



WIN Fairs end after offering many successful business opportunities to industrialists!

**The platform for many fruitful business contacts, WIN Fairs
were visited by 116.965 professionals from 84 countries
during the two phases**

- 7 leader sectors, 7 different fairs
- 1.845 exhibitors from 26 countries
- 116.965 visitors from 84 countries
- Purchasing Delegations from 19 countries and Matchmaking Activities
- “Eurasia Business Partner” is Japan

İstanbul. Held in two phases at TÜYAP Fair and Congress Center between 4 – 7 February and 25 – 28 February, the top production platform of Eurasia; WIN-World of Industry 2010, gave hope to the exhibitors and visitors for the future once again. The fair was a huge success both in terms of the quality of the exhibitors and the visitors and broke all previous records to reach 116.965 visitors from 84 countries in two phases (WIN 1: 44.057 visitors from 65 countries, 72.908 visitors from 71 countries). Organized by Hannover-Messe Bileşim Fuarçılık A.Ş., the fair hosted 1106 exhibitors from 26 countries, 739 co-exhibitors and the latest technologies, and the best products, services and brands.

Offering unique business opportunities to exporters, importers, investors and companies seeking new markets, WIN Fair exceeds the expectations of its exhibitors and visitors. The exhibitors expressed how happy they were with the quality of the visitors and the number of national and international contacts they make. Thanks to the strong network of Deutsche Messe AG, the support of the chambers, associations and foundations, intense promotional works in Turkey and abroad, cooperation with more than 80 trade magazines and advertisement on various channels like newspapers, TV and radio, WIN Fairs have seen an unprecedented surge of visitors. Dr. Reinhard Hüppe, Managing Director Automation Division of German Electrical and Electronic

Manufacturers' Association (ZVEI) commented after the fair and said that all automation companies in the fair were very happy with the fair and plan to attend next year as well: "Automation companies exhibiting in the fair were happy with the number and quality of the professional visitors. They were very impressed with the technical knowledge and questions of the visitors to their stands. They were particularly surprised by the high number of professional visitors on Saturday and Sunday. Many companies say that they will exhibit with bigger stands next year.'

Professional visitors consist mainly of decision makers and purchasing officials, were able to see the latest technologies in the manufacturing industry and obtain information about thousands of products, brands and services in Turkey and abroad. In contrast to previous years, digital fair catalogue, and kiosks on the fair grounds, also helped the visitors get faster and more comprehensive information about the products and services offered by the exhibitors.

The fair saw many new business connections

The fair welcomed 21% more international visitors compared to previous year in the first phase, while the second phase saw an increase of 13%. Furthermore, purchasing delegations from 19 countries had face to face meetings with the exhibitors within the scope of the 'International Cooperation Days'. 'Hosted Buyer Program' enabled delegations from Jordan, Iran, Iraq, Syria, Ethiopia, Morocco, Algeria, Tunisia, Afghanistan, Kazakhstan, Kyrgyzstan, Azerbaijan, Macedonia, Romania, Albania, Ukraine and Egypt and businessmen from Germany, to have face to face meetings with the exhibitors and visitors under the auspices of the Foreign Trade Secretariat of the Republic of Turkey and the cooperation of IHK Niederrhein. Also, European Business Networks Istanbul (KOSGEB, ISO, Sabancı University) held a matchmaking event during the 2nd phase of the fair.

The exhibiting companies in WIN Fairs came from these countries: Austria, Belgium, Bulgaria, Canada, China, Czech Republic, Egypt, France, Germany, Greece, India, Iran, Italy, Japan, Macedonia, Netherlands, Pakistan, Poland, Romania, Russia, South Korea, Spain, Taiwan, Turkey, Ukraine and UK. In addition to individual exhibitions and the international pavilion, the 1st phase hosted country pavilions from Germany, Romania and UK while the 2nd phase was marked by the country attendance of Germany and Italy.

Anatolia shows great interest in the fair

The machine production, welding technologies, surface processing, sub-industries and logistics, the topics of the 1st phase, saw the attendance many companies and professionals from Anatolia, upon the invitation of the organizer with all their traveling costs covered by the organizer. Within the scope of this special program, the 1st phase was visited by 1125 visitors from 13 cities of Turkey and 2nd phase by 2385 professionals from 24 cities.

Japan is the “Eurasia Business Partner”

2010 is being celebrated as the ‘Japan’ year in Turkey and therefore WIN Fairs’ ‘Eurasia Business Partner’ was Japan. In the two phases of the fair, a total of 80 Japanese brands were on display and many visitors and exhibitors had the opportunity to get information about business with Japan thanks to the stand of JETRO- The Japanese Foreign Trade Agency.

Industrial Activities Summit

“Industrial Activities Summit” brought together the specialists, leader figures of the business world, politicians, scientist, academicians and journalists this year one more time.

WIN Fairs will keep on boosting profits in 2011!

WIN Fairs, intended to introduce the Turkish industry and the developing technologies to the global platform, will be held in Tüyap Fair and Congress Center in 2011.

During the first phase to be held between 3-6 February 2011, METALWORKING'11 (16th Machine Production and Metal Processing Technologies Fair), WELDING'11 (11th Joining, Welding and Cutting Technologies Fair), SURFACE TREATMENT'11 (5th Surface Processing Technologies Fair) and MATERIALS HANDLING'11 (10th Transportation, Storage, Stacking and Logistics Fair) will welcome their visitors.

Next year, the second phase of the WIN Fairs will be held in March, in order to help visitors who visited the first phase to see the second one as well. Before this new scheduling, the exhibitors and international visitors sometimes had difficulties to visit and attend both fairs due to the amount of time between the two phases.

The fairs in the second phase to be held between 17 - 20 March 2011 are as follows: AUTOMATION (18th Industrial Automation Fair), ELECTROTECH'11 (12th Energy, Electrics and Electronics Technologies Fair) and HYDRAULIC & PNEUMATIC'11 (8th Hydraulic Power Technologies Fair).

WIN Fairs, one of the trade fairs of Deutsche Messe Group Hannover/Germany, are organized by Hannover Messe International Istanbul Uluslararası Fuarçılık Limited Şirketi (HFT) a subsidiary of Deutsche Messe and its joint venture Hannover-Messe Bileşim Fuarçılık AŞ (HM Bileşim). WIN Fairs enjoy the highest number of supporters, with 74 organizations in and out of Turkey.

Please contact for more information:

Hannover-Messe International Istanbul

Didem Guven

Didem.guven@hf-turkey.com

Tel: +90.212.334 69 00

Fax: +90.212.334 69 34

www.win-fair.com

