



## Outdoor & Indoor 2006 International Trade Show

31 August - 3 September

Solvent Inkjet Printers  
UV-Curable Inkjet Printers



## Introduction

The FLAAR Reports are read in over 72 countries around the world. Print shop owners in Turkey and neighboring countries are regular readers of the FLAAR Web sites. Thus we wish to visit Turkey to learn more about our readers, to meet them in person, and to discover what aspects of digital imaging technology we can present as we update our reports.

As expected in any large country, there are more than one trade show. But the one we selected to visit is Outdoor & Indoor 2006. I have only been to Turkey once before and found it a pleasant experience with friendly people.

Print shops in Turkey have a dazzling array of solvent and UV-curable inkjet printers available to them: far more than in any trade show in America or Latin America. Turkish trade shows are a great place to visit if you wish to learn about international trends in inkjet printer technology, after-market inks, and media from Taiwan, China, and Korea.

In part because the world of wide-format inkjet printers is so international, I have gradually begun to meet businessmen and women from Turkey, primarily in German trade shows, but also in America.

Constantinople was always a crossroads of cultures and a major trading center. So it should be no surprise that Istanbul still today is a bustling metropolis with an international outlook for the world of wide format inkjet printers: especially China. Mainland China is probably the primary source for solvent inkjet printers sold throughout Turkey today.

Istanbul is a huge city. It's a great place if you like historic architecture, art museums, and archaeology museums. So if you visit the Outdoor & Indoor 2006 trade show, be sure that you allow some time for sightseeing. I have to lecture in St Louis and then attend a giclee trade show in Atlanta very soon after the event in Turkey, so I will have to attend the trade show and not really have much opportunity for sightseeing.

I look forward to getting to know the staff of the organizing company, CNR, and meeting both industry people and end-users in Istanbul, at Outdoor & Indoor 2006.

## Contact

Everyone I have met is multi-lingual, often including German and English. The fax is 212 465 74 76 – 77. E-mail is [info@outdoorturkey.com](mailto:info@outdoorturkey.com). Their website is [www.outdoorturkey.com](http://www.outdoorturkey.com)