

November 13, 2017

Around the world in five days – Successful conclusion to Bazaar Berlin

- **Around 40,000 visitors attend Bazaar Berlin**
- **Keen interest in jewellery, fashion and fair trade products**
- **The next Bazaar Berlin will take place from 07 to 11 November 2018**

Some 500 exhibitors from 60 countries presented their products at Bazaar Berlin on the Berlin Exhibition Grounds, including handmade pashmina scarves from northern Kashmir, elaborate Christmas cards from Vietnam and spices from Madagascar's rainforests. After five days the international consumer exhibition for handicrafts, jewellery, textiles and home accessories came to a successful conclusion. Some 40,000 visitors from the Berlin/Brandenburg region attended the 56th edition of Bazaar Berlin and were more than satisfied with the products on offer, as shown in a poll conducted by Messe Berlin. Nine out of ten interviewees said they would recommend Bazaar Berlin and rated the displays as "good" or "very good". Be it as a gift for others or oneself, this year jewellery, fashion and fair trade products were especially in demand. The latter were displayed at the separate Fair Trade Market in Hall 15.1. Exhibitors in the World Market, Natural Living, Living Africa and Art + Style sections also placed great emphasis on sustainable goods made under fair conditions. These included T-shirts, rucksacks and accessories on the stand of NGO Global Project Partner made by female Syrian refugees and Turkish women from a deprived background. This was appreciated by visitors who spent an average of 150 euros each at the fair.

"The fair is a regular fixture for many visitors and exhibitors", said Barbara Mabrook, the project manager of Bazaar Berlin. "Many come back each year, such as Amer Lal Shrestha of Superior Arts & Handicrafts, an exhibitor from Nepal. Together with his wife he has been exhibiting for 38 years, longer than anyone else at Bazaar Berlin. It is first-time exhibitors like Krispil from Israel however who ensure there is a good balance at the fair – her colourful sculptures are a real eye-catcher amid the grey November atmosphere." The wide range of unusual products from around the world is also what attracts trade visitors, whose numbers increased by eight per cent over last year.

Comments by exhibitors

Robert Békési from Hungary sells colourful BEBE beanbag creatures designed by his wife Elisabeth Bajkó. "I have been coming to Bazaar Berlin for 30 years. We enjoy the friendships that have developed here over the years with other exhibitors from around the world. I am very grateful to be in Berlin. The visitors here are very pleasant and always cheerful. I have been to Tokyo and Cologne on my world travels and the mood among Berliners is always the best."

Lanna Idriss of Gyalpa supports female Syrians and Turkish, Lebanese and Egyptian women from a deprived background by selling their handmade products, including soap from Aleppo, hand-woven textiles and patchwork fashion items. "Bazaar Berlin is different to other fairs – the atmosphere is cordial and welcoming. Customers are interested in the story products tell and the women who make them. At Bazaar Berlin a seamstress who fled Syria and has been in Germany for over two years said: 'At last I feel I belong here.'"

Martina Augustin of Kawale.de runs an internet shop that sells furniture made from recycled materials. "Bazaar Berlin is the right place for us. The multicultural atmosphere and the ecological aspect, and the ability to look over the horizon are things we identify with. Our products are made together with people from Africa and India. New ideas come about via WhatsApp, for instance, and are then developed. We may not possess an official fair trade certificate, but for us that is not as important

as actually ensuring fair production.”

Jürgen Krause of Netzwerk Faires Berlin: “Bazaar Berlin gives us an opportunity to tell people about fair trade, organic products, sustainable production and our network. It is always nice to talk to the exhibitors next door whom we have got to know over the years.”

Nina Roselina of The Indonesian Heritage Collection & Design would like visitors to Bazaar Berlin to be able to explore Indonesian culture. “It is fascinating for us to find out what German customers want. In Indonesia we like colourful items, whereas people here are more conservative. We also want to highlight the quality aspect of Indonesian handicrafts.”

Ijjaz Ahmad of Kashmir Treasuries displays exclusive pashmina scarves at Bazaar Berlin. “Customers are interested in how my scarves are made and what makes them special. Pashmina scarves are made from the wool of goats that live in the Himalayas at 3,000 metres and are spun, woven and embroidered entirely by hand. Few people know that.”

Amer Lal Shresta of Superior Arts & Handicrafts from Nepal has been exhibiting at Bazaar Berlin for longer than anyone else. “I have been coming here for 38 years, so there are lots of regular customers waiting for me when I arrive. Singing bowls are very popular this year. I enjoy striking up a conversation. I am also able to promote my home country Nepal and the beautiful countryside of the Himalayas.”

Claire Mason of The Beeswax Company took the time to make the journey from Australia to Berlin in order to present her waxed food packaging, which can be recycled and has an appealing design. “We found out about the fair on the internet. The ones in Australia are not as big as Bazaar Berlin. The atmosphere here is fantastic. We will be back next year.”

About Bazaar Berlin

Launched in 1962 as Partners for Progress, the international consumer exhibition for handicrafts, jewellery, textiles and home accessoires changed its name to Bazaar Berlin in 2014. Every year in November around 40,000 visitors come to the Berlin Exhibition Grounds to purchase exotic articles from around the world, either to keep or to give away as gifts.

Bazaar Berlin is organised by Messe Berlin GmbH. More details at www.bazaar-berlin.com and on Facebook and Instagram (Bazaar Berlin).