



## 9. İSTANBUL MODA KONFERANSI

## 9. ISTANBUL FASHION CONFERENCE

12-13 EKİM / OCTOBER 2016  
FOUR SEASONS ISTANBUL AT THE BOSPHORUS

TÜRKİYE  
GIYİM  
SANAYİCİLERİ  
DERNEĞİ



TURKISH  
CLOTHING  
MANUFACTURERS  
ASSOCIATION

CONFERENCE  
REPORT



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## **9th ISTANBUL FASHION CONFERENCE WAS HELD ON 12-13 OCTOBER 2016**

9th İstanbul Fashion Conference was held on 12-13 October 2016 at Four Seasons Bosphorus İstanbul Hotel, gathering together purchasing groups and local producers.

9th İstanbul Fashion Conference brought together all apparel industry players, sending a breeze of fashion from İstanbul to the rest of the world.





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The Minister of Economy **Nihat Zeybekci** opened the conference which was hosted by Turkish Clothing Manufacturers Association (TGSD). The fact that Mr. **Zeybekci**, the Minister of Economy inaugurated the conference is seen as an indication of the importance the government attaches to the representatives the apparel and ready-wear industry as the engine of exports.

Minister **Zeybekci**: **"We will provide new subsidies to e-commerce."**

In his opening remarks, **Nihat Zeybekci**, the Minister of Economy spoke about the importance of e-commerce and explained the subsidies that they will give to e-commerce. Stating that Turkey ranks in the top two or three countries in terms of mobile phones per capita, Economy Minister **Zeybekci** went on to say, "We are at around 7% in electronic commerce. Turkey will become part of the electronic commerce madness with a head-spinning rate. As the Ministry of Economy, we conduct activities to carry at least half of our 75-80 thousand exporters to these e-commerce portals." Minister **Zeybekci** joked, **"Since we are at the fashion conference, we should pay attention to what we wear"**, and went on to say, "Diversification in fashion is critical for Turkey. Turkey has realized a miracle since the start of export mobilization years ago. We need to diversify in order to reach our 2023 export target of 500 billion US dollars, a target that we have jointly set with our producers. We must identify consumption trends. We have the capacity to determine which designs, which colors to use. We must become a brand in everything as a country. We are convinced that Turkey has already reached this potential."







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President of TGSĐ **Şeref Fayat**: **“We should make strides in creating brands and innovative manufacturing.”**

In his talk, **Şeref Fayat**, the President of the Board of Directors of TGSĐ said that as the representatives of the apparel industry, they welcomed the East and Southeast Investment Incentive Program announced by the government last month. He stated that innovative manufacturing and the range of smart products will rapidly expand in line with the incentives provided by the government and the increase in R&D. Fayat explained, “Innovative product also means a value-added product. The faster we can move forward in the area of brand creation and innovative products, the sooner we can realize the target of 50 US dollars of revenue per kg of exports.”

Drawing attention the fact that the representatives of leading purchasing groups were present at the conference, Fayat underlined that they would conclude very fruitful trade agreements during the Bilateral

Business Meetings supported by the Ministry of Economy. The President of TGSĐ **Şeref Fayat** went on to say the following: “I thank them for their trust in the future of Turkey and in us. I want to underline once again the following: Turkey is the country with the strongest and the most stable economy in this geography. Those who maintain their belief in this country and invest in Turkey will not regret it... **As Turkey continues to grow, everyone who invests in and continues to trade with this country will also win.**”





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Tory Burch Creative Director **Cecile Renna**, who is one of the keynote speakers of the conference, told about the brand and how it became a famous mark of today.





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Mr. **Ansgar Hütten** - Executive Director, DS - Concept Intelligent Trade Finance -  
presented his speech about Per - Shipment Cash - Flow Solutions for the Turkish Fashion Industry.  
DS - Concept is the name sponsor of the conference for the last 3 years.







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**Craig Vanderoef**, Senior Director Running Apparel, adidas - took the stage with his presentation Innovation Roadmap: Collaborating with Craftsman  
*by Woolmark*





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Un Leader Français Sur La Filière Mode - A French Leader of The Fashion Industry  
**Lucien Deveaux**, CEO, Group Deveaux  
*by Première Vision*







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**Marsha Powell**, Cotton Council Int. & Cotton Inc. Turkey Program Director,  
was one of the important speakers of the conference.





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Operamania was the surprise of the lunch time and the guests shared unforgettable moments with them.





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### The World Fashion Going 3D by Glengo

Moderator: **Prof. Dr. Nevin Gürsoy** - ITU Textile Technologies and Design Faculty Member

**Yvonne Heinen Foudeh** - Gerber Glengo, Marketing Director EMEA

**Joachim Hensch** - Hugo Boss Managing Director

**Pınar Erdan** - Kardem Patten Room Manager







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## Design and Collection Development Processes by İHKİB

Moderator: **Seda Lafçı** - Istanbul Moda Academy, Director  
**Mehtap Elaidi** - President of Fashion Designers Association  
**Ümit Ünal** - Fashion Designer  
**Bora Aksu** - Fashion Designer  
**Gamze Saraçoğlu** - Fashion Designer





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**Magical Touch of Fashion to Technology** by *KIMTEX*, this session was the magical touch of the conference closing as well. The flying butterflies on the dresses fascinated the audience.

Moderator: **Hande Berktaş** - Economy Programmer at BloombergHT TV

**Ezra - Tuba Çetin** - Fashion Designers

**Burak Aydın** - General Manager, Intel Turkey







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## FOYER AREA







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## B2B MEETINGS

44 companies and buyer offices participated on the second day of the conference during the B2B meetings.

This year, with the support of Ministry of Economy, there have been 1200 interviews between buyer groups and local manufacturers.

In a period of significant security concerns for Turkey, compared to last year, a 20 % increase in the interviews, met positively in the sector.

In B2B meetings held during the conference, it has been thought that buying offices will contribute potentially \$ 1 billion in exports in the medium term.

ABİTEKS  
ADIDAS  
ANT DIŞ TİCARET  
BESTSELLER  
BİS TEXTILES  
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CHARLES VÖGELE  
CHERRYFIELD TRADING  
COMAB SRL  
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## 9th ISTANBUL FASHION CONFERENCE WITH NUMBERS

**750** Participants

**41** Media & Blogger Participants

**7** International Total **21** Speakers

More than **70** Representative from **44** Buying Offices

**1200** B2B Meetings

**27** Sponsors & Supporting Institutions

**3** Panel Sessions with **13** Speakers

**4** Keynote Speakers

**1** Causerie

In social Media;

**155** Real - Time Sharing

Access to **125K** People

Interaction with **3.6K** People

In Printed and Visual Media;

Total Edition: **3.5 Million**

Access: **14 Million** People



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## WHAT THEY SAID

Thank you for organizing that conference.

**Esra Pulatkonak**  
*Connor International*

It was a pleasure to participate in the conference. We wish to be together next year.

**Fatih Aslaner**  
*RSR*

Dear Mr. Uyar,

It was a pleasure and very interesting. Especially the speeches of the regardful persons and the very promising supplier contacts. Thank you very much for your hospitality and for the really good organization. I am looking forward to the next fashion conference.

**Claudia Reimer**  
*Merchandising | Einkaufsleitung / Purchase Manager / BVB Merchandising GmbH*

Thank you very much for this great organization and your warm hospitality.

**Aylin Aksoy**  
*Mino*

We want to thank you and your team for this successful organization.

**Serdar Özhan**  
*Sourcing Manager / LCW*



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## BILLBOARD







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## BRIDGE BRANDING





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## ELECTRICAL POLES







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TÜRKİYE GİYİM SANAYİCİLERİ DERNEĞİ

TÜRKİŞ CLOTHING MANUFACTURERS ASSOCIATION

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TÜRKİYE CUMHURİYETİ  
EKONOMİ BAKANLIĞI

### 3'LÜ KAPSÜL STAND ALANLAR



### 2'Lİ KAPSÜL STAND ALANLAR



### 1'Lİ KAPSÜL STAND ALANLAR



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