






15th INTERNATIONAL
HOUSEWARES SOURCING FAIR

f t in @ y / hostistanbul



26 - 29
MARCH 2020

Tuyap Fair and Exhibition Center,
Büyükdöğmece, Istanbul / Turkey

H  USEW  RES
S   R  C I N G
TURKEY

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Organised by



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

DISCOVER HOST ISTANBUL

26th-29th MARCH 2020,

EURASIA'S LARGEST SPRING

HOUSEWARES SOURCING EVENT

In 2020 Ideal Homex will rebrand as **Host Istanbul**, 'Housewares Sourcing Turkey' to reflect the significant growth in the own label proposition across the global retail industry.

As the leading spring housewares fair in Turkey and one of the premier home and housewares events in the world, exhibitors and retail buyers expect a show that reflects industry trends and attitudes.

HOST Istanbul will maintain all relevant aspects of Ideal Homex while introducing new elements that help product suppliers, manufacturers, buyers and retailers meet the needs of the changing retail, hospitality and consumer marketplaces.

"Industry demand for an event that champions manufacturing for own brand and private label ranges has been answered!"

The reimagined event will play a major role in highlighting to the big retail players and the wider market that Turkish manufacturers carry not just a wide range of products, but also possess all of the supply chain credentials buyers require for absolute peace of mind.

The show will remain a trade-only event at TUYAP exhibition and conference centre in Istanbul and will maintain many of its existing exhibitors. HOST Istanbul is expected to play an active role in promoting the culture of hospitality in Turkey.

Host Istanbul will take place **26-29th of March 2020 at Tuyap Fair and Confence Centre, Istanbul.**

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