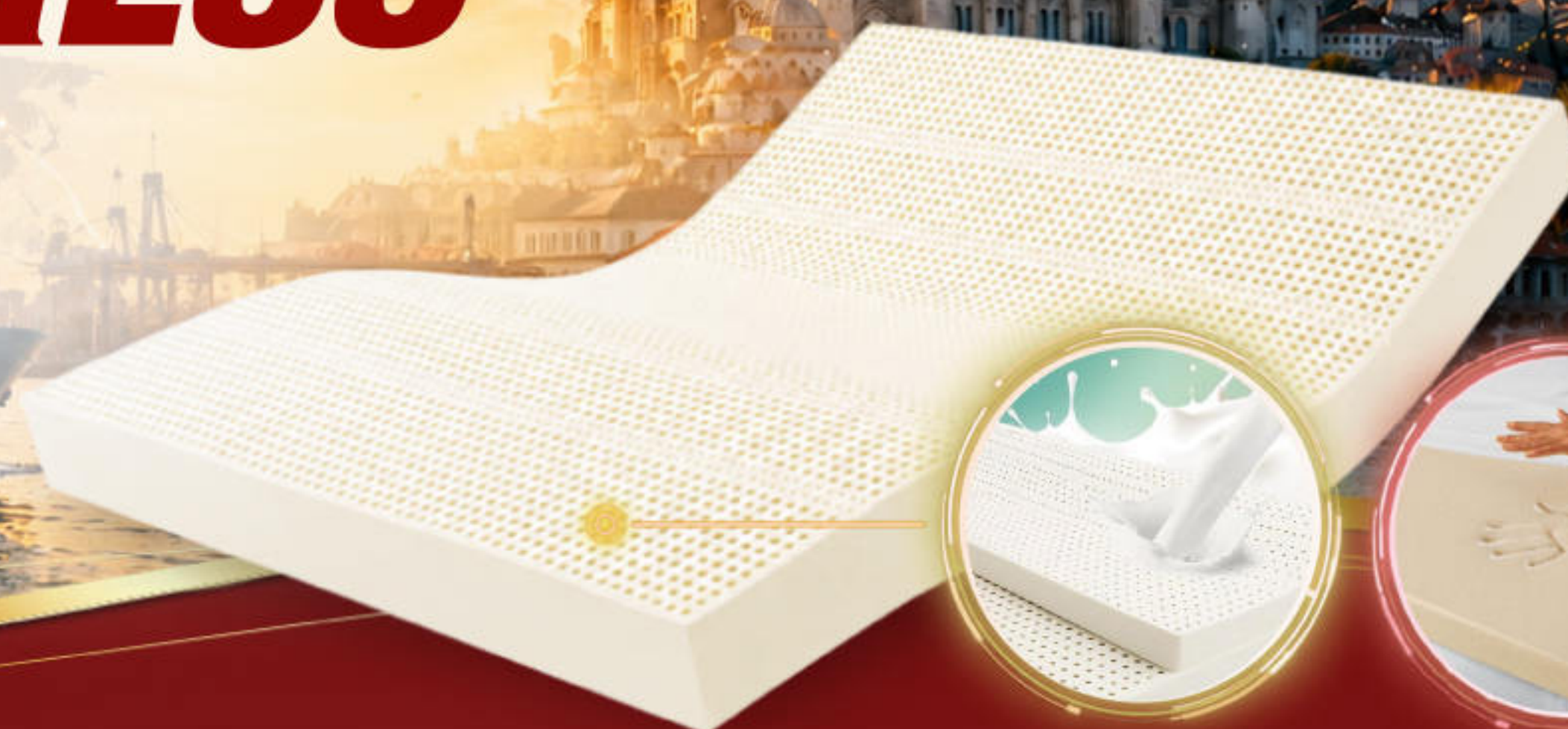


WEBINAR MARKET OPPORTUNITIES FOR **LATEX MATTRESS** IN **TÜRKIYE**



DATE & TIME

20 October 2026 (Tuesday)
10 am - 12 pm

PLATFORM

Microsoft Teams

WEBINAR FEE

MRC Members – Complimentary
Non-Members Companies – RM250

RSVP by
16 OCTOBER 2026

Markets are often won long before the first shipment arrives. Success begins with understanding where demand is growing, what buyers value, and how products can be strategically positioned in an increasingly competitive marketplace.

Türkiye is emerging as an attractive market for premium latex mattresses and latex foam, driven by rising demand for quality sleep solutions and natural bedding materials across both the residential and hospitality sectors. For Malaysian manufacturers, the country's growing preference for natural, sustainable, and high quality bedding products presents promising export opportunities. However, success in this market requires more than offering superior products. A comprehensive understanding of consumer preferences, buyer expectations, procurement practices, competitive dynamics, distribution channels, and regulatory requirements is essential for building a sustainable market presence.

Join the Malaysian Rubber Council's upcoming webinar to gain exclusive insights into Türkiye's latex bedding market, with a focus on latex mattresses and latex foam. Learn about emerging business opportunities, evolving buyer requirements, key market trends, and practical market entry strategies that can help strengthen your competitive position and expand your presence in one of the region's most promising bedding markets.

KEY HIGHLIGHTS

- ▶ Explore Türkiye's latex bedding market, including the latex mattress and latex foam segments
- ▶ Gain insights into buyer preferences, procurement practices, and distribution channels
- ▶ Understand the competitive landscape and key market players
- ▶ Learn about market entry strategies, regulatory requirements, and export opportunities

WHO SHOULD ATTEND

- ▶ Malaysian latex mattress manufacturers and exporters
- ▶ Latex foam and bedding component manufacturers
- ▶ Furniture, bedding and sleep product companies
- ▶ Business owners, export managers and professionals seeking new international market opportunities

SPEAKER



LILY CHOW
Deputy Director, Information Services
Malaysian Rubber Council

PROGRAMME

9.30 am	Online Registration
10.00 am	Welcoming Remarks by MRC
10.15 am	Presentation by MRC
11.00 am	Q&A Session
11.30 am	End of Programme



Scan QR Code or Click Here to Register

For more information, please contact: najwa@myrubbercouncil.com (Siti Najwa) or +6014-2232 388 | +603-2782 2100