



# ceramic bathroom kitchen FAIR

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**6-10 NOVEMBER 2023**

İSTANBUL EXPO CENTER - YEŞİLKÖY

**POST SHOW REPORT**



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Organiser



REPUBLIC OF TURKEY  
MINISTRY OF TRADE



TÜRKİYE  
SERAMİK  
FEDERASYONU



TİMDER  
Ticaret ve Sanayi Odakları Birliği



SERKAP  
Ticaret ve Sanayi Odakları Birliği



SERSA  
Ticaret ve Sanayi Odakları Birliği



SEREF  
Ticaret ve Sanayi Odakları Birliği



SERHAM  
Ticaret ve Sanayi Odakları Birliği



TÜRKSERAMİK  
DERNEĞİ



EBK  
Ticaret ve Sanayi Odakları Birliği



KOSGEB



UNICERA  
think global

# THE GLOBAL CERAMIC INDUSTRY CAME TOGETHER AT **UNICERA İSTANBUL!**



Türkiye's largest and the world's second largest trade fair, **UNICERA İstanbul – Ceramic Bathroom Kitchen Fair** was held between **November 6-10, 2023**, at İstanbul Expo Center, by UNICERA International Fairs and TG Expo International Fairs Inc. with the cooperation of TSF (Turkish Ceramics Federation) and TIMDER (Trade Association for Sanitary and Building Supplies) and with the support of Republic of Türkiye Ministry of Trade.



# THE INTERNATIONAL BRAND OF TURKISH CERAMICS: UNICERA İSTANBUL

Bringing sustainability and modern designs under a roof, **UNICERA İstanbul – Ceramic Bathroom Kitchen Fair** hosted all the stakeholders of ceramics, bathroom, and kitchen industries between **November 6-10, 2023**. Bathroom products manufactured by sustainable materials, wall-floor coverings, ceramic processing technologies, kitchen products, decorative products, packaging and storing solutions and many more product groups were showcased at the exhibition. Across 5 days, **88,728** people visited the exhibition in which the innovative and eco-friendly products of over 1,200 brands were displayed.

As global trade hub of ceramics, bathroom, and kitchen industries, UNICERA İstanbul became the global agenda of the industry once again with the participation of leading Turkish brands as well as the global brands who shape the ceramics industry for its local and international visitor and exhibitor count, and the trade volume generated.





## FAIR TAG

### FAIR

UNICERA İstanbul  
Ceramic Bathroom  
Kitchen Fair

### DATE

6-10 November 2023

### ORGANISER

UNICERA International  
Fairs Inc.

### ORGANISER

TG Expo International  
Fairs Inc.

### IN COLLABORATION WITH

- TSF  
(Turkish Ceramics Federation)
- TIMDER  
(Trade Association for Sanitary  
and Building Supplies)  
Supporters

### SUPPORTERS

- Republic of Türkiye  
Ministry of Trade
- SERKAP
- SERSA
- SEREF
- SERHAM
- Turkish Ceramics Society
- EBK

### VENUE

İstanbul Expo Center

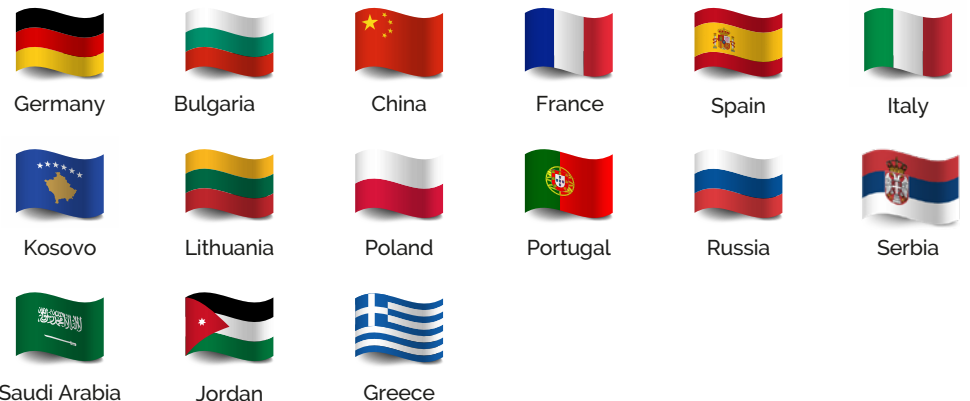
## THE CERAMICS INDUSTRY SHONE THROUGH AT UNICERA İSTANBUL

Türkiye's largest and the world's second largest trade fair, UNICERA – International Ceramic Bathroom Kitchen Fair was held on 120 thousand square meter area with the intense interest of a total of 88 thousand 728 sector professionals, of which 12 thousand 798 were international. Visitors from 110 countries; namely Italy, Portugal, Greece, Poland, Russia, Serbia, Lithuania, Saudi Arabia, Spain, Germany, France, Jordan, China and many more showed a great interest in the fair.

## UNICERA Istanbul 2023 in Numbers



## 15 Countries with Most Visitors



## UNICERA FROM THE EXHIBITOR'S POINT OF VIEW

**95.3%**

"The visitor count for UNICERA İstanbul is satisfactory"



**81.1%**

"I have made new business connections at UNICERA İstanbul"

### Visitor Distribution (%)

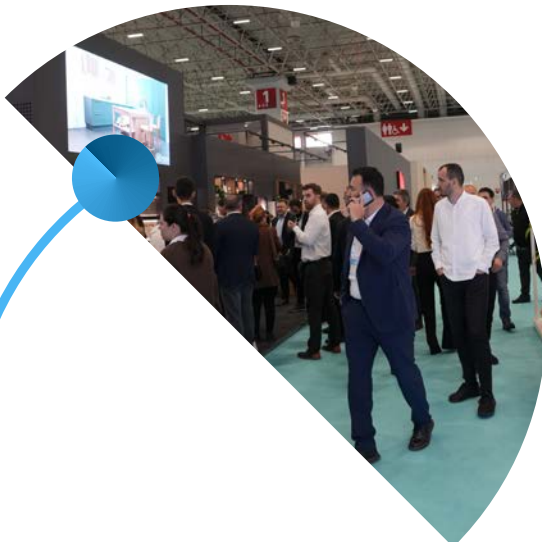
Importers/Exporters	23%
Ceramic Wholesalers/Retailers	21%
Contractors/Construction and Plan Contract Companies	17%
Design, Architecture and Decoration Companies	14%
Hardware Dealers/Construction & Plumbing Equipment Companies	10%
Chain Stores/Hardware Stores	8%
Hotels/Private Hospitals/Mall Investors	4%
Municipalities/State Institutions	2%
National and International Press	1%



### Exhibitor Categories

*(Manufacturers, Importers and Distributors)*

- Bathroom Products and Accessories
- Kitchen Products and Accessories
- Floor and Wall Coverings
- Ceramics Processing Technologies and Supplementary Products
- Ceramic Cutters, Spare Parts and Accessories
- Decorative Products and Accessories
- Packaging, Storing and Logistics
- Other (Industrial Media, Academia and NGOs)



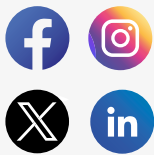
# UNICERA ISTANBUL

## ADVERTISING ACTIVITIES

- Italy Cersaie Fair Visit and Promotional Activities
- Bridge Banners Around Istanbul
- Building Advertising and Billboards Around Istanbul
- PR Activities on International Press Groups from the Industry
- PR Activities on National Press Groups from the Industry
- Advertising Activities on National TV Channels and Radio Stations



## UNICERA ISTANBUL ON DIGITAL PLATFORMS



**727,222**

Total Ad Impressions  
on Social Media



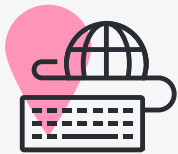
**2,124**

Clicks on Social Media



**41,098**

Impressions on Search  
Engine Ads



**10,691**

Clicks on Search  
Engine Ads



**3,589,469**

Impressions on  
Google Display Ads



**53,554**

Clicks on  
Google Display Ads

## MEDIA COMMUNICATION ACTIVITIES

*TV Programme  
Sponsorship*



**63**

News on  
Printed Press



**806**

Online  
News



**161**

News Tickers  
on TV



**348**

Spots on  
**9**  
Radio Stations



**208,909**

Displays on  
**9**  
TV Channels



**18**

Spots on  
**12**  
Tickers



**ceramic**  
**bathroom kitchen**  
[www.unicera.com.tr](http://www.unicera.com.tr) **FAIR**

**UNICERA Istanbul**  
**Will Be Held Between**  
**November 4-8, 2024**  
**in 11 Halls on 150,000 sqm!**



REPUBLIC OF TURKEY  
MINISTRY OF TRADE



TÜRKİYE  
SERAMİK  
FEDERASYONU



TİMDER



SERKAP



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ESK



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tgexpo

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Organiser

THIS FAIR IS ORGANIZED WITH THE AUDIT OF TOBB (THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO.5174