HOME ELECTRONICS FAIR ISTANBUL

March 26-29, 2020
(EVEN YEARS)

FAIR AREA
EUROASIA SHOW AND ART CENTER
YENIKAPI - ISTANBUL / TURKEY

www.hefist.com
Home appliances industry, which has reached an important part of the Turkish industry, has started demonstrating abroad the success captured in the domestic market via product’s range and quality. Due to the production potential of the industry likewise proximity to the Middle East, Asia and North Africa offered by the wide market potential, Turkey which exports to 152 countries and is getting an important position in the world, provides important opportunities at the international level.

Turkish manufacturers of the home appliances, which have started their productions with simple assembly lines, while creating today their own design and technologies, are bringing their production activities and technologies outside. At the same time this sector has created strong brands with strict customer loyalty. The sector, which has a strong presence in the foreign markets mainly in European Union, has a significant location for export to Middle East, Africa, Far East and Asia markets.

Turkey is an important actor of the world in production of home appliances and supplier industry. In order to evaluate the production of this sector and to increase the export volume, 2. HEFI Home Electronics Fair will be organized in Istanbul every even years. The fair, which will take place on March 26-29, 2020 in Avrasya Gosteri ve Sanat Merkezi, is supported by various associations of the country.

It is planned that for the main industry trade delegations and visitors totally from 35 countries like: Iran, Syria, Jordan, Sudan, Armenia, Qatar, UAE, Saudi Arabia, Azerbaijan, Georgia, Ukraine, Belorussia, Russia, Bulgaria, Poland, Albania, Egypt, Greece, Kazakhstan, Libya, Morocco, Romania, Uzbekistan and for supplier’s industry manufacturers especially from European Union and other countries will join the fair.

Turkey being located at an important hub of white goods and supplier industry is a star of the industry. Sector pulse will be beating at HEFI (Home Electronics Fair) in Istanbul.

**PRODUCTS TO BE EXHIBITED**

- **Home Appliance** (Washing Machine, Refrigerator, Dishwasher, Freezer, Oven, Built-in Kitchen Systems, Paddle Box, Aspirators, Water Dispenser, Drying Machine)
- **Small household appliances** (Electric Kitchen appliances, vacuum cleaners, carpet cleaner, irons, air cleaner, dehumidifiers etc.)
- **Heating and Cooling** (Air Conditioning, Ventilator, Water Heater, Thermosiphon, Stove, Heater, Air Curtain, Portable Coolers)
- **White goods and small Home Appliance’s Supply Industry**
- **Spare Parts**
- **Home Automation** (Smart Home Devices)
- **Design, R&D and after sales services**
- **TV & Display, Sound & Control Systems**
- **Photo & Camera**
- **Computer / Tablet & Telephone**
- **Electronic Home Appliances, products adn spare parts**
- **Publications, Written - Verbal - Visual Media**

**FAIR PLAN**

**VENUE**

AVRASYA GOSTERI VE SANAT MERKEZI - Yenikapi / ISTANBUL

**PARTICIPATION FEE**

**ONLY AREA**

per 1sqm: **120 EURO + VAT**

The Exhibitors who wish to construct booth by themselves have to notice that the fees above include: general cleaning (electricity and cleaning inside the booth is not included), general security, one page in the fair catalogue, fair promotion at press & media and outdoor advertising.

**STANDARD BOOTH RENT**

per 1sqm: **150 EURO + VAT**

The mentioned fees for each 12sqm include: booth construction, 1 info-desk and chair, 1 table, 3 chairs, 1 waste basket, 1 spot for each 3sqm, booth fascia, carpet, general security and general cleaning services (excluding cleaning inside the booth), 220W/1kw/16Amp electricity, one page at the fair catalogue, fair promotion at press & media and outdoor advertising.