



İSTANBUL PACKAGING 2009

15th International Packaging Industry Fair

22-25 October 2009

RESEARCH RESULTS

**TÜYAP FAIR, CONVENTION AND CONGRESS CENTER
BÜYÜKÇEKMECE/İSTANBUL**

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1. INTRODUCTION

This report is prepared for the participants of İstanbul Packaging Fair 2009 / 15th International Packaging Industry Fair organised by TÜYAP Fairs and Exhibitions Inc. in cooperation with ASD (The Packaging Manufacturers Association) and with the support of **AMD** (Packaging Machinery Association), **ESD** (Label Industrialists Association), **FASD** (Flexible Packaging Manufacturers Association), **KASAD** (Paper - Carton Board Packaging Manufacturers Association), **MASD** (Metal Packaging Manufacturers Association), **OMÜD** (Corrugated Board Manufacturers Association), **SEPA** (Rigid Plastic Packaging Manufacturers Association) to present the summary results of the visitor research carried out during October 22 - 25, 2009 at Tüyap Fair, Convention And Congress Center Büyükçekmece İstanbul.

İSTANBUL PACKAGING 2009 15th Packaging Industry Fair is an active member of “COPE-Confederation of Organisers of Packaging Exhibitions”

1.1. THE PURPOSE OF THE RESEARCH

The purpose of the research is to determine the demographic characteristics of the visitors along with their general evaluation of the fair.

1.2. THE METHODOLOGY

The results of the research are based on the survey carried out face to face by randomly selected 450 visitors distributed equally between the dates and the visiting hours of the fair and the records gathered from the fair entrance forms.

2. GENERAL INFORMATION ABOUT THE FAIR

2.1. INNAUGURATION AND ACTIVITIES

The fair was opened by Serdar YALÇIN Chairman of the Executive Comitee of TÜYAP, Kurt Kuruc, Chairman of ASD- Packaging Manufacturers Association and Akın PAKSOY, Chairman of Packaging Association's Federation. Activities that visitors and exhibitors attended with interest were organized during the İstanbul Packaging Fair 2009. After the innaguration ceremony "Packgaging Design National Student Competition" Awards Ceremony organized by TÜYAP Fairs and Exhibitions and ASD (The Packaging Manufacturers Association).

Following activities took place for exhibitors and visitors during the İstanbul Packaging 2009 Fair.

MARMARA UNIVERSITY SEMINARS

Karadeniz Hall

October 22, 2009

Time: 14:00

Lecturer: Assistant Professor Doctor Timur Soysal

The Structure of Light and Color Perception

October 23, 2009

Time: 14:00

Lecturer: Münir Demirel

Food Packaging Printing Inks

October 24, 2009

Time: 14:00

Lecturer: Academic Doctor Türkün Şahinbaşkan

Color Management System in Packaging Printing

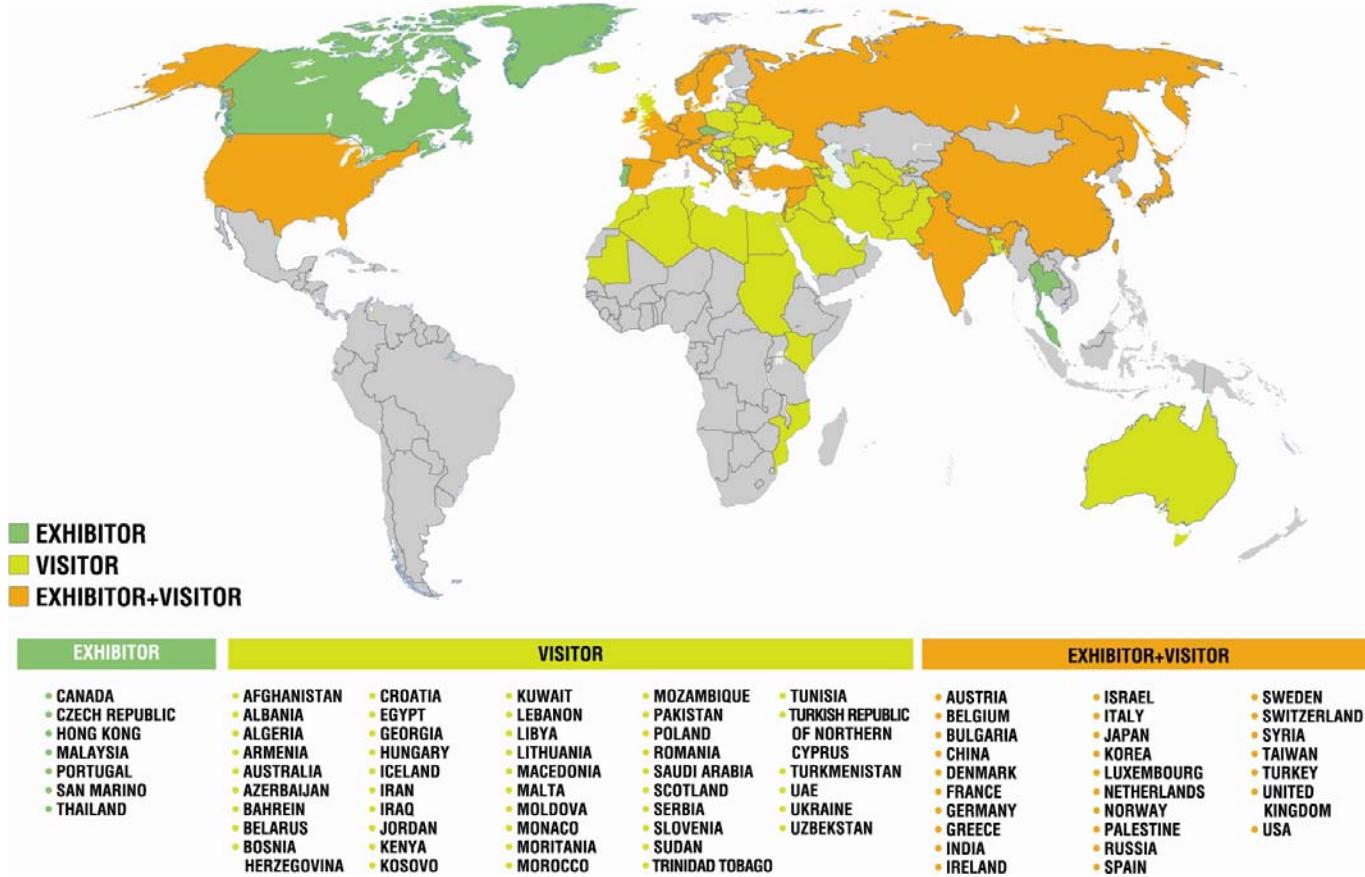
October 25, 2009

Time: 14:00

Lecturer: Assistant Professor Doctor Candan Cengiz

Digital Printing Technologies

EXHIBITOR AND VISITOR ANALYSIS OF İSTANBUL PACKAGING 2009 FAIR



2.2. INFORMATION ON EXHIBITORS AND COMPANY REPRESENTATIVES

A total of 1081 company and company representatives have participated in the 15th International Packaging Industry Fair from 34 countries. These countries were; Austria, Belgium, Bulgaria, Canada, China, Czech Republic, Denmark, France, Germany, Greece, Hong Kong, India, Ireland, Israel, Italy, Japan, Korea, Luxembourg, Malaysia, Netherlands, Norway, Palestine, Portugal, Russia, San Marino, Spain, Sweden, Switzerland, Syria, Taiwan, Thailand, Turkey, United Kingdom, USA.

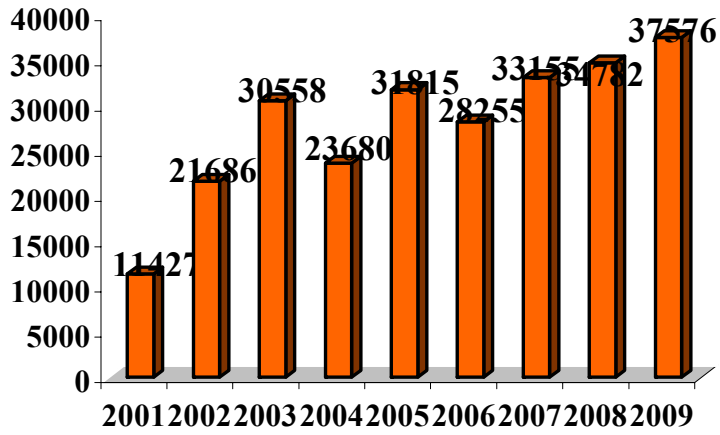
2.3. VISITORS FINDINGS

2.3.1 GENERAL DISTRIBUTION OF VISITORS

1. Total number of visitors of İstanbul Packaging Fair / 15th International Packaging Industry Fair is 37.576.

	Number of Visitors	%
Turkey	33.496	90,0
International	4.080	10,0
TOTAL	37.576	100,0

2. Visitors' data of İstanbul Packaging Fair according to years;



2.3.2 INTERNATIONAL VISITORS FINDINGS

1. İstanbul Packaging Fair / 15th International Packaging Industry Fair international visitors came from 71 countries.

NO	COUNTRIES	%
1	Iran	16,46%
2	Bulgaria	15,03%
3	Greece	11,52%
4	Egypt	5,60%
5	Syria	5,38%
6	Russia	4,51%
7	Germany	4,41%
8	Macedonia	4,06%
9	Ukraine	3,34%
10	Georgia	3,12%
11	United Kingdom	2,34%
12	Albania	2,17%
13	France	1,78%
14	Romania	1,73%
15	Italy	1,56%
16	Israel	1,17%
17	Turkish Republic of Northern Cyprus	1,06%
18	Tunusia	1,06%
19	Iraq	0,83%
20	Lebanon	0,83%
21	Spain	0,78%
22	Saudi Arabia	0,72%
23	Azerbaijan	0,67%
24	Morocco	0,67%
25	Kosovo	0,67%
26	Algeria	0,61%
27	Serbia	0,56%
28	Jordan	0,56%
29	Palestine	0,50%
30	Netherlands	0,50%
31	Ireland	0,39%
32	Norway	0,33%
33	Switzerland	0,28%
34	Lebanon	0,28%
35	Malta	0,28%
36	Türkmenistan	0,28%

NO	COUNTRIES	%
37	Denmark	0,22%
38	Pakistan	0,22%
39	USA	0,17%
40	B.A.E.	0,17%
41	Sweden	0,17%
42	Iceland	0,17%
43	Kenya	0,17%
44	Korea	0,17%
45	Kuwait	0,17%
46	Lithuania	0,17%
47	Croatia	0,17%
48	Afghanistan	0,11%
49	Austria	0,11%
50	Belgium	0,11%
51	China	0,11%
52	Armenia	0,11%
53	Scotland	0,11%
54	Uzbekstan	0,11%
55	Poland	0,11%
56	Moldovo	0,11%
57	Mozambique	0,11%
58	Sudan	0,11%
59	Australia	0,06%
60	Bahrein	0,06%
61	Bellarus	0,06%
62	Bosnia Herzogovina	0,06%
63	Luxembourg	0,06%
64	India	0,06%
65	Japan	0,06%
66	Hungary	0,06%
67	Monaco	0,06%
68	Moritania	0,06%
69	Slovenia	0,06%
70	Taiwan	0,06%
71	Trinidad Tobago	0,06%

2. Transportation expenses of professional visitors from 13 countries were covered by Tüyap. These countries were **Albania, Bulgaria, Egypt, Iran, Georgia, Greece, Macedonia, Romania, Russia, Syria, Serbia, Ukraine and United Kingdom.**

2.3.3 DOMESTIC VISITORS FINDINGS

3. **İstanbul Packaging Fair / 15th International Packaging Industry Fair** domestic visitors, 62,56% from İstanbul, 37,44% was from 68 other cities in Turkey. These cities were;

NO	CITIES	%
1	İstanbul	62,56%
2	İzmir	4,64%
3	Kocaeli	3,76%
4	Bursa	3,72%
5	Ankara	3,56%
6	Tekirdağ	2,27%
7	Konya	2,84%
8	Gaziantep	2,00%
9	Balıkesir	1,79%
10	Kütahya	1,58%
11	Antalya	1,15%
12	Eskişehir	1,07%
13	Adana	1,02%
14	Manisa	0,84%
15	Kırklareli	0,56%
16	Sakarya	0,52%
17	Kayseri	0,50%
18	Denizli	0,47%
19	Hatay	0,41%
20	İçel	0,41%
21	Samsun	0,41%
22	Çanakkale	0,36%
23	Düzce	0,23%

NO	CITIES	%
24	Bilecik	0,22%
25	Elazığ	0,20%
26	Erzurum	0,20%
27	Malatya	0,20%
28	Zonguldak	0,20%
29	Aydın	0,18%
30	Kahramanmaraş	0,18%
31	Trabzon	0,16%
32	Afyon	0,14%
33	Bolu	0,14%
34	Çorum	0,13%
35	Diyarbakır	0,13%
36	Edirne	0,11%
37	Karaman	0,11%
38	Yalova	0,11%
39	Tokat	0,07%
40	Amasya	0,05%
41	Burdur	0,05%
42	Osmaniye	0,05%
43	Rize	0,05%
44	Uşak	0,05%
45	Çankırı	0,04%
46	Giresun	0,04%

NO	CITIES	%
47	Muğla	0,04%
48	Nevşehir	0,04%
49	Ordu	0,04%
50	Yozgat	0,04%
51	Adıyaman	0,02%
52	Aksaray	0,02%
53	Artvin	0,02%
54	Bartın	0,02%
55	Hakkari	0,02%
56	Iğdır	0,02%
57	Isparta	0,02%
58	Karabük	0,02%
59	Kars	0,02%
60	Kastamonu	0,02%
61	Kırıkkale	0,02%
62	Kırşehir	0,02%
63	Mardin	0,02%
64	Siirt	0,02%
65	Sivas	0,02%
66	Şırnak	0,02%
67	Tunceli	0,02%
68	Van	0,02%

4. Transportation expenses of professional visitors from 6 cities in Turkey were covered by Tüyap. These cities were; **Ankara, Bursa, Eskişehir, İzmir, Konya, Manisa.**

2.3.4. GENERAL VISITORS FINDINGS

1. Distribution of the professional visitors as the consumers of the exhibited products/services according to their fields of activity,

ACTIVITY FIELDS	%
Food Industry	46,7%
Packaging Industry	12,8%
Plastic Industry	7,3%
Machine Industry	6,2%
Printing Industry	6,0%
Cosmetic Industry	3,9%
Textile Industry	3,5%
Chemical Industry	3,1%
Label Industry	2,2%
Cleaning Products Industry	1,2%
Banking and Insurance	1,1%
Medicine Industry	1,0%
Automotive Industry	1,0%
Construction Industry	0,5%
Public Sector	0,5%
Ceramic Industry	0,4%
Mould Industry	0,4%
Consultancy	0,4%
Agriculture-Livestock Industry	0,4%
White Goods Industry	0,3%
Metal Industry	0,3%
Tourism	0,2%
Information Technology	0,2%
Dye Industry	0,2%
Education Institutions	0,1%
Press – Advertising Industry	0,1%

2. 51,3% of the visitors are responsible for the general management.

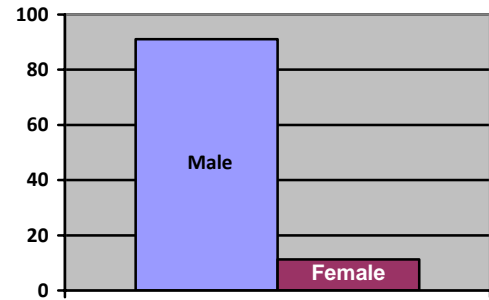
3. 30,5% of the visitors are sole decision makers within the company

4. 93,3% of the visitors have positive aspects about the fair; 49,5% of visitors are interested in topics of the fair to have information on new products, 28,3% visited the fair to meet the companies, 13% to see all products together, 9,2% to have information on prices.

5. 92 % of visitors declared that planning to visit İstanbul Packaging Fair in 2010 between the dates September 16-19, 2010 at Tüyap Fair, Convention and Congress Center Büyükkçekmece-İstanbul / Turkey.

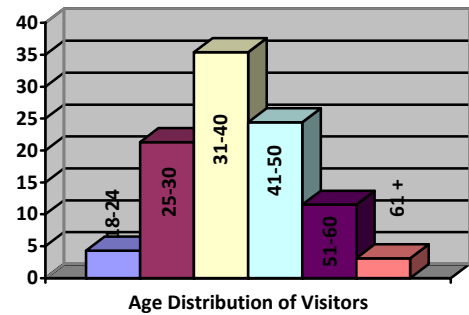
6. 91,1% of the visitors are male members and 8,9% are female.

GENDER	%
Female	8,9
Male	91,1
Total	100,0



7. The age distribution is between 25-50 (81,1%).

AGE GROUPS	%
18 – 24	4,3
25 – 30	21,3
31 – 40	35,4
41 – 50	24,4
51 – 60	11,5
Over 61	3,1
Total	100,0



8. A total of high-school holders make up 95,4% of the visitors.

EDUCATION	%
Primary School	4,6
Secondary School	27,4
University	56,9
Graduate School	11,1
Total	100,0

