



**WIN**  
World of Industry



# WIN in Eurasia



PART 1

04-07 February 2010

**MACHINERY '10**

15th Machine Components and Metal Working Fair

**WELDING '10**

10th Joining, Welding and Cutting Technologies Fair

**SURFACE TREATMENT '10**

4th Surface Treatment Technologies Fair

**MATERIALS HANDLING '10**

9th Materials, Handling and Logistic Fair

7 leading international trade fairs for the manufacturing industry in the growth market Turkey, Eurasian and Middle East region

Your gateway to Eurasia...

TUYAP Fair Convention and Congress Center  
Büyükdere-İstanbul/TURKEY

**INDUSTRIAL ACTIVITIES SUMMIT**  
| Conferences | Company and Product Presentations  
| Panels | Corporate Activities | International Activities

ORGANIZER



FREE ENTRANCE VOUCHER

[www.win-fair.com](http://www.win-fair.com)



PART 2

25-28 February 2010

**OTOMASYON '10**

17th Industrial Automation Fair

**ELECTROTECH '10**

11th Energy, Electric and Electronic Technologies Fair

**HYDRAULIC & PNEUMATIC '10**

7th Fluid Power Technologies Fair

## **WIN 2010: Center of New Technologies and Business**

WIN - World of Industry offers an excellent platform to present your products and services to professional visitors from all sectors of industry.

In 2010, WIN - World of Industry will continue to be a stage for new business contacts, new technologies and complete solutions used at all stages of production.



### **•New markets**

WIN is a magnet for industrial technology users. It is your chance to exploit the potential of your company and product portfolio and to develop new market openings.

### **•New contacts**

Representatives from industry, science and government come to Istanbul to gather information and build networks. Take this opportunity to identify new users for your ideas and solutions

### **• New customers**

The majority of the professional visitors come to Istanbul with the firm intention to invest. By presenting your company at WIN, you have the opportunity to clinch profitable business deals.

### **• New networks**

7 trade shows plus around 200 lectures and presentations are a fertile ground for product innovations. Gear up your company to the challenges of the future and build new networks at the highest level.

## **No other trade fair in Eurasia is a meeting point of ;**

- **1.358 direct exhibitors**
- **221 direct international exhibitors**
- high international participation from **70 countries worldwide**
- around **114.000 trade visitors**
- country pavillions of **Germany, South Korea, Egypt, Italy** and an international pavillion
- **68 associations** and **89 trade publications** supporting the fair

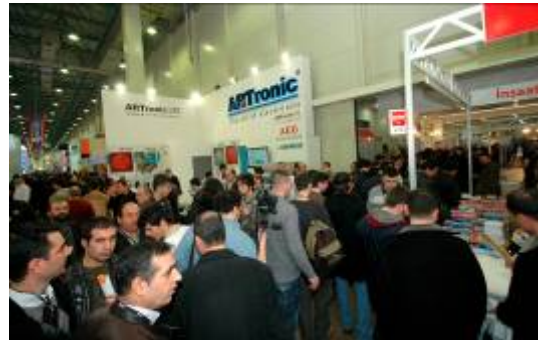


Exhibitors of WIN – World of Industry have the opportunity to display their products directly to top decision makers from all over the world.

**Meet with decision makers;**



\* Based on survey results

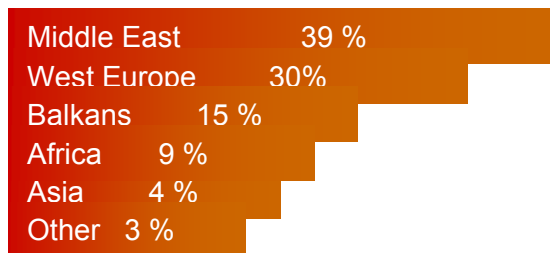


WIN – World of Industry enables you to get closer to fast-growing markets in Eurasia and Middle East.

**National Visitors by Region**

Region	Visitor Number
Marmara	87.774
Aegean Region	5.699
Mediterranean Region	2.279
Middle Anatolia	12.539
Black Sea Region	3.419
Southeast Anatolia	1.368
East Anatolia	911

**International Visitors by Region**



**WIN - World of Industry Experiences**

As our company is focusing on the Turkish and the Middle East market, we found some very good relations with trading companies visiting the fair. We were quite pleased to see many visitors from Iraq, Iran, Syria, Jordan and Egypt, which are our target markets as well. We already received an order from a customer on our stand and are expecting two visit from prospect Turkish customers. Other exhibitors' stands were also very interesting as we are looking for some suppliers. “

Eng. Maria Georgieva, Sales and export manager, NIKDIM Ltd., Bulgaria,

WIN – World of Industry evolved into a key platform for Turkey and the Eurasian Region over the years. This impression was proved once again this year, if you look at the the selection of partner country Egypt and the large number of trade visitors from neighboring countries.

Norbert Bude, Lord Mayor of Mönchengladbach, Germany

## *Ideal platform for shaking hands*

WIN – World of Industry offers a great opportunity for networking with the companies from Europe, Eurasian and Middle Eastern regions. Matchmaking activities and special programs will enable you to build business connections with your target groups.

### **Business Cooperation Days**

The buyers, related associations, officials from governmental bodies used the “Business Cooperation Days” as a platform to have face to face meetings with WIN exhibitors.

In frame of Business Cooperation Days, the markets of **Egypt, Iran, Syria and Ukraine** were in focus last year.



### **Support of Undersecretariat of the Prime Minister for Foreign Trade**

WIN – World of Industry attracts a significant number of international buyers. With the support of DTM – Undersecretariat of the Prime Minister for Foreign Trade - buyers from **Albania, Azerbaijan, Tunisia, Mauritania and Russia** came to visit first phase of WIN 2009.

### **Eurasian Business Partner**

“Eurasian Business Partner” program targets to create a platform for developing economic relations between partner countries. As being the business partner of the year 2009, governmental officials, companies and buyer delegations from **Egypt** came to WIN – World of Industry and held many meetings with the companies operating in Turkey and Eurasian Region.

## *WIN 2009 Buyer Delegations*



Albania



Azerbaijan



Egypt



Iran



Mauritania



Syria



Russia



Tunisia

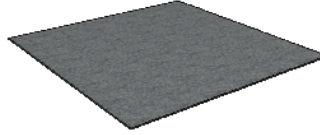


Ukraine

## Conditions of Participation

### Option I

Stand Space Only



195 €/m<sup>2</sup> + 18% VAT  
Minimum 12 m<sup>2</sup>

### Option II

Space and Shell scheme stand including:

Side and rear walls

Carpet

3 chair and 1 table

Fascia board with company name

Electrical Socket (Monophase) and

2 KW electricity consumption included

Spot lights (100/4m<sup>2</sup>)



220 €/m<sup>2</sup> + 18% VAT  
Minimum 12 m<sup>2</sup>

### Option III

Space and Special Design Shell Scheme

Stand including:

Side and rear walls

Carpet

3 chair and 1 table

1 waste bin

1m x 1m lockable storage room

Fascia board with company name

Electrical Socket (Monophase) and

2 KW electricity consumption included

Spot lights (100/4m<sup>2</sup>)



245 €/m<sup>2</sup> + 18% VAT  
Minimum 12 m<sup>2</sup>

## Organizer



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