UNICERA 20th International Ceramics and Bathroom Trade Fair to be held in Tüyap Trade Fair and Convention Center – Beylikdüzü April 9 – 13, 2008 next year and the MUTFAK Trade Fair to be organized in 2009.

BREAKDOWN OF VISITORS BY GENDER

GENDER	%
Male	28,0
Female	72,0
TOTAL	100,0

BREAKDOWN OF VISITORS BY AGE

AGE GROUPS	%
- 20	1,0
21 – 30	16,0
31 – 40	41,7
41 – 50	29,0
51 – 60	10,8
61 – 70	1,5
TOTAL	100,0

BREAKDOWN OF EDUCATION OF VISITORS

EDUCATION	%
Primary School	2,6
Middle School	5,5
High School	35,8
University	42,7
Graduate Degree	13,4
TOTAL	100,0