

PARTNER COUNTRY 2011:  
MOROCCO



**50 YEARS!**  
**IMPORT SHOP BERLIN**  
A WORLD FULL OF BEAUTY

**9 – 13 November 2011**

The world's only global arts and crafts exhibition featuring

Natural Living

Art & Style

Winter at Home

 **Messe Berlin**

**IMPORT SHOP BERLIN:**  
Discover the perfect  
marketplace for your  
most beautiful products.



**We're celebrating our 50th anniversary. Come share in our success!**

For 50 years IMPORT SHOP BERLIN has been the world's leading shopping fair for exotic products. Each year, arts and crafts retailers and manufacturers meet in Berlin with enthusiastic buyers of high-quality ethnic and natural products. This event is truly unique in terms of size, overall experience, and success. Discover the fascination of IMPORT SHOP BERLIN and join in the excitement. Present your business and goods as an ambassador to your country, your culture, and your trade. Look forward to a unique sales platform that will focus this year on the official partner country: Morocco.

Three special segments offer fantastic opportunities at IMPORT SHOP BERLIN:

- Natural Living – featuring a variety of special products for natural lifestyles – plus health and wellness programs
- Art & Style – with a comprehensive focus on art, fashion, jewelry design and interior decorating
- Winter at Home – offers everything for a stylishly comfortable home in the winter season





## Discover ideal customers in a unique atmosphere.

Germans, and Berliners most of all, share a love of shopping, stylish arts and crafts and all things exotic, as well as traveling to distant shores. Visitors to IMPORT SHOP BERLIN are well educated, open-minded, and keenly interested in latest trends from around the world. This is one of the reasons why IMPORT SHOP BERLIN attracts so many visitors eager to discover the foreign lifestyles that you and your products represent.

The overwhelming success of previous events clearly confirms this: In 2010, more than 43,000 IMPORT SHOP BERLIN visitors were amazed by the variety and quality of products on offer. More than 89 percent of the private consumers at the trade show purchased something they liked from the wide selection of products and spent an average of more than 130 euros. Some 94 percent of visitors said they planned to be back in 2011.

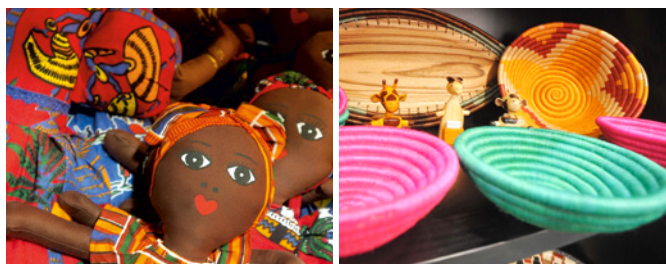
IMPORT SHOP BERLIN offers an ideal atmosphere that is highly acclaimed by exhibitors from around the globe. This is where they find excellent opportunities to test the latest trends, establish new contacts and strengthen business relations with customers and colleagues.

The amazing variety of arts and crafts on display plays an important role – along with the fact that the event takes place in the pre-Christmas season.

## Presenting a world full of new trends and variety.

Cultural specialties from five continents invite visitors to look, experience and buy. A visit to IMPORT SHOP BERLIN becomes a powerful sensual experience and an opportunity to discover the wonders of Asia, Africa, or South America.

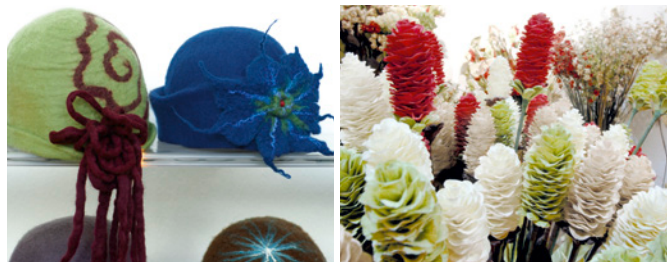
IMPORT SHOP BERLIN presents a full spectrum of attractions ranging from clothing and household textiles, to arts & crafts, jewelry, musical instruments, natural products and wellness offers. Trade show customers are attracted by the natural character of traditional manufacturing techniques and the detailed workmanship of the products on display. This trend has been growing steadily over the years and continues to show further potential. The diversity of the various techniques, designs, patterns and styles ensures that everyone can find something special for themselves or the perfect gift for someone else.



Presenting your products to enthusiastic Berliners offers you a perfect opportunity to test the market and opens the door to Germany's most important economic regions.

Turn this trade show into a successful business venture. Register early to reserve your exhibition stand! We look forward to seeing you in Berlin!

## Natural Living: In a wonderful world.



## Where well-being meets peace of mind.

Natural Living is a comprehensive special forum at IMPORT SHOP BERLIN featuring products and services that are in perfect harmony with the forces of nature. The contemporary products and services on display are good for our personal well-being and help maintain our planet's delicate balance.

From A to Z, visitors will find everything they need for a healthy, well-balanced lifestyle: from Ayurveda products, organic wine, Feng Shui, to healthcare and hemp products, minerals, natural cosmetics, eco-fashion, recycling products, wellness products, relaxation techniques and meditation.

"Naturally good!" describes the atmosphere throughout the special forum – relaxation and well-being everywhere. This can be seen on the faces of visitors as they discover the healthcare and wellness products or services on display, as well as among the exhibitors as they share knowledge.

*Natural Living is in our nature. Is it in yours too? IMPORT SHOP BERLIN offers you a perfect place to present environmentally valuable products and services.*



**Art & Style:  
A beautiful world.**



**Exclusivity and quality in perfect harmony.**

If your products and services are more at home in the world of arts than crafts, then the special Art & Style forum is the place for you. This is where everything that makes living more beautiful is exquisitely showcased. Artists and gallery owners exhibit their work alongside designers specialized in fashion, jewelry, home décor and interior design.

Meet with sophisticated IMPORT SHOP BERLIN visitors who are quality-conscious, open-minded and well-traveled. These people expect to find and buy extraordinary products – and are willing to pay a fair price.



*Exquisite designs and striking beauty from around the world come together at Art & Style. That is elegant lifestyle shopping on a global scale.*



*Bring color, fun and a pleasant atmosphere to Berlin. Show how Winter at Home offers so much more than cold weather and uninspiring Christmas gifts.*

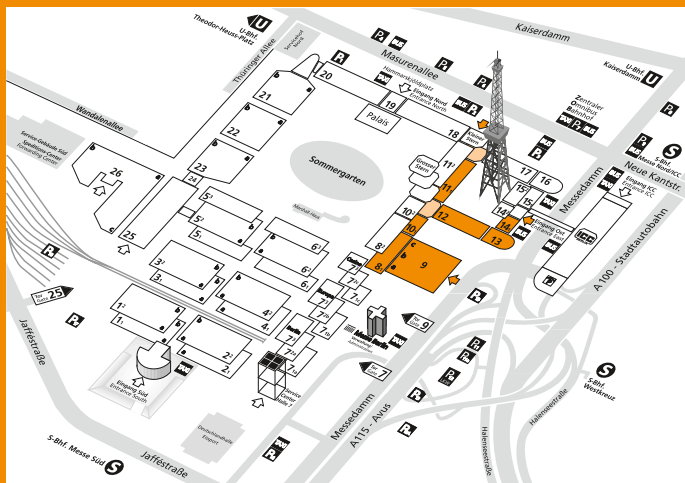


**Winter at Home:  
Beautiful living –  
beautiful gifts.**

## **A world full of festive ideas – for Christmas and more.**

Winter in Germany can be cold, dark and long. This is a time of year when people enjoy spending the Christmas season at home making their houses colorful and stylishly comfortable or preparing for New Year's festivities.

The special Winter at Home forum is ideal for presenting beautiful and elegant products for the home. From decorations, home accessories, furniture, fireplaces, winter gardens and winter flower arrangements, to original gift ideas for Christmas, this is where trade show visitors find inspiration when making their winter at home cozier, more comfortable and full of Christmas spirit.



## 50 years! IMPORT SHOP BERLIN.

[www.importshop-berlin.com](http://www.importshop-berlin.com)

### **Venue:**

Berlin Exhibition Grounds

### **Entrance:**

"Kleiner Stern" (near Hall 11.1) Hall 14/15 and Hall 9

### **Dates & times:**

9 – 13 November 2011, open daily from 10:00 am  
to 7:00 pm and until 9:00 pm on Friday and Saturday

### **Hotel reservations:**

HOTEL RESERVATION SERVICE (HRS)

E-mail: [office@hrs.de](mailto:office@hrs.de)

[www.hrs.com](http://www.hrs.com)

### **Berlin information:**

[www.berlin.de](http://www.berlin.de)