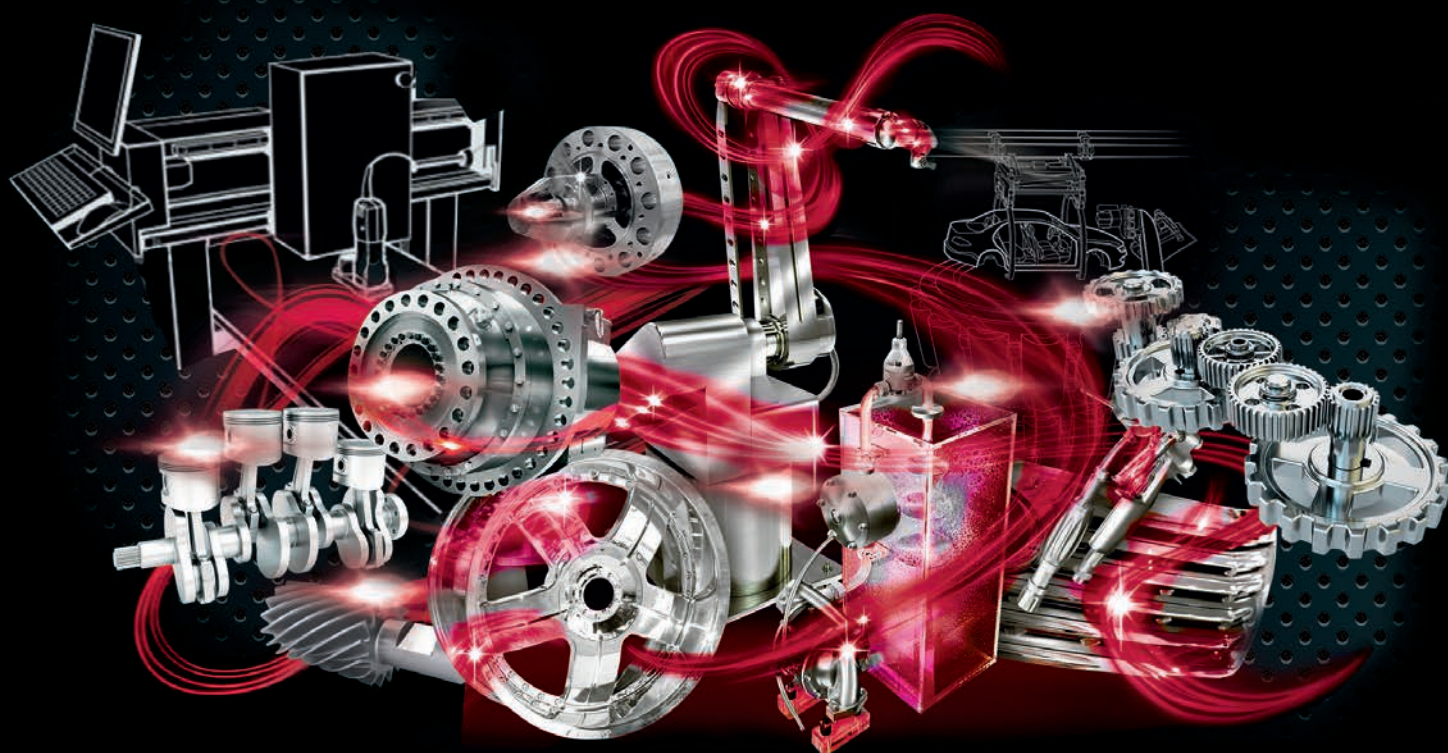


WIN EURASIA Metalworking

Unique platform for the sheet metal
processing industry

11 - 14 February 2016
**TÜYAP Fair Convention and
Congress Centre**
Istanbul ■ TURKEY

www.win-metalworking.com



Deutsche Messe

Surface
Treatment

EURASIA

Metal
Working

EURASIA

WIN

EURASIA

Welcome to Eurasia's Leading Industry Event

Turkey is a convenient networking hub that brings together manufacturers and buyers with its easily accessible and strategic location in the center of Asia, Europe and Middle East. With a population of 77 million people, Turkey is not only a promising and favorable market, but it also provides access to a huge market of 750 million people considering its neighboring countries.

Planning to achieve 100 billion USD' worth of export, the machine industry plays a major role in the course of action of Turkey, a country which aims to achieve an export volume of 500 billion USD by 2023 and to rank among the top 10 economies worldwide. As organizers of WIN EURASIA Metalworking, the leading manufacturing technologies exhibition of Eurasia, we are contemplating and planning how we can contribute more to such development.

With effective press and marketing activities conducted with an international communication network owned by Deutsche Messe AG, we offer a unique business platform to exhibitors and visitors where they can share new technologies and information. We conduct matchmaking for target countries and target industries using a special department that focus on visitor organization, and introduce our exhibitors to the right buyers within an effective and international event.

Known as the metal processing and metal forming exhibition of Eurasia, WIN EURASIA Metalworking Exhibition offers a compact view on the metal processing operations chain together with surface processing technologies.

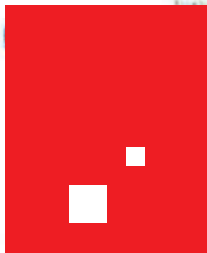
We are inviting you to participate WIN EURASIA Metalworking to be held on February 11th to 14th, 2016.

Best regards,



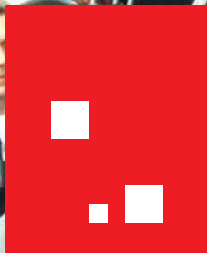
Alexander Kühnel, General Manager, Hannover Messe Bileşim Fuarçılık A.Ş.

Opportunities of WIN EURASIA Metalworking



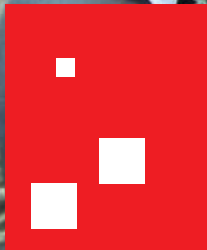
The ideal platform with high synergy

Bringing important exhibitions of the manufacturing industry together under the same roof, WIN EURASIA Metalworking Fairs offer the opportunity to reach a wider customer portfolio in a wide range of industries. The exhibitors of our shows are potential customers of the other shows.



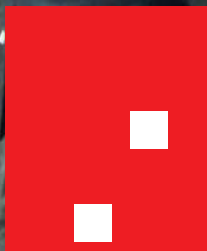
Reach high-potential markets and quality visitors

WIN EURASIA Metalworking Fairs offer unique opportunities with its proximity to growing and high-potential markets like the Balkans, Middle East, Africa and Central Asia. 84% of 2014 visitors were from these regions.



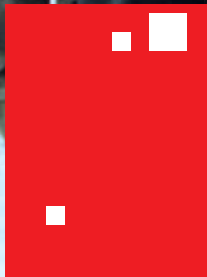
Meet high-level decision-makers

81% of visitors were final & joint decision makers. 79% of the visitors represent manufacturing industry and top visitor sectors were Metal Industry, Iron and Steel, Machinery and Automotive.



Unique cooperation opportunities

Industrial Activities, which are organized concurrently with the fairs, and Buyer Delegation Programs, which are held with important corporations, help you to generate new business.



High level of cooperation with national and international media

Through the international network of Deutsche Messe and Hannover Fairs Turkey, it offers promotion advantages in different platforms and the opportunity of meeting with the right customers. Advertisements and inserts in 27 important newspapers, business & economy magazines and travel magazines; TV advertising on business channels and radio broadcast campaigns at popular radio stations with 4.000 seconds.



■ Turkey is currently the fastest emerging market of Europe and OECD. Turkish GDP grew by 2.2% in 2012, 4% in 2013 and 2.9% in 2014. The average growth rate in the last decade was 5%, the fastest among the OECD countries, which grew at an average of 1.7%. OECD estimates that Turkey will be the third highest growing country after China and India by 2017 and will surpass India after 2017 to become number two.

■ Turkey has risen to become Europe's largest home appliances manufacturer. Turkey's largest white goods export market is Europe which is led by the UK, France and Germany. Turkish brand Beko is the second largest white goods brand in Western Europe, and one of Europe's fastest growing large home appliance brands.

Significance of Turkey

■ Within 4 hours of flying distance, Turkey has access to 1.5 billion customers in Europe, Eurasia, the Middle East and North Africa and to markets with a total \$25 trillion GDP.

■ Turkey's export volume was \$158 billion in 2014, more than quadrupling since 2002.

■ There are currently 145,000 Turkish entrepreneurs operating in Europe, employing 627,000 people and running €63 billion worth of businesses.

■ Turkey is the number one TV manufacturer in Europe. Turkey's Vestel and Beko brands account for over half of all TV sets manufactured in Europe.

■ Turkey is the largest commercial vehicle and second largest bus manufacturer of Europe and the 16th biggest motor vehicle producer of the world. In 2012, 1.1 million vehicles were produced in Turkey, 66% of which were exported. Today, there are 17 companies including Fiat, Honda, Hyundai, Renault and Toyota, Mercedes-Benz and M.A.N manufacturing various types of vehicles in Turkey. Turkey also provides autoparts for brands such as GM, Mercedes, BMW, Opel, Toyota, Fiat and Ford. (OSD)(Mol)

■ Turkey is one of the world's biggest markets with a population of 78 million and a labour force of 29 million. Half of the population is under the age of 30. Turkey has the highest youth population and 4th largest labour force compared to EU-27 countries.

■ Turkey is the world's 16th and Europe's 6th largest economy. According to ING's "Turkey in 2041" report, Turkey will be the world's 12th biggest Economy by 2041.

■ Starting a business in Turkey takes an average of 6 days, compared to the world average of 30.6 days, MENA average of 23 days and OECD average of 12 days.





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.



Meeting spot for the manufacturing industry



Robotics

Robotics: Advanced manufacturing technology

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



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.



Visitor Profile

79%

from manufacturing companies

81%

final&joint decision makers

Anatolian Buyer Delegations

46 busses

from 32 different cities included
Adana, Afyon, Ankara, Bursa,
Denizli, Eskişehir, Konya, etc.

Visitors

29,016

from 70 countries

Net exhibition area

16,953 m²

Exhibitors

622

From 30 countries

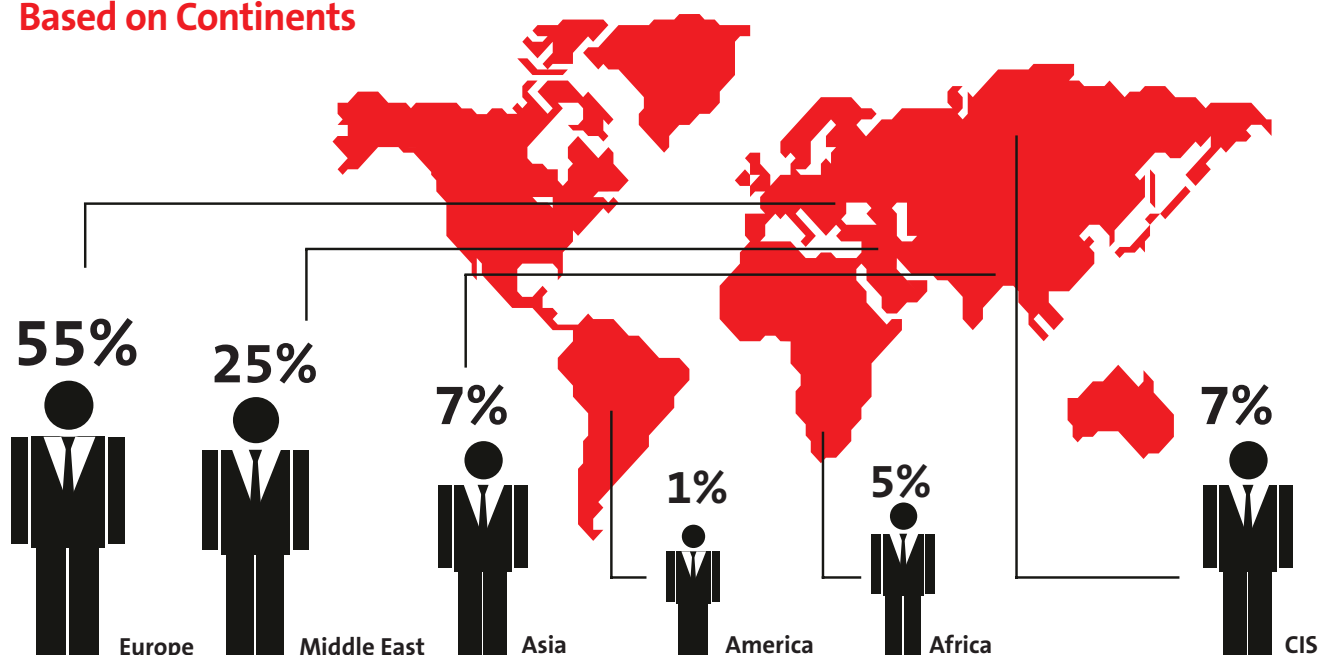


Success of WIN EURASIA Metalworking

The most important industrial meeting in Eurasia

Capture new markets and meet highly qualified visitors and buyer delegations coming from surrounding regions especially from Balkans, Central Asian, Middle Eastern and African markets.

International Visitors Based on Continents



Top 10 visitor sectors



Testimonials

SİNAN ATEŞ, Schuler Pressen, Key Account Manager

"We participated at the fair for the first time this year and established good contacts in İstanbul and around. We're also considering participating at the fair in upcoming years."

Friedrich Wagner, VDMA, Country Manager

The German pavilion is organized since the beginning of WIN EURASIA in 2002, every year we have a German pavilion here supported by the German Government. The German exhibitors are very satisfied with the WIN EURASIA Metalworking 2015 they have a lot of old contacts to be renewed and very very successful contacts with new customers. There will be thoughtful further cooperation in the Turkish companies and most of them will also come next year to WIN EURASIA Metalworking.

Igor De Marchi, MG S.r.l., Export Sales Department

We expect from this exhibition to break the Turkish market with our products finding customers who are involved in oil and pipe gas industries, wind towers production, all the industries which are involved in construction who needs blades and section bending machines for their needs. We are satisfied about this exhibition and this year we found out a lot of good customers and a lot of contacts and we hope to have a good continuation of this experience.

DOĞAN ÖZDEN, ATLAS CNC Makina:

"Our company is operating in the machine industry for 12 years. We participated at the WIN EURASIA Metalworking Fair for the first time. The fair was very successful for us, we're pleased with it. We thank those who organized this exhibition."

UĞUR BAYRAM, Eczacıbaşı-Lincoln Electric Askaynak:

"We have been participating the WIN exhibition, which is the major meeting points of our industry for years. Even though the demand for exhibitions seem to diminish with the development of the internet, the exhibitions are still critical for our industry. Here we have the opportunity to present our innovations and services. We have been very satisfied with the visitors this year. We made a lot of potential national and international business contacts. The exhibition also enabled us to see our competitors in the industry and to make a benchmark with them. I think it was a good marketing activity that was worth its cost."

Participation Options

OPTION 1

222 Euro / sqm

Registration Fee: 250 Euro

Minimum 12 m²

* The prices are subject to 18% V.A.T



OPTION 2

248 Euro / sqm



Registration Fee: 250 Euro

Space (Minimum 12 m²) and Shell scheme stand including:

- Side and rear walls
- Carpet
- 3 chairs and 1 table
- Fascia board with company name
- Electrical Socket (Monophase)
- Spot lights (100/3m²)

* The prices are subject to 18% V.A.T

OPTION 3

274 Euro / sqm

Registration Fee:

250 Euro

Space (Minimum 12 m²) and Special Design Shell Scheme Stand including:

- Side and rear walls
- Carpet
- 3 chairs and 1 table
- 1 waste bin
- 1m x 1m lockable storage room
- Fascia board with company name
- Electrical Socket (Monophase)
- Spot lights (100/3m²)

* The prices are subject to 18% V.A.T



THEME PAVILION:

Take advantage of all the benefits that come with a joint presentation under a common flag!

Industry associations, national or regional business development corporations, government institutions or sectoral groups: Showcase related topics in style by creating an own Pavilion!

308 Euro / sqm

Registration Fee: 250 Euro

- Stand rear and side walls
- Carpet
- 3 chairs and 1 table
- 1 info desk
- 1m x 1m lockable storage room
- Fascia board with company name



- Electrical Socket (Monophase)
- Spot lights (100/3m²)
- Daily stand cleaning services
- Lounge area with beverage services (tea, coffee and soft drinks)

* The prices are subject to 18% V.A.T

INHOUSE INDIVIDUAL DESIGN CONCEPTS DIFFERENTIATING YOUR STAND

Hannover Fairs Turkey Fuarçılık A.Ş. Inhouse Design Department offer prestigious and economical exhibition stands. INHOUSE Design is a department of Hannover Fairs Turkey Fuarçılık A.Ş. and founded to meet your demands on stand design and assist you in both national and international exhibitions.

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Our services as INHOUSE Design:

- Modular stand design and application
- Maxima stand design and application
- Custom made stand design and application
- Product design
- Architectural applications

INHOUSE provides anything and everything about design!

Supporters





Deutsche Messe

Industrial Events Worldwide



MWCS
November 3-7, 2015
Shanghai, CHINA



MWCS
November 8-12, 2016
Shanghai, CHINA



December 9-11, 2015
New Delhi, INDIA



April 25-29, 2016
Hannover, GERMANY



2016
Stuttgart, GERMANY



September 2016
Caxias do Sul, BRAZIL



October 2016
Yekatarinburg, RUSSIA

WIN - World of Industry



17-20 March, 2016
Istanbul, TURKEY



17-20 March, 2016
Istanbul, TURKEY



17-20 March, 2016
Istanbul, TURKEY



17-20 March, 2016
Istanbul, TURKEY

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Supported by



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REPUBLIC OF TURKEY
MINISTRY OF ECONOMY



| Conferences | Company and Product Presentations
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THIS FAIR IS ORGANIZED WITH THE INSPECTION OF THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY IN ACCORDANCE WITH THE LAW NUMBER 5174