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Worldwide

Hannover-Messe
Bileşim Fuarçılık A.Ş.

WIN – World of Industry Part 2 Reflected the High Potential of Manufacturing Industry in Eurasian Region

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The leading trade show in manufacturing industry in whole Eurasian region covering Turkey, Middle East and North Africa, WIN - World of Industry Part 2 closed its doors with strong international participation and high level of qualified visitors. During 4 days, 704 exhibitors and 777 co-exhibitors from 18 countries presented their products and services to industry professionals coming from Turkey and neighboring regions.

2nd Part of WIN - World of Industry was held between 17 – 20 March 2011 in TÜYAP Fair and Congress Center in Istanbul with the support of **74** sectoral associations and organizations. At the fair, a range of products and services related to automation, electrotech and hydraulic & pneumatic were introduced to the industry professionals.

This year's show proved once again that WIN Fairs are still an ideal platform to introduce new products and ideas to the industry professionals especially to Turkish and Eurasian markets. The satisfaction of exhibitors and trade visitors was at high level. The fair hosted direct exhibitors from 18 countries around the world. They were in a good mood as a result of welcoming high qualified visitors at their booths not only from Turkey, from neighboring countries as well. International exhibitors of the show came from Austria, Belgium, Bulgaria, China, Czech Republic, Egypt, France, Germany, Greece, India, Italy, South Korea, Netherlands, Romania, Spain, South Africa, Taiwan and Turkey.

Managing Director of Automation Division of ZVEI (German Electrical and Electronic Manufacturers' Association) Mr. Reinhard Hüppe stated on behalf of German exhibitors: "WIN was again popular for German manufacturers. The exhibitors requested larger stands, but there were no empty spaces left. It shows how much the fair is in demand. 30% of exhibitors in German Pavilion participated at the fair for the first time. All exhibitors were really in good mood and happy to see more visitors at their stands compared to last year. We are glad to hear that through the opening of two new halls next year, the capacity will increase. As a result of this new arrangement, we hope the fair will have a very clear hall structure."

Spain and Bulgaria participated for the first time with country pavilions. Mr. Jose Luis Gonzalez, who is responsible for international promotion in AMEC (Association for Promotion of Exports and the Internationalization) declared that Spanish companies are interested in Turkish market because of high quality and low prices of products. Mr. Gonzales added: "During our visit to last year's show decided to exhibit at the fair and we hope to participate every year with more companies". Bulgaria as well participated as a country pavilion for the first time and Bulgarian Government has already confirmed their participation at next year's show. The interest of companies is getting higher year by year and the organizer Hannover Messe Bileşim is happy to announce two new halls will be opened in 2012. Thanks to these two new halls, demands on larger booths will be fulfilled and the fair will welcome many new companies.

WIN – World of Industry Part 2 continued to be the meeting point of national and international exhibitors with buyer delegates invited especially from neighboring countries by the organizer and as well as Undersecretariat of Foreign Trade (DTM). Buyer delegates from Middle East, North Africa and surrounding countries such as Iran, Egypt, Albania, Kuwait, Sudan, Morocco, Tunisia, Saudi Arabia, Belarus, Poland and Russia were hosted under the scope of the special program called 'Hosted Buyer Program' and they had chance to attend face-to-face interviews with the exhibitors.

"Industrial Activities Summit" organized together with WIN - World of Industry for years, again provided a perfect environment for discussing the difficulties in today's competitive and sophisticated technologies.

WIN – World of Industry will be organized in two phases again in 2012. Part 1, gathering METAL WORKING, WELDING, SURFACE TREATMENT and MATERIALS HANDLING under same roof, will be held between 2 –5 February 2012 and Part 2 hosting OTOMASYON, ELECTROTECH and HYDRAULIC & PNEUMATIC trade fairs, will be held between 29 March – 01 April 2012 at TÜYAP, Buyukcekmece, Istanbul.

For further information:

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