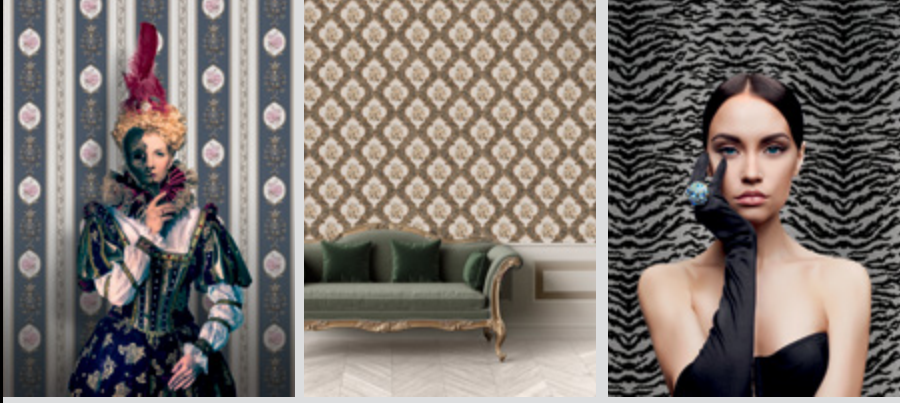


# EVDEMA:

We keep our brand  
alive by exhibiting  
at Yapi - Turkeybuild  
İstanbul



**DU&KA**  
WALLCOVERINGS

## Client Introduction & Focus & Challenges:

Istanbul-based Evdema has provided home decor products since 1972. With a wide offering ranging from top-quality kitchenware to flooring, lighting to furniture under the brands Vitale, Soprano and DU&KA, the company has also partnered with major firms such as Vitra, Artema, and Villeroy & Boch. It now operates 10 retail stores in Istanbul.

“Conditions in Turkey are changing and evolving every year. At Evdema we are constantly making investments in different fields to keep our brand alive and maintain our presence in the industry. We pull out of fields that are unlikely to develop. For example, 2017-2018 was the year when there was a boom in mass housing projects. This year, more boutique projects will be at the forefront instead of mass housing projects, especially in Istanbul. That’s why we’ll focus on retail opportunities next year.

“Concentrating on foreign markets is also part of our plans for the future and we’re opening stores in certain regions, especially Russia. In this way, we adapt ourselves to the economic conditions in Turkey and the wider global economy. Every year a new trend emerges in the industry and we try to adapt.

“Regarding the challenges and changing conditions, we find Turkeybuild Istanbul to be the best platform to reach the markets we’re aiming for and keep our brand alive by exhibiting at the event. The show is the right place for leading companies on the market planning to grow their business and increase brand awareness despite the challenges. We’re one of these companies and are very pleased to reach our goals.”



“  
*We’re pleased with the visitor density at Yapi - Turkeybuild Istanbul and we feel that the show is the right platform for the building industry in general, so we’ll definitely return next year.*

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Sebahattin Duran  
Human Resource Manager, Evdema

# BENEFITS OF EXHIBITING



Yapı - Turkeybuild Istanbul provides Evdema with opportunities to reach new markets. Evdema has taken a major step forward in growing its business and is now one of the leading companies managing successfully with changing market conditions.

Reach new markets

Increase brand awareness

Generate new leads

“Turkeybuild Istanbul is an important platform that brings together all companies in the build and interiors industry.

“Our initial goal at Turkeybuild was to introduce ourselves to the market. Over the following years, the exhibition has become a platform where we can reach both domestic and international customers more quickly.

“That’s why we participate in Turkeybuild Istanbul almost every year. We’ve met many of our important customers at the exhibition.”

“Turkeybuild Istanbul plays a very important role in the industry. Last year’s show was good in terms of the number of exhibitors and visitors. There was huge demand as the leading companies of the industry were also on this platform. We met a lot of new customers. From this point of view, the exhibition was very efficient for us and I can say that we reached our goals.”

“

*In line with our marketing strategy, we’re planning on having a much larger stand at Turkeybuild Istanbul this year.*

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Sebahattin Duran  
Human Resource Manager, Evdema



42.

**TURKEYBUILD**  
YAPI FUARI İSTANBUL

18 - 22 June 2019  
TUYAP - Istanbul

To learn more about Yapı - Turkeybuild Istanbul, visit  
[www.yapifuari.com.tr](http://www.yapifuari.com.tr)

For more information on Evdema, visit  
[www.evdema.com](http://www.evdema.com)