

Marble where the Heart of Commerce Beats

Marble İzmir Fair, one of the most important meetings of the natural stone sector in the world, will be held in 27-30 March 2018 for the 25th time.

The biggest and the most modern Convention Centre in Turkey, Marble İzmir Fair, with its developing exhibition area and highly increasing participation from both companies and visitors, had a golden year in 2018 and now will be open to the world in 2019.

The fair organized in İzmir, which is the meeting point of Asian, European and African continents and one of the most convenient cities in Turkey in terms of natural stone exporting, has been developing into a more spectacular platform every year by providing exhibition for natural stones.

The fair, organized by IZFAS hosted by İzmir Metropolitan Municipality, plays an important role for Turkey to become a leading platform in exporting natural stones in near future.

Turkey, which exported natural stones that worth \$ 2.1 billion from 180 different countries last year, now in the first half of the year has already made an agreement with 167 countries for 946 million 550 thousand dollars. Marble İzmir Fair was one of the most effective factors to let Turkey capture these figures.

Marble İzmir being the biggest commercial fair in Turkey and one of the leading fairs in the world, has had its golden age this year.

At the fair held in March 28-31, 2018, having the motto “Experience the Natural Stone at the Source”, the most beautiful samples of natural stones having been removed from all parts of Turkey which has 13.9 billion tons of reserves, having approximately 40 percent of the world’s natural stone reserves, have met with the buyers and sellers.

The fair, having the most magnificent samples of natural stones with 650 different colours and textures, including world famous Salome, Elazığ Cherry, Akşehir Black, Manyas White, Bilecik Beige, Tiger Skin, Denizli Travertine, Aegean Bordeaux, Milas Lilac, Demlik Diabase and Afyon Sugar, has developed in every aspect.

24th Marble fair with numbers

The fair was held in an area of 139 thousand square meters last year and now this year it has been held in an area of 150 thousand square meters with an increase of 10 percent.

Moreover the area, where the fair's highest number of blocks was exhibited, has enlarged from 5 thousand 169 square meters to 7 thousand 500 square meters by having 45 percent of increase, compared to last year.

Hosted buyers from 62 different countries

The fair, preferred by sellers from many different countries to find new markets, brought together the commercial sector of the natural stone. Buyers and sellers from all over the world have signed deals worth million dollars.

436 hosted buyers from 62 different countries have attended this program which aims to make export more dynamic and foreign buyers supply what they need from Turkey.

In the end, sector representatives from all around the world signed deals for Turkish natural stone export after having 9 thousand 565 bilateral business meetings with the participants. The sector expects the export of natural stone, which exceeded 2 million dollars in 2017, to increase in 2018 with the support of Marble.

For the first time, a pavilion of foreign participants was set up

In Marble, a pavilion for international foreign participants was set up for the first time, as the fair has been focusing on international participants. Participant companies such as Afghanistan, China, India, Iran and Brazil had the opportunity to exhibit their national products on their own stands.

In addition, 246 foreign exhibitors from 33 countries including Afghanistan, Albania, Germany, the United States, Azerbaijan, Belgium, United Arab Emirates, Brazil, Great Britain, China, Denmark, France, South Korea, Georgia, India, Hong Kong, Iraq, England, Iran, Spain, Israel, Italy, Japan, Qatar, Egypt, Mauritius, Poland, Russia, San Marino, Saudi Arabia, Ukraine, Vietnam and Greece participated in the fair.

Natural stone standards were discussed for the first time in Turkey

24th Marble, for the first time this year, hosted an important Organization to improve the world-class quality of domestic manufacturers.

Natural Stone institute, which is a commercial association with more than two thousand members from 55 countries, introduced its user manual, which represents every aspect of the natural stone industry from the manufacturer to the user, at fair Izmir for the first time in Turkey.

The Natural Stone Institute incorporates with producers that produces high quality products and stand behind them and also by using Turkey's rich natural stone reserves, boosts the trade of natural stone between Turkey and USA. Moreover the institute promoted their campaign "Use Natural Stone" by communicating with participant companies during the fair.

In the campaign which has been carried on in order to encourage consumers, architects and designers, some characteristics of the natural stone such as its structure being genuine and original, versatile, its sustainability, durability and easy-to-maintain material have been featured.

Marble's call to act together in natural stone industry

At the World Stone Forum organized by 24th Marble Izmir Fair, representatives of natural stone industries from all around the world have discussed the sectoral problems.

In order to expand the use of natural stones, a call was made to act together, to stand against artificial stones, to give importance to marketing and to increase the quality.

Awareness to use the designs in daily life

One of the most important events of the fair was the Platform for Young Creative Ideas. The platform, which was organized for the first time this year having the awareness to use the designs in daily life to help the natural stone sector grow and become a huge market, has brought together the university students from design and architectural departments, new graduates and leading companies of the sector. Companies supporting 39 projects from young designers produced 21 of them using natural stones.

Strengthening the sector with new designs, the platform also encouraged original designers who could create innovation in international markets. Increasing the competitiveness of the sector, the event has influenced the promotion and increase of the use of natural stones and marble.

Sectoral representatives have stated that this event for Turkey is a great step and highlighted that value added products are much more valuable in world stone market and they had the idea that there is no limit in using natural stone in daily lives.

Project Call From Architects

The first "Sector Talks" at 23rd MARBLE took place this year under the "Meeting of Architects". As a result, the natural stone industry has come together with the architects using natural stone in their buildings, to make the natural stone known and become a material that is needed outside the



already used areas. Architects made a call for the use of natural stone, the oldest building material in the world, in projects.



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