

WIN EURASIA Metalworking

POST SHOW REPORT

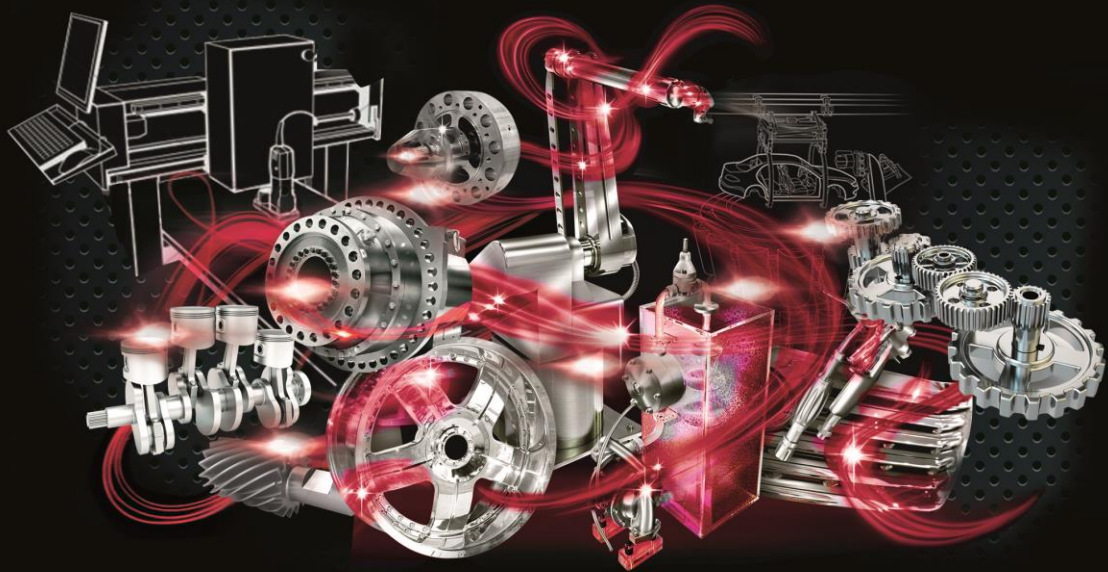
International Trade Fair for Machine
Components, Metalworking,
Cutting Technologies, Surface
Treatment Technologies

11-14 February 2016

Tuyap Fair, Convention and
Congress Center

Istanbul ■ TURKEY

www.win-metalworking.com



Deutsche Messe

Surface
Treatment

EURASIA

Metal
Working

EURASIA

WIN

EURASIA

Index

- 02** WIN EURASIA Metalworking
- 03** Exhibitor Overview
- 04** Trade Fairs and Special Display Areas
- 06** Highlights
- 10** Voices of the Exhibitors
- 13** Visitor Overview
- 14** International Visitor Overview
- 16** Voices of the Multipliers
- 17** Marketing Activities
- 20** Supporters
- 23** Gallery

WIN EURASIA Metalworking now in its 22nd year

- Celebrating its 22nd anniversary, WIN EURASIA Metalworking was organized by Hannover Fairs Turkey at TÜYAP Fair Convention and Congress Center on February 11-14, 2016.
- The fair brought together 2 trade fairs at the same time; Metalworking Eurasia and Surface Treatment Eurasia under a single roof.
- **480** exhibitors participated at WIN EURASIA Metalworking on a **12.733 m²** show scale, and the show was visited by **29.821** professional visitors from various sectors and countries.
- The next edition of WIN EURASIA Metalworking is scheduled to take place from 09 to 12 February 2017.

480
Exhibitors

12.733 sqm
Floor Space

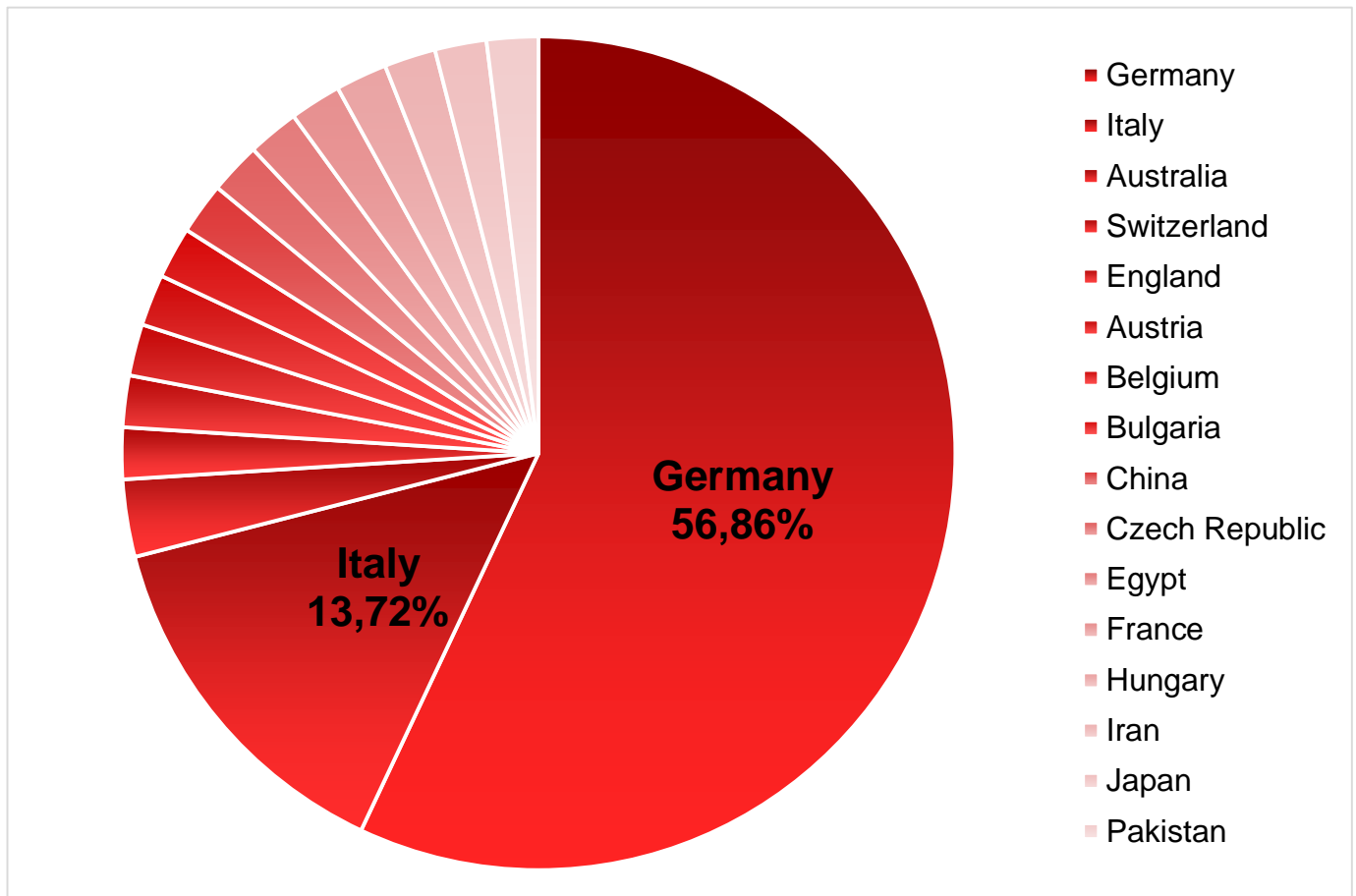
29.821
Professional
Visitors

Exhibitor Overview

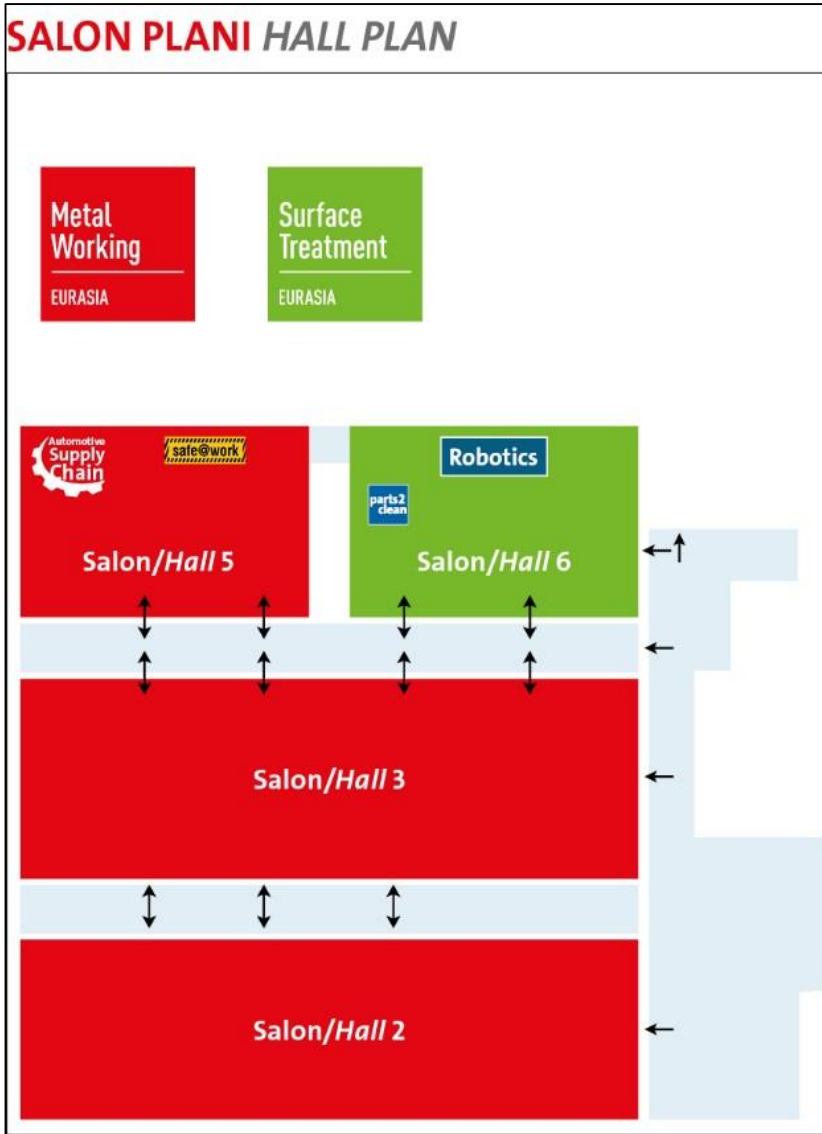
480 companies from Australia, Austria, Belgium, Bulgaria, China, Czech Republic, Egypt, France, Germany, Hungary, Iran, Italy, Japan, Pakistan, Switzerland, England and Turkey exhibited their products at WIN EURASIA Metalworking 2016.

Germany and Italy were presented as Country Pavilion.

International Exhibitor Countries



Trade Fairs and Special Display Areas



Trade Fairs and Special Display Areas



380 Exhibitors
9.860 m²

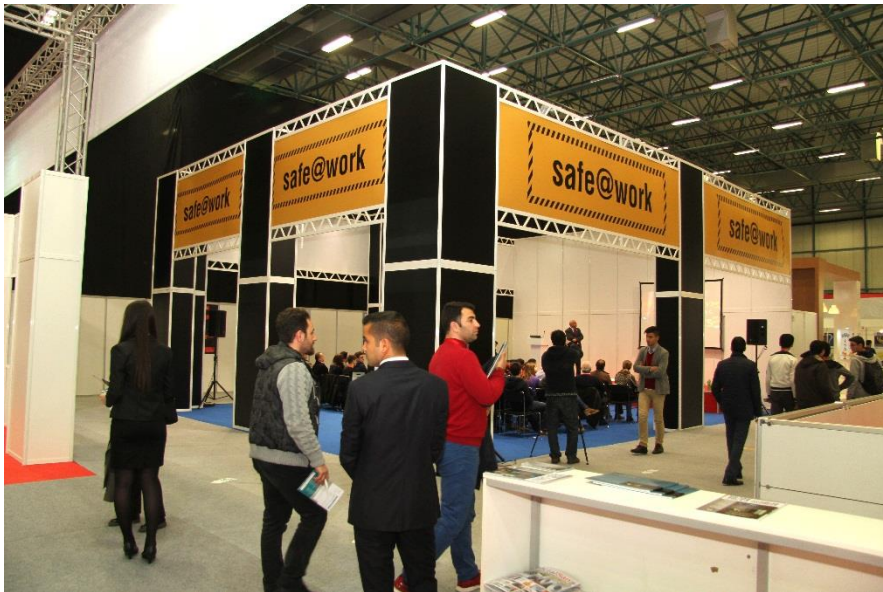


100 Exhibitors
2.873m²

- Besides displayed main categories at Metalworking and Surface Treatment, this year WIN EURASIA Metalworking came to the forefront with concurrent events as well.
- Special display and forum areas of **Robotics Summit**, **Safe@Work**, **Parts2Clean** and **Automotive Supply Chain Area** attracted considerable attention of the visitors.

Highlights/ Occupational Health and Work Safety

- Metal processing and surface treatment industries play an important role in production stages, but they are also the industries that have the highest risks with regard to occupational health and work safety. Accordingly, the special presentation called "Safe@Work®" has been created, wherein presentations regarding occupational health and work safety have been made and various personal protective equipment have been introduced by the exhibitor companies.
- OHS risks in the sheet processing and surface treatment processes are addressed via the events to be held in collaboration with ISAG (Association of Occupational Health and Safety Professionals) in the conference halls and special forum area to be created in the 5th hall.



Highlights/ Robotics Solutions

- Organized for the first time last year in order to draw attention to the increasing significance of robotic technologies in the manufacturing processes and having received a lot of interest, *Robotics* met with visitors under collaboration with ENOSAD (Industrial Automation Industrialists Association) this year again.
- In the special forum area **14 companies** showcased their robotic solutions and over **20 presentations** were made on Robot Technologies in the Manufacturing industry and **Industry 4.0 Companies** who attended in this area are as follows: Halıcı, E3 TAM, EMF Motor, ENTEK Otomasyon, FESTO, GÜNMAK, HKTM-HİDROPAR, KUKA ROBOTER CEE, MITSUBISHI Elektrik Turkey, NACHI EUROPE, SCHUNK Intec, STAUBLI, YASKAWA Turkey, FANUC TURKEY.

Robotics



Highlights/ Parts2Clean & Surface Treatment

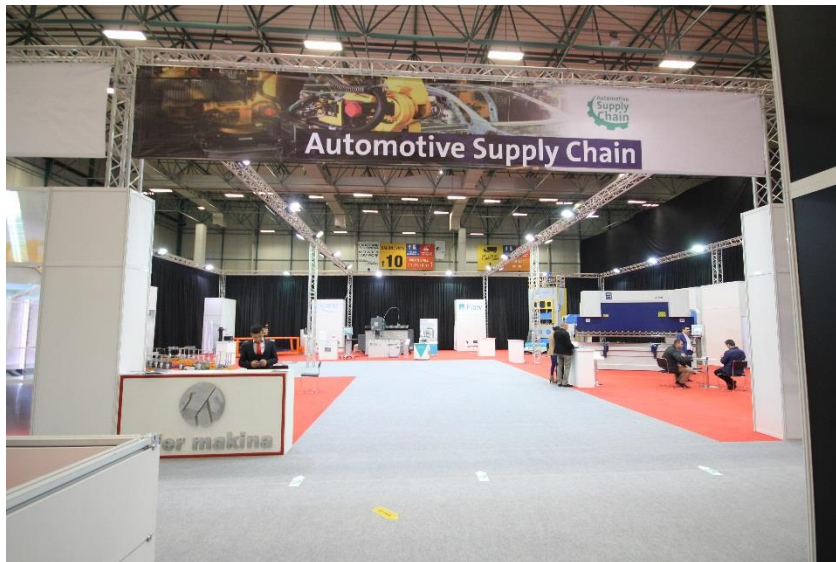
- Industrial part and surface cleaning technologies displayed altogether with the international pavilion created under the **parts2clean** brand within the framework of Surface Treatment Eurasia exhibition.



- Moreover, a forum was held on "Surface Treatment in the Metal Processing Industry" under the scope of Surface Treatment Eurasia with the collaboration of VDMA and GALDER. Over 2 days, the trends of the industry were discussed.

Highlights/ Automotive Supply Chain Area

- Making yet another innovation, WIN EURASIA Metalworking demonstrated the role of the metal and surface treatment industry in automotive production live on the production line to be created with the Automotive Supply Chain section.
- On an area over 600 square meters, the event addressed the automotive production processes stage by stage with presentation by companies:
 - Cutting - Dividing by MVD,
 - Processing by ELMALI,
 - Shaping by FLOW,
 - Welding and Connection Equipment by AKDENİZ MAKİNA,
 - Marking by FIBERLAST,
 - Painting and Surface Treatment by ZAFER MAKİNA.



Voices of the Exhibitors

- MARTIN PLATE**
Baust Stanztechnologie,
Business Development



“We’re here 2nd time in İstanbul at the show. For us it is very interesting part of the world for our business because our business is doing rotary punching which means we produce a lot of punched metal sheet that is used for building sector and building sector is booming industry here in İstanbul.

We are looking for new costumers and we have really so far very interesting contacts in the field of machine builders that make this kind of product with us. So we are looking for cooperations and we have seen very new context and we feel very happy being here and i think we take this as the springboard for new costumers in the Turkish market and the near East.”

- SERHAN SENYURT**
ERMAKSAN Metal Fabricating Machinery
Project & Coordination Executive,
Chief of International Sales



“We’ve been attending to the WIN Fairs for many years and our client portfolio have been increasing accordingly. The location of the fair – İstanbul is also another important factor for us. Also visitors from Europe, Middle East and North Africa are making us pretty satisfied. We managed to make brand new contacts and we have a chance to represent our products.”

Voices of the Exhibitors

- MEHMET YILDIZ**
EVM Welding,
Turkey Export Manager



“EVM was founded in 1957 in Mundersbach, Germany and entered to the Turkish market in 2003, then we founded the first office in Turkey in December 2015. It is our first time in WIN Metalworking and we are pretty satisfied with the results. We are also planning to WIN Metalworking next year as well.”

- KEREM BAŞARAN,**
Kemal Başaran Industrial Products



“Kemal Başaran Industrial Products are manufacturing sandpaper within its facilities in Balıkesir/ Turkey. This is our second attendance to the WIN Fair. We are pretty satisfied and happy about the interest for the fair so far. Today our big and important clients visited us on the fairground. We are both satisfied with the attendance and the marketing activities of the fair.”

Voices of the Exhibitors

- **SERKAN KARIŞAN,**
Kozanli Engineering (Schneeberger, Shimpo),
Technical Manager

The logo for Kozanli Engineering, featuring the word "KOZANLI" in a bold, serif font with a registered trademark symbol.

“Kozanli Engineering has been manufacturing linear motion system and protection systems. We’re having successful outcomes during the WIN Fairs. We are handling the business meetings both with our national and international contacts and we find the fair very beneficial.”

- **FİKRET ÖNAL, ZIPPEL**
Sales Executive

The logo for Zippel, featuring the word "ZIPPEL" in a bold, sans-serif font inside a blue rectangular border.

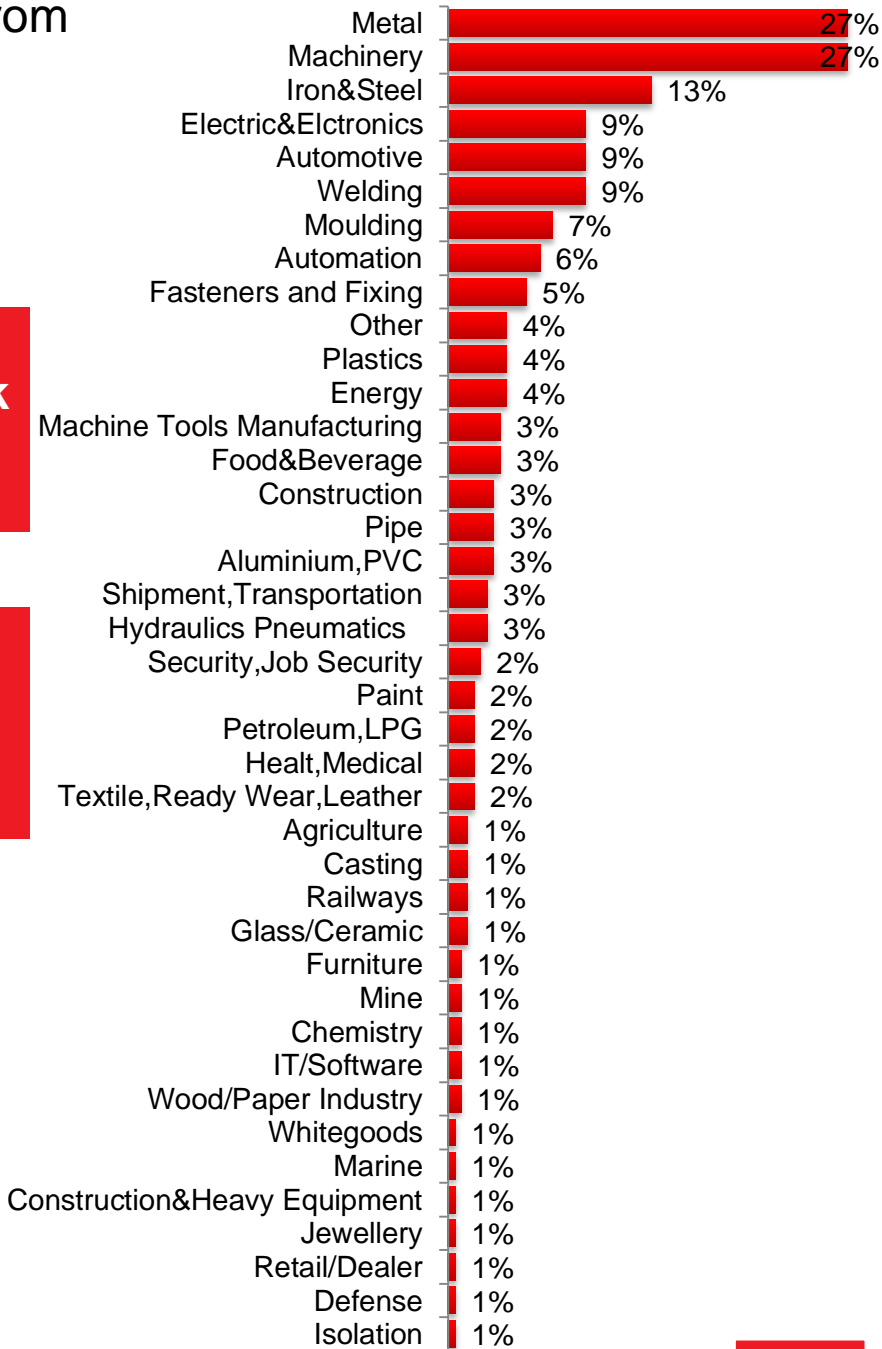
“As Zippel, we are manufacturing industrial cleaning technologies. We’ve been attending to WIN Metalworking Fair for two years. We are positioned under Parts2Clean and Surface Treatment Fairs and we are satisfied so far. Fair is getting more crowded and we are happy about it.”

Visitor Overview

- Professional visitors from 40 different sectors visited WIN EURASIA Metalworking.

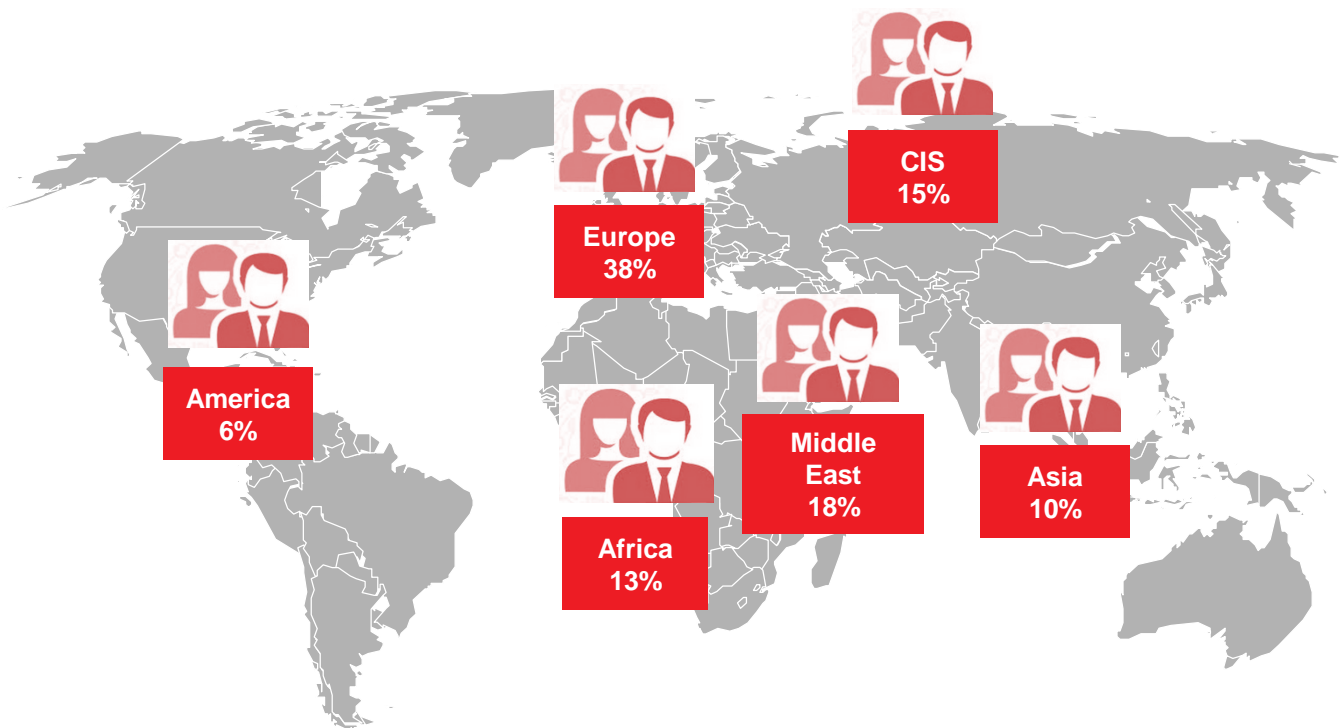
76% of private sector visitors work in manufacturing companies

75% of the visitors were final & joint decision makers



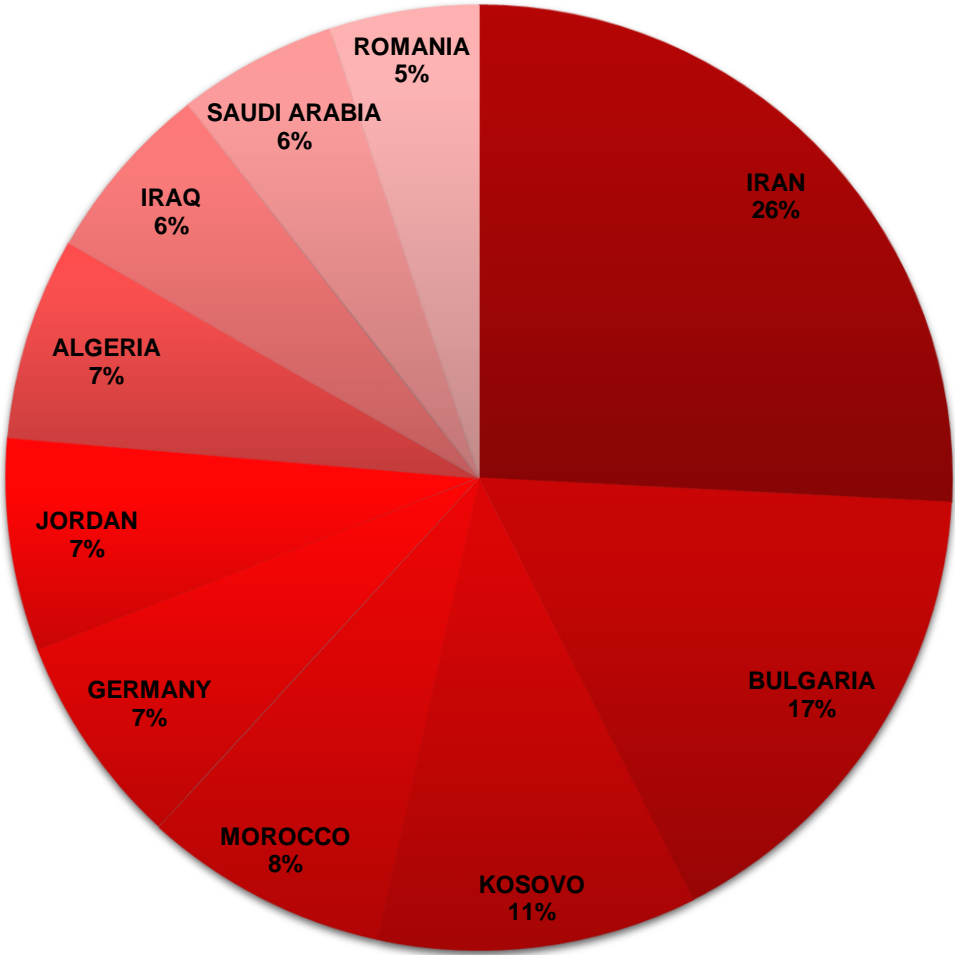
International Visitor Overview

- Although Turkey is interesting in its role as a customer market for WIN EURASIA Metalworking, the exhibition is targeting a much bigger market – the entire Eurasian economic region.
- Due to a wide range of international marketing activities and also to excellent travel connections, WIN EURASIA Metalworking 2016 reached and attracted visitors from the Middle East, Europe and as well other regions.



International Visitor Overview

TOP 10 COUNTRIES



Voices of the Multipliers

- Dr. SÜFYAN EMİROĞLU, MAKFED
(Turkish Machinery Federation),
Secretary General**



“We really observing the point of different sectors here. It’s a successful and crowded fair. I know that, we have visitors visiting from abroad, guests from another countries. Also local manufacturers will be satisfied with the fair. I wish this will be beneficial to our country and our industry.”

- Dr. HÜSEYİN HALICI, ENOSAD
(Industrial Automation
Businessman Association),
Chairman**



“WIN Fair is a very important platform especially for the machinists who provides industrial services, metalworking and for other companies that is working in the manufacturing sector. It’s an important fair which combines participants and visitors. The important thing is; metalworking companies, manufacturers have incredible contributions to the industry. They are the major institutions and organizations that affect the development of the industry. That’s why the participation is important to this fair.”

Marketing Activities Advertisements

Newspapers



TV



Radio



Digital Marketing



Ads on 4 national newspapers
55 sectoral magazines and SKYLIFE

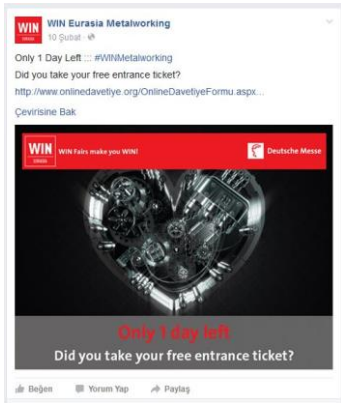
Ads on strip ads at national TV-channels: CNN Türk and NTV

Ads on 7 Radio channels like CNN Türk and NTV Radio, TRT Radio etc.

Banner ads on popular news portals such as Hürriyet, Habertürk, Sabah, Lig Tv etc. and google ads

Marketing Activities Advertisements

Social Media



Outdoor Ads



Interactive use of social media : Facebook, Twitter

Billboard at the entrance of Atatürk Airport and Sharjah Airport

Posters at organized industrial zones in Bursa, Ankara, Istanbul

Outdoor ads at high traffic density regions in Istanbul

Marketing Activities Delegations



REPUBLIC OF TURKEY
MINISTRY OF ECONOMY

- **International Delegations:** “Hosted Buyer Program” organized with the support of Ministry of Economy in 29 countries. Moreover, as a result of promotion works made in the target countries by Hannover Fairs Turkey, the exhibition brought together buyer delegation groups from Bulgaria, Lebanon, Kosovo, Slovenia, Saudi Arabia and Ukraine. Delegations attended WIN Eurasia Metalworking to build business contacts.
- Arabic, English, Persian, Russian invitations were provided to target visitors in sectors like Machinery, Automotive, Construction, Electrics Electronics.
- **National Delegations:** In cooperation with the Chambers of Industry and Commerce, Trade Associations, Federations and other institutions, 50 delegations from all around Turkey visited the exhibition. (i.e Adana, Afyon, Ankara, Bursa, Denizli, Eskişehir, Konya, etc.)

فلز کاری WIN یورو آسیا
برنده 3 تباره نمایشگاه بین المللی
فرماندهات صنعتی
15-12 فروری 2015
مرکز نمایشگاه بین المللی تهران
تهران - تهرانه
www.win-fair.com

Deutsche Messe WIN Eurasia
Surface Treatment
Metal Working
WIN Eurasia

Deutsche Messe
ایران: تهران، خیابان ولیعصر، پلاک 133، برج 8
کد پستی: 19145
تلفن: +98 212 234 88 34
www.deutsche-messe.com

شانس دیدار از نمایشگاه WIN
15-12 فروری 2015
مجموعه ولات و صنعتی که به نمایش گذاشته می شود

وین اوراسیا للأعمال المعدنية
3 معارض وین للتحقق الفوائد في
الصناعة التحويلية
15-12 فبراير 2015
مركز أوابا للمعارض والكونغرسات
تيسكون - تركيا
www.win-fair.com

Deutsche Messe
معارض وین لتحقق لكم الفائدة
Surface Treatment
Metal Working
WIN Eurasia

Deutsche Messe
أربعة طابق صيني الصناعة التحويلية والمعادن
التي تم إرفاقها بـ
www.deutsche-messe.com

معارض وین تحقق لكم الفائدة
15-12 فبراير 2015
المعدات والخدمات التي سيتم عرضها

Countdown to the WIN EURASIA Metal Working has started...
Have you made your online registration?

WIN EURASIA Metal Working
3 leading international trade fairs
for the manufacturing industry!
12-15 February 2015
TUVAP Fair Convention and
Congress Centre - Istanbul • Turkey
www.win-fair.com

FREE ENTRANCE VOUCHER

Deutsche Messe WIN Fairs Make You WIN
Surface Treatment
Metal Working
WIN Eurasia

Deutsche Messe
Hannover Messe Electronic Technology A.S.
Rüchelerweg 241
D-30559 Hannover, Tel. 051 9 194
fax 051 9 19294
Manchester/UK / Istanbul

Tel. +90 212 234 88 34
Fax: +90 212 234 88 34
www.deutsche-messe.com
www.tuvap.com

WIN Eurasia
Metal Working
12 - 15 February 2015
Product Groups

WIN Fairs Make You WIN

Supporters

National Associations and Public Institutions



Supporters

International Associations and Business Partners



BUSAN ECONOMIC PROMOTION AGENCY



CHINA COUNCIL FOR THE PROMOTION OF INTERNATIONAL TRADE



ITALIAN ASSOCIATION OF MANUFACTURING AND TRADING COMPANIES IN FLUID POWER EQUIPMENT AND COMPONENTS



JAPAN EXTERNAL TRADE ORGANIZATION



KITA - KOREA INTERNATIONAL TRADE ASSOCIATION



VDMA-GERMAN ENGINEERING FEDERATION



Internazionalizzazione e marketing territoriale

PROMOS



GERMAN ELECTRICAL AND ELECTRONIC MANUFACTURERS ASSOCIATION



Supporters Media Partners

National Media Partners



International Media Partners



Gallery

Show Highlights

Opening Ceremony



Dr. Andreas Gruchow
Deutsche Messe AG,
Member of the Managing Board



Martin Riester
VDMA- German Engineering Federation, Head of
Surface Technology,
Member of the Managing Board

Gallery

Show Highlights

Opening Ceremony



Levent Kavlak
ISAG - Work Health and Safety Professionals'
Association,
Chairman



Dr. Hüseyin Halıcı
ENOSAD-Industrial Automation Manufacturers'
Association,
Chairman



Zeki Kömürcü
Turkish Republic,
Labour & Social Security Ministry



Sevda Kayhan Yılmaz
MİB- Association of Turkish Machine
Manufacturers,
Chairman

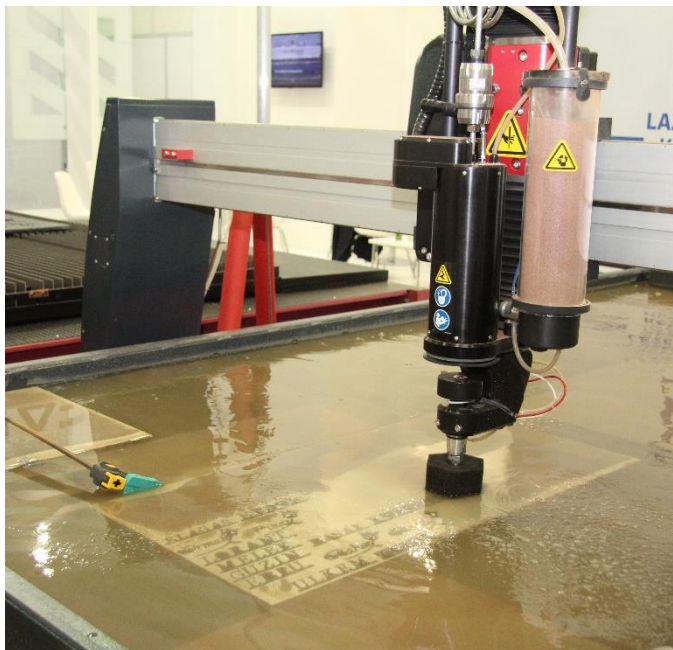
Gallery

Show Highlights



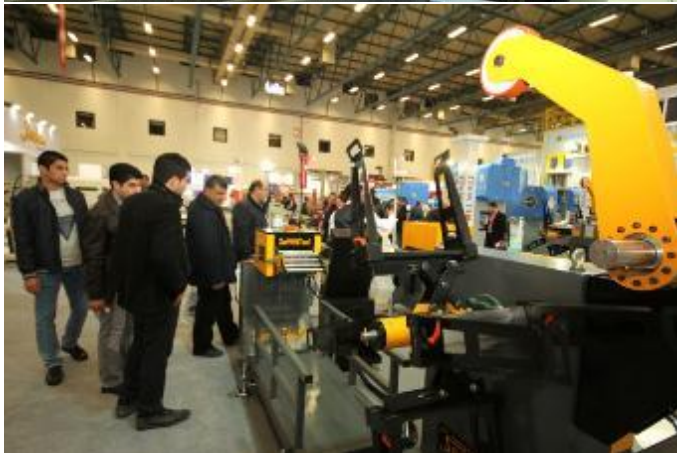
Gallery

Show Highlights



Gallery

Show Highlights



Gallery

Show Highlights



Gallery

Show Highlights




Gallery

Show Highlights



Online Newsletters Samples

WIN
FAIRS
Deutsche Messe



Save the Date! 11-14 February 2016 - Istanbul

WIN EURASIA Metal Working Fairs are opening its doors to the Eurasian manufacturing industry on February 11th-14th, 2016. Bringing leading manufacturers of sheet metal processing sector, WIN EURASIA Metal Working offers the opportunity to find all kind of metal working and surface treatment product and technologies under same roof.

If you have any questions or suggestions please contact us.
Tel. +90 212 334 6900

e-mail

Eurasia region, as a developing market has an increasing product diversity. In order to meet this product diversity, it is very important for the industry to invest in new machinery and parts. The use of advanced technology in sheet processing sector has an undeniable impact on good management of production chain, especially in the most important export sectors of Turkey such as defense, white appliances and automotive.

Success of WIN EURASIA Metal Working

Visitors	Exhibitors	Net exhibition area
29,016	622	16,953 sqm
From 70 countries	From 20 countries	

Anatolian Buyer Delegations

46 buses

from 22 different cities included Adana, Antalya, Ankara, Bursa, Denizli, Samsun, Konya, etc.


Visitor Profile

79%

From manufacturing companies

81%

Final/next decision makers



International Visitors Based on Continents

55%	25%	7%	1%	5%	7%
Europe	Middle East	Asia	America	Africa	OS


Effective media and marketing activities that are run together with the international network of Deutsche Messe AG offers exhibitors and visitors a unique business platform where they can share new technologies and information. A special department focused on visitor activities matches target countries and target sectors and meets our exhibitors with the right buyers through an effective and international event. We're inviting you to take your place at WIN EURASIA Metal Working, the most important manufacturing technologies exhibition of Eurasia, on February 11th-14th, 2016.

Hannover-Messe Bleijm Fuarçilik A.Ş. is a member of the Deutsche Messe Group.

edit or us
support

THESE FAIRS ARE ORGANIZED WITH THE PERMISSION OF THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY IN ACCORDANCE WITH THE LAW NUMBER 574
BOZKUR

WIN
FAIRS
Deutsche Messe



WIN EURASIA Metalworking
WIN Fairs make you WIN!

Metalworking and surface treatment industries is ready to meet with automotive industry, do not miss this important event...

Automotive Supply Chain 11-14 February 2016 - Istanbul

WIN EURASIA Metalworking continue to break new ground and demonstrate automotive manufacturing plant within the scope of metalworking and surface treatment industry.

Around 10 companies will display their solutions over 600 square meters area during 4 days. Main topics of this special area is:

- Cutting and Separation
- Treatment
- Forming
- Welding and Fasteners
- Stamping
- Paint and Surface Treatment
- Quality Control and Logistics

If you have any questions or suggestions please contact us.
Tel. +90 212 334 6900

e-mail

During WIN EURASIA Metalworking there will be guided tours twice a day. Do not forget to take your place!

Online registration is opened, do not forget to take your free entrance ticket.

WIN
FAIRS
Deutsche Messe

follow us!
BOZKUR

THESE FAIRS ARE ORGANIZED WITH THE PERMISSION OF THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY IN ACCORDANCE WITH THE LAW NUMBER 574
BOZKUR

Online Newsletters

WIN EURASIA WIN Fairs make you WIN!

Last 3 weeks
Did you take your free entrance ticket?

WIN EURASIA Metalworking

11-14 February 2016 - Istanbul

Eurasian Region's leading sheet metal processing, metalworking and surface treatment technologies fair, WIN EURASIA Metalworking, opens its doors to visitors with the industry's leading brands on February 11, 2016.

Do not miss that important event that offers different perspectives of the manufacturing process with Automotive Supply, Robotics and Parts2Clean special section.

If you have any questions or suggestions please contact us. Tel. +90 212 334 6900

[e-mail](#)

Please click to take your free entrance ticket for WIN EURASIA Metalworking that will be held at Tüyap Fair and Convention Center between 11 – 14 February.

Follow us!



THESE FAIRS ARE ORGANIZED WITH THE INSPECTION OF THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY IN ACCORDANCE WITH THE LAW NUMBER 5124.

WIN EURASIA WIN Fairs make you WIN!

WIN EURASIA Metalworking is opening the doors
Did you take your free entrance ticket?

WIN EURASIA Metalworking

11-14 February 2016 - Istanbul

Eurasian Region's leading sheet metal processing, metalworking and surface treatment technologies fair, WIN EURASIA Metalworking, opens its doors to visitors with the industry's leading brands on February 11, 2016.

Do not miss that important event that offers different perspectives of the manufacturing process with Automotive Supply Chain, Parts2Clean, Robotics and Safe@Work special section.

If you have any questions or suggestions please contact us. Tel. +90 212 334 6900

[e-mail](#)

Automotive Supply Chain

WIN EURASIA Metalworking continues to break new ground and demonstrates automotive manufacturing plant within the scope of metalworking and surface treatment industry. Around 30 core parties will display their solutions over 600 square meters area during 4 days.



parts2 clean

Parts2Clean: A showcase of latest surface technologies

Parts2Clean pavilion unites staged at the pretreatment and cleaning technologies under the banner of a strong brand. The media coverage of the pavilion and the visibility within the hall layout brings great benefits to the participants.

Robotics: Advanced manufacturing technology

The increasing significance of robotics in production process, utilization of robotics in different industries and future prospects will be discussed.

Robotics

safe@work

safe@work: Insights of Occupational Health and Work Safety

Sheet metal working and surface treatment industries are playing an important role in production stages, but they have the highest risk with regard to occupational health and work safety. In this regards, special presentation area called safe@work has been created.



Online registration is opened, do not forget to take your free entrance ticket.

Follow us!



THESE FAIRS ARE ORGANIZED WITH THE INSPECTION OF THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY IN ACCORDANCE WITH THE LAW NUMBER 5124.

Your Contact

Hannover Fairs Turkey Fuarcilik A.S.

Büyükdere Cad. Şarlı İş Merkezi
34394 Istanbul Turkey

National Sales

Belkis Ertaşkın

Deputy General Manager
Tel. +90 212 334 6930
belkis.ferron@hf-turkey.com

Derya Arslan

Project Director
Tel. +90 212 334 6984
derya.arslan@hf-turkey.com

Hamit Özaras

Project Manager
Tel. +90 212 334 6914
hamit.ozaras@hf-turkey.com

Baran Özdek

Project Manager
Tel. +90 212 334 6905
baran.ozdek@hf-turkey.com

International Sales

Christoph Schöllhammer

Project Director
Tel. +49 511 89 31422
christoph.schoellhammer@messe.de

Imke Selle

Project Manager
Tel. +489 511 89 31423
imke.selle@messe.de

Georg Bercker

Sales Director
Tel. +49 511 89 34223
georg.bercker@messe.de

Marketing

Elif Kaya

Head of Marketing
Tel. +90 212 334 6912
elif.kaya@hf-turkey.com

Cemre Uludere

Corporate Communications Manager
Tel. +90 212 334 6948
cemre.uludere@hf-turkey.com

Yeşim Yılmaz

Visitor Promotions Manager
Tel. +90 212 334 6971
yesim.yilmaz@hf-turkey.com

09 – 12 February 2017

Tüyap Fair Convention and Congress Center

Save the date for next shows!