

63rd

Spring / Summer '21

aymod

Ufi
Approved
Event

INTERNATIONAL
FOOTWEAR
FASHION FAIR



30 September
03 October
2020

CNREXPO

Istanbul Expo Center

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POST SHOW REPORT

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TASD
TÜRKİYE AYAKABUĞU SANAYİCİLERİ BİRLİĞİ

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IAEE
International Association of Exhibitors and Event Organizers

AYMOD, PREFERENCE OF THE GLOBAL FOOTWEAR INDUSTRY

The first major exhibition organized in the pandemic era, **63rd AYMÖD - International Footwear Fashion Fair**, got full marks from the exhibitors and visitors once again this year. **More than 2.000 brands** leading the industry showcased their products at the exhibition, where thousands of brand new models ranging from women's - men's footwear to children's footwear, classic, sports, and hand-made shoes were displayed and the products of **Autumn & Winter Collection 2020 - 2021** were presented to domestic and international industry professionals.

The exhibition, which took all the necessary measures to secure public healthcare, received visits from thousands of industry professionals. **Visitors from 70 countries** including the Commonwealth of Independent States, the USA, and Europe were welcomed at the exhibition, where orthopedic shoes balancing body weight left their marks and the world's lightest shoes weighing 200 grams drew **great attention from visitors**.

The footwear industry had a safe and peaceful experience through the measures taken and came together at the first appointment of the industry in the new normal era.

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81.2% OF THE EXHIBITORS STATED THEY WOULD EXHIBIT IN 2021



82.5% OF THE EXHIBITORS STATED THE EXHIBITION WAS EFFICIENT IN THE NEW NORMAL ERA

VISITOR INFO 2020



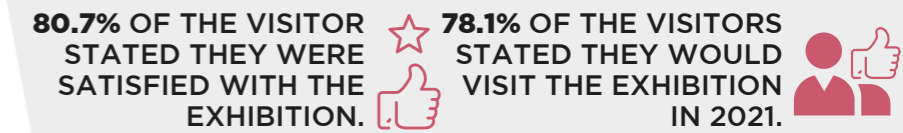
EXHIBITOR INFO 2020



PURPOSE OF VISIT

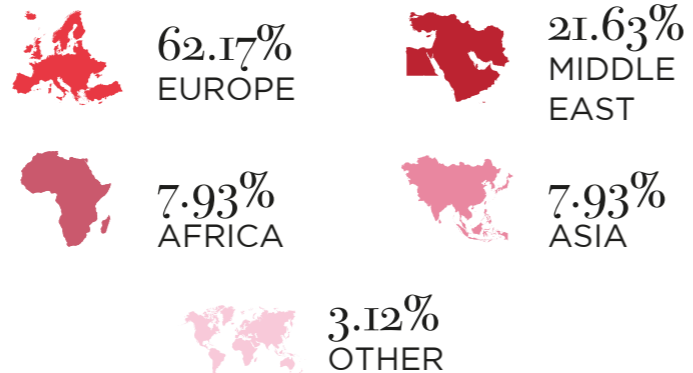


VISITOR SURVEY



EXPERIENCE OF A **HYGIENIC AND HEALTHY EXHIBITION** 97% OF THE EXHIBITORS AND VISITORS STATED THEY WERE **SATISFIED** WITH THE MEASURES TAKEN IN THE NEW NORMAL ERA.

70 COUNTRIES



2.549 foreigners from 70 countries mainly including **Russia, the United Arab Emirates, Belarus, Italy, Ukraine, Iraq, Romania,**

Bulgaria, and **Bosnia** visited **63rd AYMÖD**, one of the world's biggest footwear fashion exhibitions.

“We are pleased to be here with our companies. They have had major problems due to the pandemic but AYMÖD has become a way out for us to overcome the crisis under these circumstances. We hope to take part in the next edition of AYMÖD with more companies.

Giacomo Bramucci
Member of Chamber of Commerce in Marche”



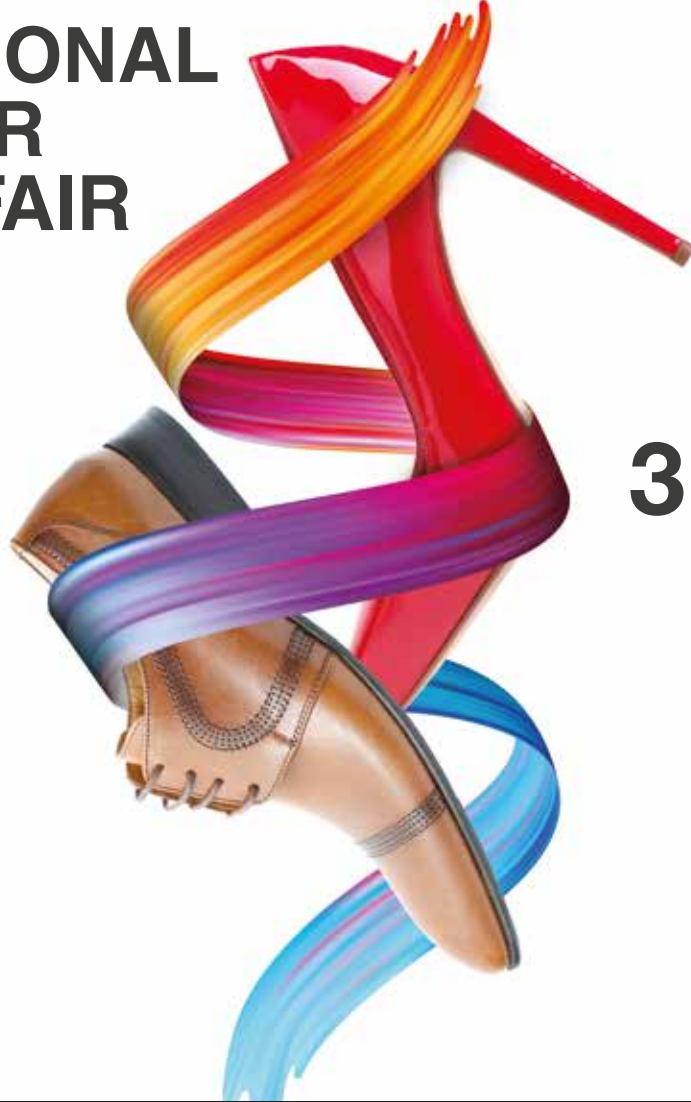
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INTERNATIONAL
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31 March
03 April
2021

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TARİHİ AMANLIK VE TİCARETİN GÜVENLİĞİ İÇİN

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TİCARET KAMU İZLENİMLERİ GENELİ



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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

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