



AYSAF Opened at İstanbul Fuar Merkezi with \$1.13 Billion Business Volume!

70th International Exhibition for Footwear Materials, Components, Leathers and Technologies AYSAF opened its doors at İstanbul Expo Center on May 1st, bringing together all the players in the sector! AYSAF has become the most important point of the sector with footwear components suppliers, leather, artificial leather, textile, sole, heel, accessories, machinery, chemicals and mold manufacturers.

More than 350 companies from over 60 countries and nearly 20,000 industry professionals will come together at the exhibition, which is the 1st in Eurasia and the 2nd in Europe. AYSAF, which will bring together the most important footwear and leather goods manufacturers from the Middle East, North Africa, Turkic Republics, Russia, Eastern Europe and the Balkans with component manufacturers on this big platform, aims for a tremendous business volume of \$1.13 billion in the sector.

The exhibition also stands out with its **AYSAF Talks** sessions, where experts in the field shed light on the sector in the "Respect to Masters Session". Mr. M. Orhan Çakıroğlu from Gaziantep-Türkiye, who told about his 130-year-old family profession of yemenicilik (a type of traditional footwear) in the first day's session, emphasized the importance of natural leather and said "Yemenicilik has become a sector in Gaziantep".

On the second day of the exhibition, 3 women entrepreneurs who are pioneers in the male-dominated sector came to the fore with the panel "Entrepreneurship is in Women's Nature", and on the fourth day, World Wide Seller Founder Ms.Ayşegül Kartal will give information about sales and branding abroad.

In the **VR Experiences Area** created in collaboration with the ASSOMAC, visitors will have the opportunity to examine the machinery and technologies used in leather and footwear production in a virtual environment.

AYSAF continues to be a power center that makes the heart of the footwear sector beat in İstanbul and inspires the whole world, more than just a exhibition.

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