



On the contrary Europe in crisis, what should Turkey do to emerge from this situation stronger?

We see that although the global crisis, trade shows and expos in Turkey are on the rise, as Europe faces a serious fall in terms of visitor number

Both Russia and Middle East's point of views to Turkey are so important. As Turkey, all world admire enviously us thanks to our geographical position, qualified man power and industrial infrastructure.

With a substantially good organization as well as a successful advertisement campaign, I believe that fairs in Turkey will have much more customer potential and thus sales will increase.

All producers have to leave common and cheap goods and have to feature R&D works. Especially one of the most important factors which will keep alive textile industry is design. Companies shouldn't copy but have to design their own color and patterns to customer demands.

We have a lot of lack about fair organization. As location, we are so close to airport, it's a good place.



LATİF SARNİK

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To be honest, organization is inadequate, promotion is inadequate, above all the current building is not enough. Evteks is a brand but is not number 1. We have to make rapidly it a modern complex by redesigning the fairground with car park cleaning, trend space, advertisement works, employee quality and other social outfits.

As Vino Kadife, what are your new goals?

Vino Kadife's goal is to sell to all world. It is always in search of new markets. To produce new qualities, to present them to customer's taste are Vino Kadife's route. It chases always new, different and better, that's why it attaches importance to R&D studies.

It focuses on customer satisfaction by adapting its unique designs and color choices to local tastes of countries. We all know very well the world order that someone produces and others follow them.

Vino Kadife isn't one who follow, but one who is followed and it aims always to be in the front. Our difference from other companies in the sector is that our partners have a great history of textile. So there is a compatible team work.

When it comes to a new idea, it can be easily designed and become a end product. Vino Kadife offers their unique designs in Evteks, Heimtextil, Mood and Shangai fairs.