



**ISTANBUL**

**STATIONERY**

**OFFICE 2022**

**International School, Stationery,  
Paper, Office Supplies and Toy Fair**

**February 16 - 20, 2022**

- ▶ 22 EXHIBITOR COUNTRIES
- ▶ 413 BRANDS
- ▶ 258 COMPANIES AND COMPANY REPRESENTATIVES
- ▶ 4 HALLS
- ▶ 14.172 SQM

- ▶ 78 COUNTRIES  
1.728 INTERNATIONAL VISITORS
- ▶ 7.995 DOMESTIC VISITORS  
FROM 76 CITIES

# EXHIBITOR STATISTICS



**22**  
**COUNTRIES**

**258**  
**COMPANIES AND**  
**COMPANY**  
**REPRESENTATIVES**

**413**  
**BRANDS**

**%19**  
**FIRST-TIME**  
**PARTICIPATION**

# EXHIBITOR COUNTRIES

AUSTRIA

BELGIUM

BULGARIA

CZECH REPUBLIC

CHINA

FINLAND

FRANCE

INDIAN

HOLLAND

HONG KONG

SPAIN

JAPAN

KOREA

RUSSIA

THAILAND

TAIWAN

TURKEY

GREECE ★



PARTICIPATED FOR THE  
FIRST TIME

# How Did the Participants Learn About The Fair?



**%66,5**  
ATTEND  
REGULARLY

**%18,1**  
THROUGH  
TUYAP

**%11**  
INTERNET

**%3,9**  
BUSINESS  
ENVIRONMENT

**%7**  
OTHER

\* Exhibitors marked more than one area.

# Exhibitor Opinions About The Fair

**%88,6**

**GAINED NEW CUSTOMERS FROM  
OVERSEAS MARKETS**

**%93,6**

**ARE SATISFIED WITH  
THE EXHIBITION**

**%96,8**

**REQUESTED TO  
PARTICIPATE IN THE NEXT  
EDITION**

# Exhibitor Opinions About The Fair

**%91**

**ARE SATISFIED WITH  
VISITOR QUALITY**

**%93,5**

**THINK THAT VISITORS  
MATCH THEIR TARGET  
AUDIENCE**

**%76**

**RECOMMEND THE FAIR TO  
THE BUSINESS ENVIRONMENT**

# Orders Received by Exhibitors

**%59**

**of Exhibitors Received Orders  
Over \$20,000**

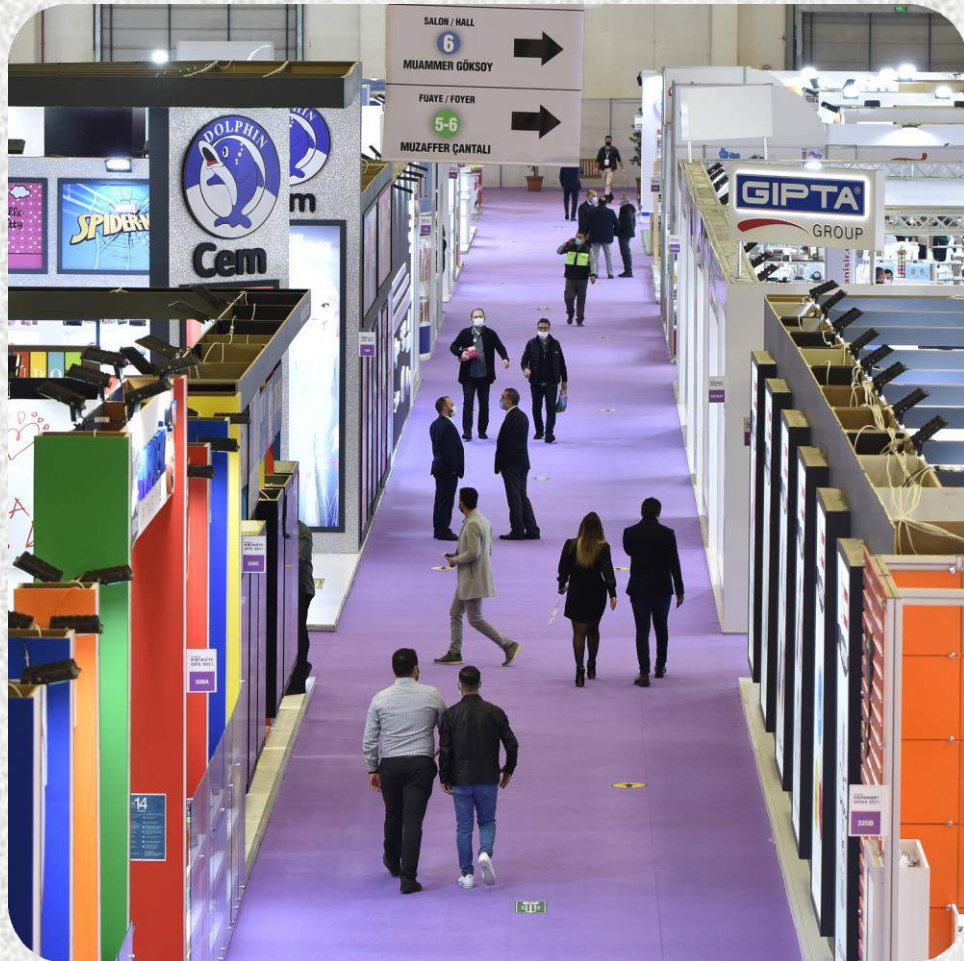
**%22**

**of Exhibitors Received Orders  
Over \$50,000**

**%74**

**of exhibitors stated that they  
expecting to receive orders  
after the show**





# VISITOR STATISTICS

**9.723**  
TOTAL  
VISITORS

**1.728**  
INTERNATIONAL  
VISITORS FROM  
78 COUNTRIES

**7.995**  
DOMESTIC  
VISITORS  
FROM 76  
CITIES

**FIRST-TIME  
ATTENDEE**

**%26**

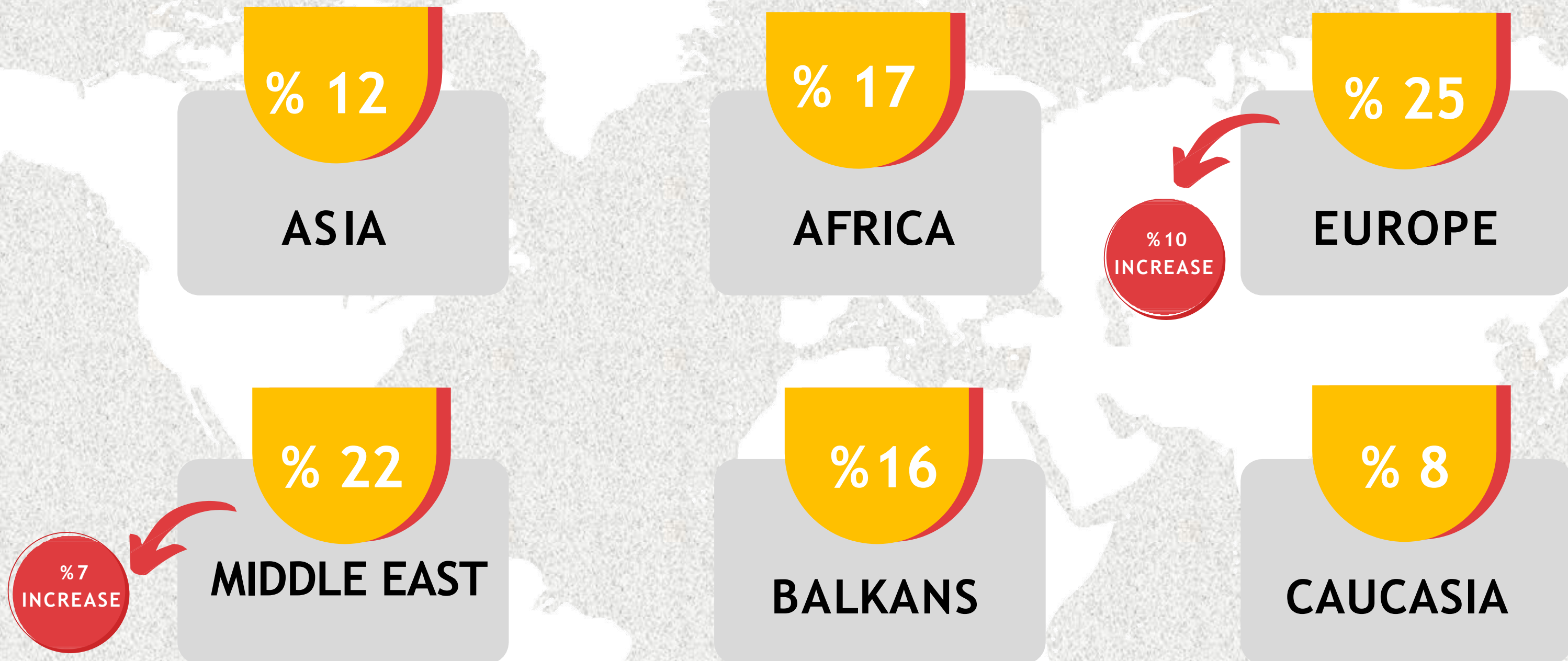
# VISITORS FROM 78 COUNTRIES

|                           |                      |             |            |              |             |
|---------------------------|----------------------|-------------|------------|--------------|-------------|
| ALBANIA                   | CHECZ REPUBLIC       | IRAN        | MACEDONIA  | PORTUGAL     | TOGO        |
| ALGERIA                   | DENMARK ★            | IRAQ        | MALAYSIA   | QATAR        | TUNUSIA     |
| ANGOLA ★                  | DOMINICAN REPUBLIC ★ | IRELAND ★   | MALDIVES   | ROMANIA      | UKRAINA     |
| AUSTRIA                   | EGYPT                | ISRAEL      | MALI       | RUSSIA       | UNITED ARAB |
| AZERBAIJAN                | ENGLAND ★            | ITALY       | MALTA      | RWANDA       | EMIRATES    |
| BAHRAIN                   | ESTONIA              | IVORY COAST | MOLDOVA    | SAUDI ARABIA | USA         |
| BELARUS                   | ETHIOPIA             | JAPAN       | MONACO     | SENEGAL      | UZBEKISTAN  |
| BOSNIA AND<br>HERZEGOVINA | FRANCE ★             | JORDAN      | MONGOLIA ★ | SERBIA       | YEMEN       |
| BULGARIA                  | GABON                | KKTC        | MONTENEGRO | SIERRA LEONE |             |
| BURKINA FASO              | SOUTH KOREA          | KOSOVA      | MOROCCO    | SLOVENIA     |             |
| CAMEROON                  | GEORGIA              | KUWAIT      | HOLLAND    | SOUTH AFRICA |             |
| CHINA ★                   | GERMANY              | LEBANON     | OMAN       | SPAIN        |             |
| COLOMBIA                  | GREECE               | LIBYAN      | PAKISTAN   | TAJIKISTAN   |             |
| CROATIA                   | HUNGARY              | LITHUANIA   | PALESTINE  | TANZANIA     |             |
|                           | INDIA                |             |            |              |             |

ATTENDED FOR THE FIRST TIME



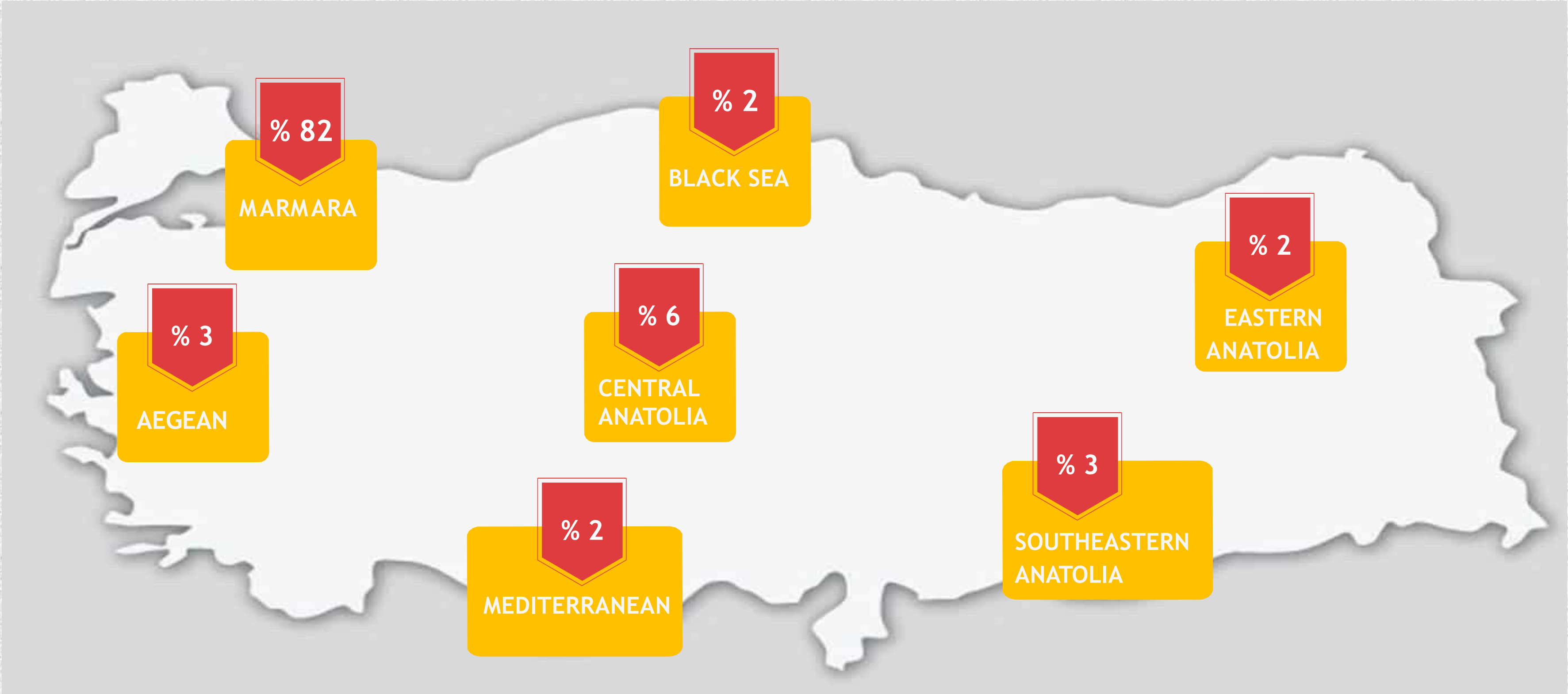
# BREAKDOWN OF VISITORS BY REGION



# DOMESTIC VISITORS FROM 76 CITIES

|                |            |           |               |          |           |
|----------------|------------|-----------|---------------|----------|-----------|
| ADANA          | BAYBURT    | ELAZIĞ    | KAHRAMANMARAŞ | MANİSA   | SİNOP     |
| ADİYAMAN       | BİLECİK    | ERZİNCAN  | KARABÜK       | MARDİN   | SİVAS     |
| AFYONKARAHİSAR | BİNGÖL     | ERZURUM   | KARAMAN       | MERSİN   | ŞANLIURFA |
| AĞRI           | BİTLİS     | ESKİŞEHİR | KARS          | MUĞLA    | ŞIRNAK    |
| AMASYA         | BOLU       | GAZİANTEP | KASTAMONU     | MUŞ      | TEKİRDAĞ  |
| ANKARA         | BURDUR     | GİRESUN   | KAYSERİ       | NEVŞEHİR | TOKAT     |
| ANTALYA        | BURSA      | GÜMÜŞHANE | KIRKLARELİ    | NİĞDE    | TRABZON   |
| ARDAHAN        | ÇANAKKALE  | HAKKARİ   | KIRŞEHİR      | ORDU     | VAN       |
| ARTVİN         | ÇORUM      | HATAY     | KİLİS         | OSMANİYE | YALOVA    |
| AYDIN          | DENİZLİ    | İĞDIR     | KOCAELİ       | RİZE     | YOZGAT    |
| BALIKESİR      | DİYARBAKIR | ISPARTA   | KONYA         | SAKARYA  | ZONGULDAK |
| BARTIN         | DÜZCE      | İSTANBUL  | KÜTAHYA       | SAMSUN   |           |
| BATMAN         | EDİRNE     | İZMİR     | MALATYA       | SİİRT    |           |

# BREAKDOWN OF DOMESTIC VISITORS BY REGION



# How Did Visitors Learn about The Fair?



**%60,3**  
BUSINESS  
NETWORK

**%51,9**  
REGULARLY ATTEND  
THE FAIR

**%37,5**  
MAILING/  
E-NEWSLETTER

**%19,3**  
INTERNET

**%6,8**  
SOCIAL MEDIA

**%17**  
THROUGH THE  
PROFESSIONAL  
ORGANIZATION  
CHANNEL (TÜKİD)

\* Visitors marked more than one area.

# Visitors Opinions About the Fair

**%85**

**ARE SATISFIED WITH  
THE SHOW**

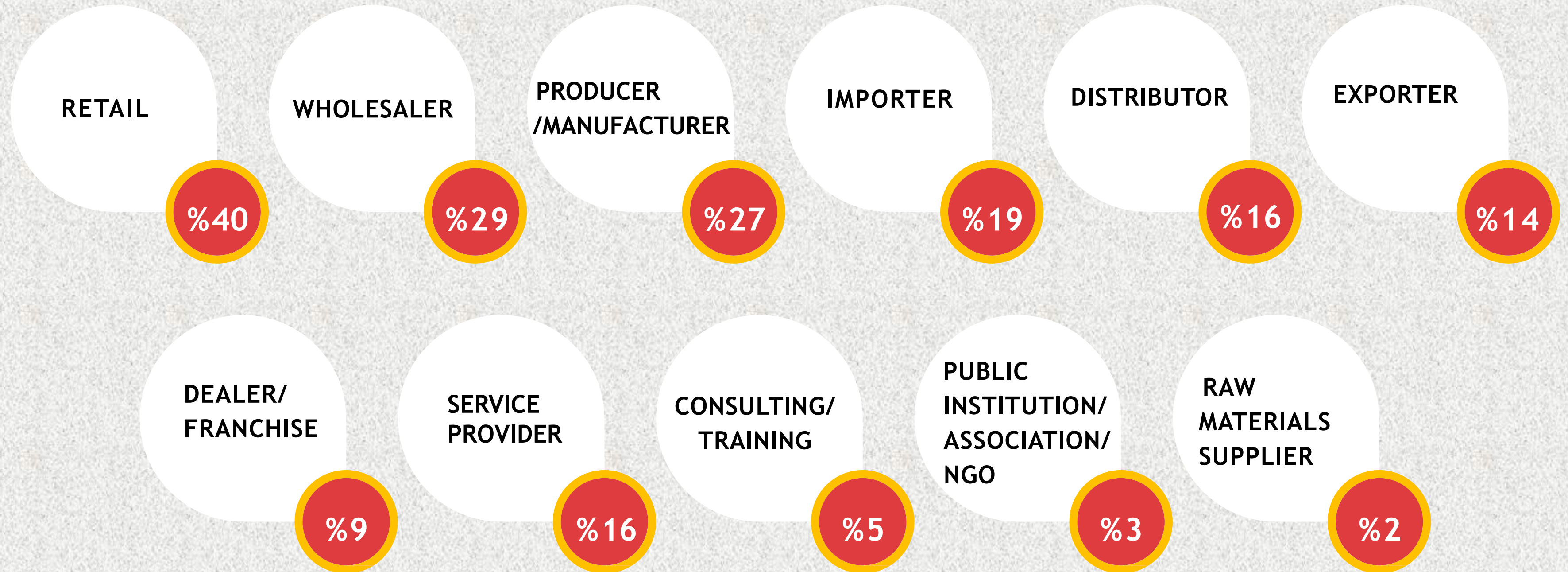
**%78**

**PLAN TO ATTEND  
NEXT SHOW**

**%76**

**RECOMMEND THE SHOW TO  
THEIR BUSINESS NETWORK**

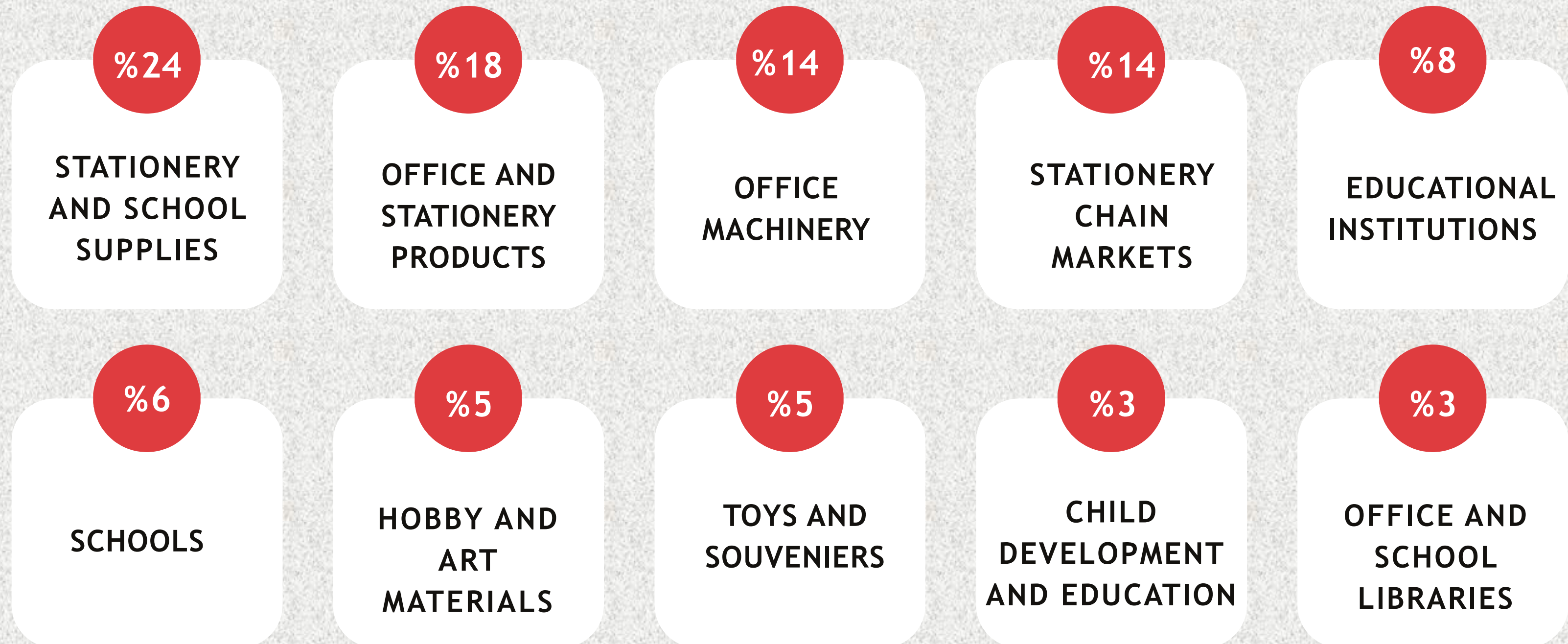
# VISITOR BREAKDOWN by BUSINESS TYPE



\*Visitors marked more than one area.

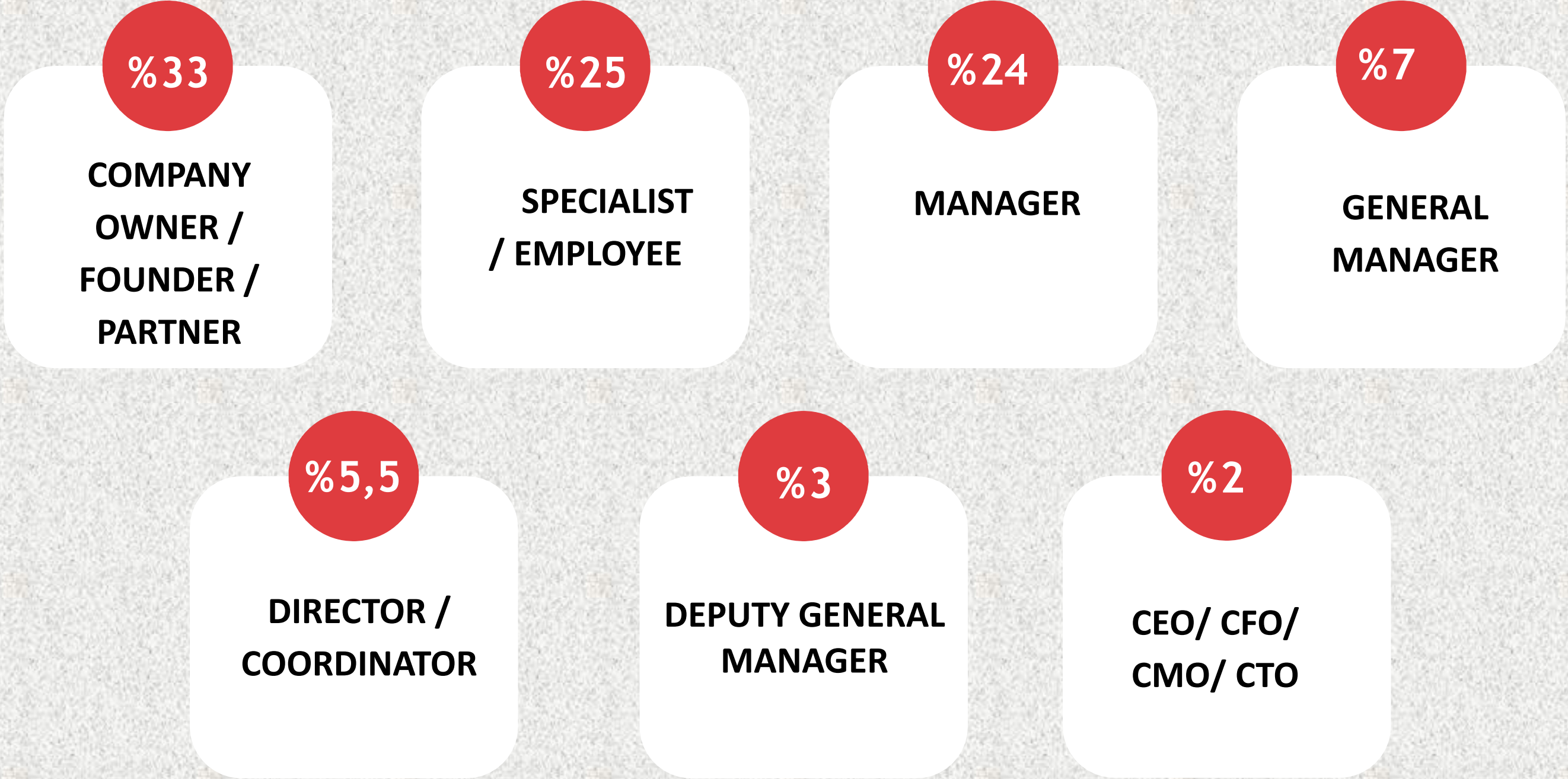


# BREAKDOWN of VISITOR COMPANIES by AREA of ACTIVITY



\* Visitors marked more than one area.

# Breakdown of Visitors by Titles



\*Visitors marked more than one area.

# PURPOSE OF VISIT

**%59**

REACH LOCAL SUPPLIERS

**%56**

NEGOTIATE WITH EXISTING SUPPLIERS

**%45**

FIND DEALERS,  
REPRESENTATIVES,  
BUSINESS PARTNERS

**%27**

MEET WITH INDUSTRY LEADERS

# VISITOR BREAKDOWN BY PRODUCT OF INTEREST



**%17**  
PAPER AND PAPER PRODUCTS



**%14**  
STUDENT TOOLS AND EQUIPMENT



**%11**  
PRE-SCHOOL AND KINDERGARTEN MATERIALS



**%11**  
SCHOOL BAGS



**%11**  
OFFICE DESKTOP AND FILING PRODUCTS



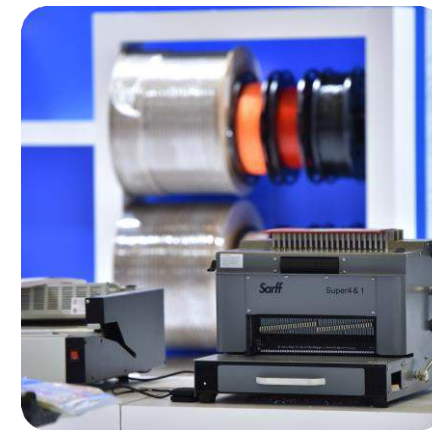
**%11**  
EDUCATIONAL PUBLICATIONS



**%8**  
OFFICE CONSUMABLE PRODUCTS AND CONSUMABLES



**%7**  
OFFICE MACHINES



**%6**  
LAMINATION AND BINDING MACHINES



**%6**  
TEXTILE CONSUMER PRODUCTS

# EXHIBITION PHOTOS



**ISTANBUL**

**STATIONERY**

**OFFICE 2022**

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**See you in the next fair**