

64th

Autumn / Winter '22

aymod

Ufi
Approved
Event

INTERNATIONAL
FOOTWEAR
FASHION FAIR



31 March
03 April
2021
CNREXPO
Istanbul Expo Center

cnraymod.com

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POST SHOW REPORT

Supporters

Turkey
Discover
the potential



TASEV

TASD

Turkishleather.com/shoes



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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

CNR HOLDING



AYMOD SET THE GLOBAL FOOTWEAR FASHION

Offering exceptional trade opportunities for not only international footwear and leathercraft buyers but also exhibiting companies, the **64th edition** of **AYMOD** got underway at the center of global trade, CNR Expo Istanbul Expo Center on March 31. The first footwear fashion exhibition organized in Turkey in 2021, **64th AYMOD – International Footwear Fashion Fair**, received full praises from exhibitors and visitors once again this year.

Thousands of industry-leading brands displayed their products at the exhibition, introducing myriads of brand new models from women's – men's footwear to children's footwear, classic, sports, and hand-made shoes and presenting the products for the season **Autumn / Winter** to domestic and international industry professionals.

Visited by **thousands of industry professionals** in the **new normalization period**, the exhibition, which took all the necessary measures under the new "return to normal" criteria determined by the Turkish government and UFI (The Global Association of the Exhibition Industry) to remove potential risks and secured the healthcare of its **exhibitors and visitors**.

Welcoming **visitors from 95 countries** from the Commonwealth of Independent States to the USA and Europe, the exhibition starred with alligator shoes worth 10.000 dollars, and **grabbed great attention** with air-conditioned shoes discharging dirty air, skin-friendly diabetic shoes, and casual sneakers. The footwear industry experienced a safe and sound exhibition through the measures and got together in the first appointment during the new normal era.



Aymod Promoted Trade

The footwear industry shifted to a higher gear at the exhibition, fulfilling the footwear needs of nearly 600 million people from the surrounding region. 20 world-renowned Italian companies took their places at the exhibition, also receiving Ukraine's support with the biggest union of the industry in the country, "*Ukrainian Leather and Shoes Union*". Hosting **buyer delegations from more than 50 countries** from Russia to Ukraine, the USA to Europe, **AYMOD** promoted trade and yielded billions of dollars of business agreements.



2021 EXHIBITOR INFO

2021 VISITOR INFO

400+ EXHIBITORS



1000+ BRANDS

60.000 sqm AREA



19.498 DOMESTIC VISITORS

22.809 TOTAL VISITORS



3.311 INTERNATIONAL VISITORS

PURPOSE OF VISIT



MEET SUPPLIERS AND FIND NEW SUPPLIERS **62.9%**



FOLLOW INNOVATIONS IN THE INDUSTRY AND GET AN OPINION **65.7%**

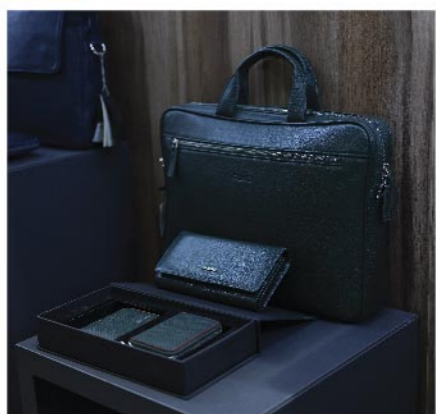
VISITOR SURVEY



81.7% OF THE VISITORS STATED THEY WERE SATISFIED WITH THE EXHIBITION.

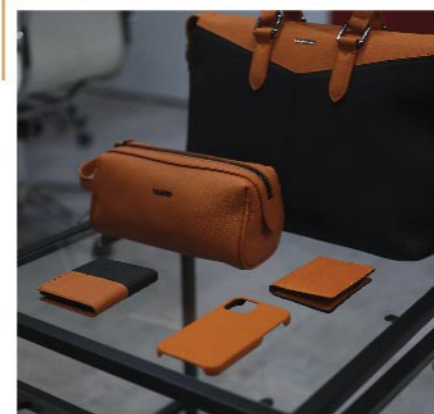


93.3% OF THE VISITORS STATED THEY WOULD VISIT 65TH AYMOD.



EXPERIENCE OF A HYGIENIC AND HEALTHY EXHIBITION

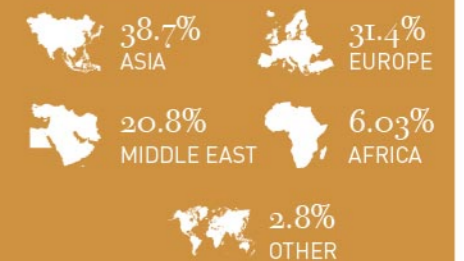
97% OF THE EXHIBITORS AND VISITORS STATED THEY WERE SATISFIED WITH THE MEASURES TAKEN AND FOLLOWED IN THE NEW NORMAL ERA.



3.311 international visitors from 95 countries, including Russia, the United Arab Emirates, Ukraine, Belarus, Italy, Iraq, Iran, Romania, Uzbekistan, and Kazakhstan, visited 64th AYMOD, one of the world's largest exhibitions on footwear fashion.



95 COUNTRIES





TESTIMONIALS FROM AYMODO
INTERNATIONAL VISITORS

"I think it is quite good regarding the visitors. There is a lot of interest and exhibitors are very active. They offer new collections and new opportunities for many buyers. AYMODO definitely is a very important and world-renowned exhibition."

"At this time, organized by a Turkish company with success, AYMODO becomes a turning point. It is very helpful for European companies as well as Turkish companies. The exhibition offers different quality and great variety of models, women's-men's footwear, fashion, and in many different fields. I believe the exhibition will maintain its success at the same level."

"The exhibition has everything about the footwear. I try to see and discover every side of it. I have participated in the exhibition in the last two years. It has been improving, which is encouraging for me to keep coming. We come together with people from Europe and Asia. It is very tempting."

"We usually attend AYMODO to buy shoes from Turkey and sell it back in our country. I have seen different companies and models; the quality of products is very good. The exhibition has a great variety of product groups. It has been three years that we have been coming here and we will keep coming to the next editions."

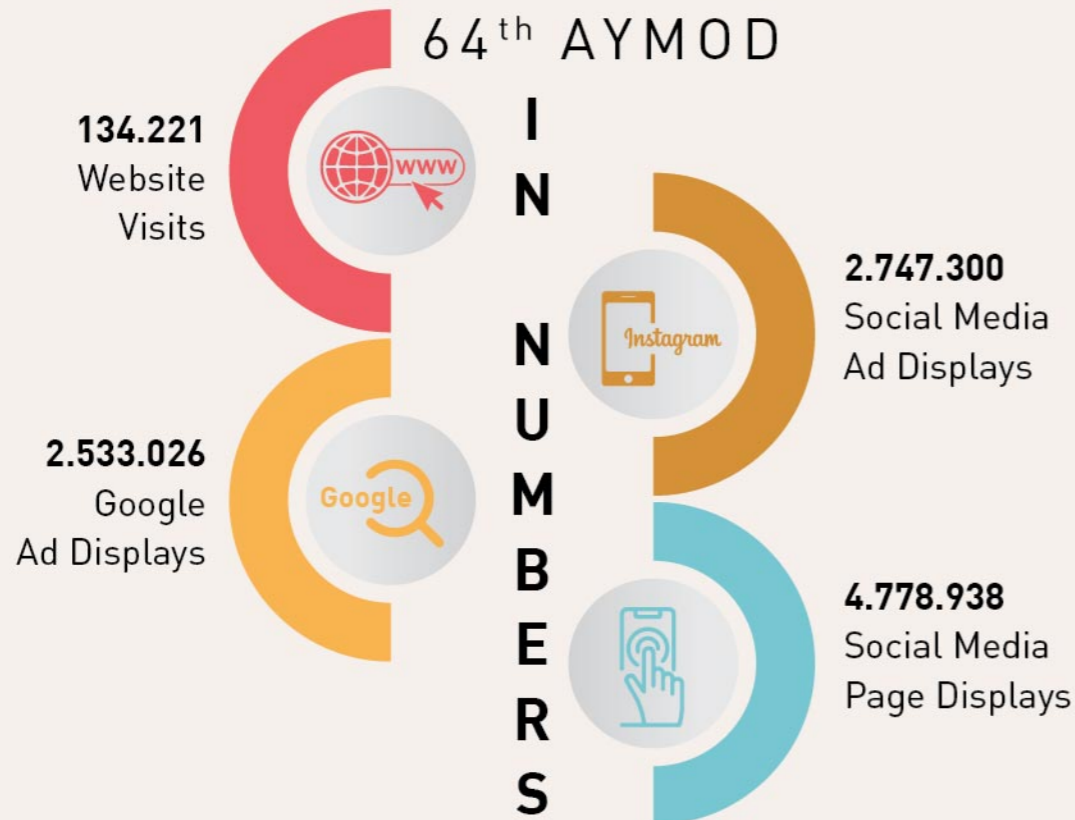
"We are blessed and glad to come to this great fair. We come from Kenya. We have visited AYMODO since 2019 and continue to visit. Everything is going great. We are here to do business and have found what we came for, especially for the shoes."

"There is a great variety of classic, basic, and casual shoes. The thing that attracts us the most is sports shoes. Everyone is selling sports shoes. They are flexible and you can easily wear them everywhere. These are the shoes that most people are interested in right now. Overall, it is an awesome exhibition."

87.5% OF THE VISITORS STATED THE EXHIBITION
WAS EFFICIENT IN THE NEW NORMAL ERA.

"It has been a very good fair. Everybody is very careful to do the right thing, wears masks at all times, and maintains social distancing. It is a very successful organization, which is quite encouraging. I will also participate in the next edition of AYMODO as I always do."

"The exhibition is successful. Regarding the COVID-19 going on, measures have been taken to avoid close contact with the people. We usually come here to attend every edition of AYMODO. Shoes with different models are shared with us under a single platform."



Sector Reflections
ON MEDIA

17+
Television News

12+
Press Coverage

150+
Internet News

Spring / Summer '22

65th

aymod

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INTERNATIONAL
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29 September
02 October
2021

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