

FMCG show offers opportunities to display Africa's products

The FMCG Show, to take place in Istanbul Turkey, from March 13-15, 2008, offers African producers an opportunity to market their products to a wide range of potential customers.

Sine Trade Fair, which is an affiliate of CNR Holding, a leading trade fair organizer established in 1985 organises over 45 trade exhibitions annually in Turkey and abroad. CNR Holding, the largest exhibition centre in Eurasia, also manages CNR EXPO. The centre, situated in Istanbul World Trade Centre near Istanbul's Ataturk Airport, has 150000sqm open and 120000sqm covered area with eight interconnected halls, hosting over 60 exhibitions per year.

Their latest project is the FMCG Show, which is being staged from March 13 to 15, 2008, with the support of Turkish Retailer Association and the World Retail Congress and Awards. NARTS from UK is also a potential backer. The show will coincide with Private Label Istanbul 2008, which is the biggest Private Label Show in Eurasia. Buyers from a range of leading retailers are expected to visit the show and include buyers from Tesco, Metro, X5 Retailer from Russia, WalMart, the biggest retailers and wholesalers from North Africa and also participation from buyers from Hungary, Russia, Ukraine, Bulgaria, the Czech Republic, Poland, Romania, Netherlands and America.

For further details, contact Zeyno Turnali; email

For more, visit: <https://www.bizcommunity.com>