



World of
Industry
PART I

EURASIA



Metal
Working

EURASIA



**WELCOME TO THE
WORLD OF METAL WORKING!**
Istanbul, 2 – 5 February 2012

WIN – World of Industry Part 1

02 - 05 February 2012

World of
Industry
PART I

EURASIA



3 leading international trade fairs for the manufacturing industry
in the growth market Turkey, Eurasian and Middle Eastern region!



WIN – World of Industry Part 1 offers an excellent platform to present your products and services to professional visitors from all sectors of industry. After a huge success in 2011, WIN will continue to be a platform for new business contacts, new technologies used at all stages of production and unique opportunities to reach your target markets.



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Clear Structure!

A benefit for both exhibitors and visitors

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- **The Turkish Metalworking sector is getting more and more important and dynamic:**
Since 2001 there has been a positive development of a worldwide competitive industry production. The Turkish machine and plant construction industry is expected to start recovering from the effects of the global economic crisis in 2011. This development is powered by a rising demand for high quality goods and high tech industry supply. Lots of industrial plants in the fields of automotive, consumer electronics and electrical appliances need to be modernised for that.
- **A better and more distinct show profile by focusing on the specialised trade show "Metalworking Eurasia":**
It is more logical in respect to the surrounding production and process supply chain (esp. Welding, Surface Treatment).
- **The synergies that lie in between the trade fairs Metalworking, Welding and Surface Treatment:**
Today the largest proportion of value added in joining industries is created by applying joining technology to key markets for suppliers of metal cutting and forming machinery.
- **The clear show profile allows specialised targeted visitor marketing:**
Competent, professional and decisive visitors are



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Product Categories

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Metalcutting

- Turning machines and automatic lathes
- Drilling machines
- Boring machines
- Milling machines
- Machining centers
- Flexible manufacturing cells and systems
- Grinding machines
- Tool grinding machines
- Gear cutting machines
- Sawing machines, saw blades, parting-off grinders
- Honing, lapping, polishing machines
- Deburring machines
- Surface finishing machines
- EDM machines, metal-removing machine tools

Metalforming

- Sheet metal working machines
- Presses
- Forging machines
- Rolling machines
- Bar, section and tube working machines
- Wire forming machines
- Metal forming (massiv) machines
- Metal spinning and flow forming machines
- Material treatment
- Raw material

Parts, components, accessories and services

- Industrial electronics, controllers and drives
- Material handling and material flow, assembly, handling
- Storage and transport automation
- Hardware
- Software for industrial applications
- Machine elements, mechanical, hydraulic and pneumatic components
- Lubrication and cooling, disposal
- Service providers, associations, publishers, engineering offices

Precision tools, tool and mould making

- Abrasive tools
- Tooling systems & devices
- Tool presetters & balancing
- Jig & fixture, engraving machines
- Injection moulding machines, extruders
- Injection & compression moulds, hotrunner system
- Injection moulding tools for thermoplastics
- Blow moulding moulds

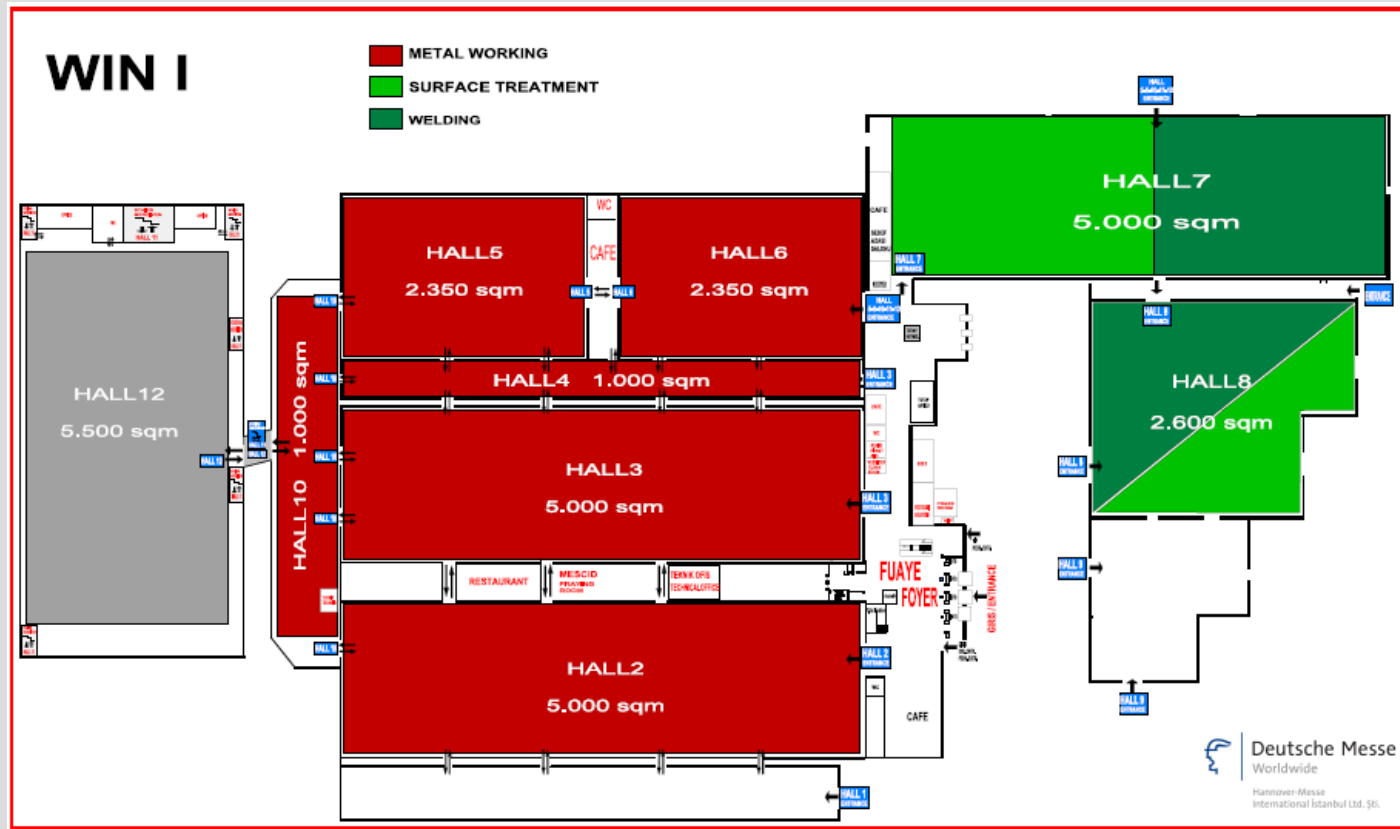
Measurements and testing, quality assurance

- Displacement and distance measurement
- Angle and inclination measurement
- Surface measurement, profile and shape measurement
- Three-dimensional measuring machines
- Coordinate and multicoordinate measuring machines
- Measuring robots
- Laser measuring equipment, optical measuring and testing instruments
- Hardness testing machines
- Testing machines for tensile, compression, bending
- Impact testing machines
- Surface testing machines
- Quality assurance software
- Quality information and control systems
- Acquisition of measured data
- Diagnostic systems and test data evaluation
- Automation of test sequences

New Halls!

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New Marketing Concept!

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Intensive promotion of the exhibition through;

- Deutsche Messe AG representatives in more than 80 different countries
- Leading sectoral publications in Turkey and in Asian, North African, Balkanian, Caucasian and Middle Eastern markets
- Commercial counsellors in target countries
- Direct post and electronic mailings to local and international industry professionals
- Advertorials in daily newspapers, TV & Radio channels
NTV, CNBC-e, Habertürk, Kanal 24, TGRT Haber, CNNTürk etc.
- Chambers of commerce and industry
- Non-Governmental Organizations

Intensive promotion of the exhibitors through;

- TV Interviews during the fair
- Press releases in press room
- Digital show catalogue
- Private web page on official web site
- Indoor & outdoor advertising options



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High Qualified Visitors!

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International visitors by region

Orta Doğu Middle East	39 %
Batı Avrupa West Europe	27 %
Balkanlar Balkans	16 %
Afrika Africa	16 %
Asya Asia	4 %
Diğer Other	2 %

 Exhibitor
 Visitor



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Ideal platform for shaking hands!

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■ Hosted Buyer Program – supported by



■ International Cooperation Days

■ b2fair Matchmaking Activity & Smart Appointment System

■ Anatolian Delegations Program

■ Industrial Activities Summit

■ Partner Country Concept

Exhibition Review

- 685 exhibitors, 307 co-exhibitors from 15 countries
- 44,938 visitors from 55 countries
- 24,390 sqm net exhibition area
- 76 supporter organizations
- 80 media supporters



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