

## “MARBLE a fair proved itself”

**World Natural Stone Association’s (WONASA) President Ali Şayakçı, said MARBLE – International Natural Stone and Technologies Fair is a fair proved itself. Şayakçı said ‘MARBLE Fair, shares the second place with Xiamen International Fair with its activeness in dimensional products’.**

MARBLE - International Natural Stone and Technologies Fair, being opened to the world from İzmir and succeeded to become a world brand in its field, will be realized by İZFAŞ between March 28th and 31st and will be hosted by İzmir Metropolitan Municipality. Ali Şayakçı, President of World Natural Stone Association (WONASA) evaluating MARBLE Fair, of which preparations, stand installations and block settlements is continuing at a full speed, said, "MARBLE - International Natural Stone and Technologies Fair is a mature fair that has proved itself in international platforms with its complete means. If we consider Verona Marmomacc Fair, which is the historical pioneer of natural stone industry in Italy, as the number one determinant fair in the world, MARBLE Fair will share the second place with Xiamen International Fair held in China with its activeness in dimensional products".

### **This year the fair will be very succeed**

Stating that the usage of natural stones continues to increase in China, India and some far east countries, Şayakçı also added that the use of natural stone in the world; especially granite, is decreasing in all around the world. Şayakçıindicated, "The biggest reason for this is ceramic, porcelain technology that provides quartz and larger format and beautiful copying. İzmir MARBLE Fair, nevertheless, continues to grow and to improve more popular around the world. Manufacturers from different countries prefer İzmir more to find new markets. My personal opinion is that the fair will be very successful this year".

### **Should be used in trend-setting projects**

Şayakçı pointed out that Turkey has 40 percent of the world's reserves of natural stone and marble, and "The size of our natural stone reserves is an advantage, as well as the most important fact is the size of the world marble market that constitutes the main trade volume and the share we can get from it. Most important one is the share that we will get with higher value added products. The use of Turkish stones in prestigious and trend-setting projects will

increase both stone prices and demand. Effects of these special projects may not always be felt so fast, but they are permanent. The natural stones used in symbol buildings of the city are the reasons of architects to prefer those stones again. Collaboration of architects and project owners mostly has a key role in the brand value and prices of products."

