WIN EURASIA 2020
Industry 4.0 Festival Area
Concept

12 – 15 March 2020
Istanbul / Turkey
win-eurasia.com      #wineurasia

NEW!
5G
Special Area

WIN EURASIA
WIN THE FUTURE!

Deutsche Messe
6 leading industry fairs are under one roof
WIN EURASIA 2020
WIN EURASIA 2020
– Most important buyers all at one place

Leading trade fairs of the Eurasia region will bring together all components of the manufacturing industry in the 2020 event.

CeMAT EURASIA, Industrial Energy Systems EURASIA, IAMD EURASIA, Metalworking EURASIA, Surface Technology EURASIA and Welding EURASIA fairs will present all related components of the manufacturing industry to the visitors with a 360 degree point of view.

WIN EURASIA 2020, which will host the leading manufacturers of the sector, provides a compact overview of automation, electricity, electronic, energy, hydraulic & pneumatic, intra-logistics, materials handling, sheet metal processing, surface treatment and welding technologies.
More than an exhibition – WIN EURASIA 2020 showcases the industry of tomorrow!

The world’s industrial giants competed to exhibit their latest technologies at the exhibition with its special areas and new applications offered as part of a new concept focusing on Industry 4.0. International companies exhibited their robot and automation technologies, IT solutions and software as well as network platforms at WIN EURASIA, which gathered all components of 360 degree manufacturing industry. Technology investments have gained momentum with collaborations realized by Turkish industrialists in the exhibition organized with the concept of Industry 4.0. The visitors of WIN EURASIA had the opportunity to closely experience the technological developments such as automation, digitalization, IoT, augmented reality and layered production. Over all halls, especially in Hall 14, many exhibitors showcased Industry 4.0 the industry of tomorrow. WIN EURASIA 2020 will be another step into the future for sure.
Istanbul became the world’s industrial giants’ meeting point with WIN EURASIA 2019

Visitor overview

Top 5 visitor countries
- Iran
- Bulgaria
- China
- Russia
- Germany

Top 5 exhibitor countries
- China
- Germany
- Taiwan
- South Korea
- Italy

Top 5 visitor occupations
- Engineer
- Management
- Technicians
- CIO & IT
- Planning

Events
- 51 Panels
- 156 Speakers
- 34 Session

Exhibitor overview

- 96% overall exhibitor satisfaction
- 96% of exhibitors are satisfied with the number of new contacts created
- 82% of exhibitors will recommend WIN EURASIA to a friend / colleague

Net Exhibition Area

33,110 sqm

Success of WIN EURASIA 2019

Exhibitors
1,376
from 20 countries

Visitors
77,403
from 111 countries
Discover the smart production technologies of the future at Industry 4.0 Festival Area!

5G technologies, virtual product development (PLM), enterprise resource planning (ERP), production control, data analysis, digital supply chain and value-added production are the main themes of the Industry 4.0 Festival Area.

Moreover, cloud technology and industrial security, artificial intelligence, machine learning and communication (M2M), digital twin, Industrial Internet of Things (IIoT), VR/AR and Big Data Management, Additive Manufacturing and Digital Process Automation technologies contribute to the Industry 4.0 Festival Area.

Visitors will reach all the target audience under one roof. WIN EURASIA attracts more than 77,000 trade visitors. In short, the Industry 4.0 Festival Area is a special platform visited by top CIO/CTO decision makers.
>77,403 trade visitors
incl. >18,500 (Industry 4.0 Festival Area) decision-makers
“WIN EURASIA 2019 is a very well organized and distinguished exhibition parallel to our goal for increasing the share of Turkey’s high technology products in manufacturing industry as well as its export.”

Mehmet Fatih Kacır
Deputy Minister of Industry and Technology of Turkey
Industry 4.0 Festival Area at WIN EURASIA 2020 – The biggest trends driving the industrial transformation in Turkey’s economy

At Industry 4.0 Festival Area, industry decision-makers can find the software and IT solutions they need for the digital process. This special area embraces the entire value chain and supply chain - and in 2020 will focus on four key trends in intelligent production that are of particular interest to industrial users.

The Industry 4.0 Festival Area meets entire value chain and digital supply chain management needs.

- 5G Special Area
- WIN 4.0 Application Park
- Digital Factory-IIoT
- Smart 4.0 Manufacturing Line
WIN the Future – Industry 4.0 Festival Area now in Hall 1

Industry 4.0 Festival Area: incl. Industry 4.0 Forum Area

- 5G Special Area: 198 sqm.
- Smart 4.0 Manufacturing Line: 156 sqm.
- WIN 4.0 Application Park: 234 sqm.
- Digital Factory - IIoT: 372 sqm.
- Industry 4.0 Forum Area: 285 sqm.

Total Industry 4.0 Festival Area: 1245 sqm.
Dr. Hüseyin Halıcı / President, Industrial Automation Industrialists’ Association

Machines will never replace people. Because emotion is the difference between human and machine. So it is not right to give a feeling to the machine. Because it’s not natural. It cannot replace human for it, but it will replace human in the works we will physically work. We seen the first steps of this at WIN EURASIA. Everything from robots to self-contained machines on display at WIN EURASIA.

Industry 4.0 Festival Area Product Groups:

- Industrial IoT
- Artificial Intelligence
- Augmented Reality & Virtual Reality
- Cloud & Big Data Management
- Additive Manufacturing
- Digital Twin
- Logistics 4.0
- Product Life Cycle Management
- Virtual Product Development
- Enterprise Resource Planning
- Machine Learning & Communication
- Industrial Security
- Supply Chain Management
- 5G Technologies
- Smart Manufacturing Solutions

Click the link for Wearable Technologies
WIN 4.0 Application Park – Marked the way for digital transformation in the industry

WIN 4.0 Application Park for robot manufacturers, IT systems integrators, logistics 4.0 solutions and industrial image processing is an attraction for visitors at WIN EURASIA 2020.

WIN 4.0 Application Park is a showcase for smart cameras, image processing equipment and other digital innovative solutions. This is your chance to demonstrate the potential of your mobile robots and autonomous systems.

WIN 4.0 Application Park

Companies that are planning to see the latest Industry 4.0 solutions should head straight for Industry 4.0 Festival Area. WIN 4.0 Application Park has become an application area for suppliers and users of robots/cobots, automated guided vehicles, factory automation. The key players come here to present their ideas for Industry 4.0.

Efficiency solutions is high up on the WIN 4.0 Application Park.

WIN EURASIA 2020 Industry 4.0 Festival Area: Smart 4.0 Manufacturing Line will include applications that provide different stakeholders and solutions. Key account companies will share industry 4.0 experience with the "Industry 4.0 in Practice" forums and demo solutions.

Smart 4.0 Manufacturing Line
NEW: Smart 4.0 Manufacturing Line
– Continues to accelerate the digitalization.

The factory of the future. On display today

The Smart 4.0 Manufacturing Line demonstrates how manufacturers can successfully leverage Industry 4.0 technology to gain competitive advantage in a rapidly transforming value chain.

As a premier In 2019 visitors could experience a live demonstration of a smart factory, under the leadership of Leuze Electronic in cooperation with other key players.
Meet Smart Production

Artificial Intelligence (AI) is the technology that is shaking up industry. The big companies have now all embraced machine learning, deep learning and knowledge-based processes. Systems that can learn from the big data of digitized production systems employ self-optimization and predictive analysis to avoid machine stoppages and dramatically speed up the Industry 4.0 process. AI experts and development partners are therefore highly sought after at Industry 4.0 Festival Area!

Digital Factory-IoT Special Area covers a broad thematic spectrum including 5G technologies, Industrial IoT, Additive Manufacturing, digitalization, digital twin & virtual reality, Logistics 4.0; industrial IT, software and hardware; production engineering and services.

Digital Transformation in Factories Conference Program

Robots & Artificial Intelligence (AI)

AI has taken on new significance in collaborative robots & robots industrial. The combination of new algorithms in machine learning and knowledge-based processing offers a lot of potential for speeding up many Industry 4.0 processes. Large volumes of data are involved in digital production processes which can be evaluated centrally through machine learning and fed back into the system to facilitate self-optimization, predictive maintenance and other functions.
Industrial Internet of Things (IIoT)

Industrial IoT focuses on systems integration and IT solutions in various ways. WIN EURASIA Digital Factory-IoT is taking place alongside the new trade fair IAMD – Integrated Automation, Motion & Drives, thus linking it to Industry 4.0, IoT, predictive maintenance, M2M, wireless technology, smart components and image processing. IT forms an important common link.

Predictive Maintenance Applications in Industry 4.0

At Predictive Maintenance process decision-makers in industry can identify the smart components and systems they need in order to accomplish the transformation process. Predictive Maintenance solutions, reflect the global trends in engineering and product efficiency. IT has become an essential link in the industrial value chain.

Industry 4.0 Solutions in WIN Eurasia

Integrated production (Sensors, IT, Robots & Automation), development partnerships, new cell production concepts: smart supply solutions hold the key to more efficient products and autoproduction line. Your intelligent manufacturing solutions have an incredible opportunity to transform the industry.

WIN EURASIA 2020 and Industry 4.0 – all over the Eurasia these two concepts are irrevocably linked. The integration and digitization of industrial technology remain at the top of the agenda.
LTE technology has hardly outgrown childhood, but its successor is already waiting in the wings. The 5G wireless communication standard is supposed to do everything better and open up whole new possibilities for industry.

Meet 5G Technology

From today’s perspective, this sounds like almost infinite possibilities, and perhaps also like an exaggeration. But when we assume that the Internet of Things will soon be allowing more than 100 billion things to communicate amongst themselves, these figures begin to look more realistic, because the network utilization by communicating machines will be far greater. Remember that sensors, digital twins and cobots are constantly “talking” to each other – which generates massive piles of data. Rapid information-sharing will also be more important in the future than it is now. In a smart factory where robots and machines control themselves, a slow data connection can be fatal. Here, 5G is not simply a distant wish, but an urgently needed condition for processes to operate.

Our Hunger for Data Requires 5G

The transition to the new 5G technology is not expected to take place on a large scale until 2020 – but then in full force. Germany will be the first country to install 5G across the board and a 5G test city will soon be launching. Asia wants to get started a little sooner: 5G is intended to be operational for the 2020 Summer Olympics in Tokyo, Japan. New broadband solutions and network technologies are the focus of Industry 4.0 Festival Area at WIN EURASIA 2020.
5G ARENA
Ultra-High-Speed 5G

> 77,403 trade visitors
incl. > 18,500 decision-makers
> 55 innovative Industry 4.0 solutions
15% from abroad

Industry 4.0 Festival Area
The perfect stage is yours – Take your panel & session

Network with peers and get individualized education in everything from big data, cobots and digital twins to cybersecurity and IT solutions at one of our numerous conferences and forums. Top decision makes & keynote speakers will give you insider insights and best practices that will transform the way you utilize smart manufacturing. (with simultaneous translation)
>7,500 visitors at Forum, Panels & Sessions incl. >80% decision-makers

Business to WIN

In 2019 B2B Matchmaking Area was already the Turkey’s biggest B2B event in an industrial context and in 2020 platform economy will again be a major theme. National and International IT solutions want the attention of potential buyers of the IIoT solutions they present at the Turkey’s leading industrial show. Exhibitors will also be showcasing digital business platforms for the entire value chain in the context of Industry 4.0, i.e. the future of manufacturing.
WIN EURASIA 2019 Industry 4.0 Festival Area has become the meeting point of the biggest brands and digital transformations.

WIN EURASIA is the place to be to experience first-hand the manufacturing technologies that will help keep you on the cutting edge of your industry. New formats and special display areas make WIN dominate the competition: "WINovation Award" – a unique competition "Smart Manufacturing Line" – where Industry 4.0 becomes reality "WIN 4.0 Application Park" – one platform. Lots of inspiration "B2WIN Matching Area" – organized by the Euroepean Enterprise Network.
Meet keynote speakers & decision-makers at Industry 4.0 Festival Area

Buyers from plant and mechanical engineering, the automobile and aerospace industries, construction, metalworking, plastics, processing, electrical engineering and electronics seek the key to Industry 4.0 here.

Their first port of call is WIN EURASIA 2020 Industry 4.0 Forum Area. This is the forum area for all the software solutions needed along the entire industrial value chain: AI and machine learning, 5G, simulation and digital twin, Blockchain and industrial IT, VR, Cobot, Big Data, Additive Manufacturing, IT security, cloud services and trend topics … if these are your topics, be there too!

WIN EURASIA 2019
“Digital Transformation in Factories” Conference Program
Speakers
MES, AI & RPA
Digital Transformation Conference

The MES Panels will focus on Manufacturing Execution Systems for digital networking at production and management levels. At the Industry 4.0 Forum Area manufacturers and users will present best practice examples (simultaneous translation) from the areas of production and processing and highlight the role of intelligent models.

Demonstrate the benefits of VR and AR for Industry 4.0 and offer your expertise in additive manufacturing, digital twins, electrical engineering or agile product development.

Ali Rıza Ersoy / Founder, Digit4Turkey.org

Good day, I'm Ali Rıza Ersoy. I am the founding president of the Digitalization and Industry 4.0 Association, shortly known as Digit4Turkey. We came together with 9 esteemed, big companies and founded our association about a year ago with the idea of “Can we work together as a private sector in the digitalization of our country?” %90 of the industry which creates added value in our country is implemented by our SMEs. Our smaller companies in Anatolia need support. WIN EURASIA very important at this point. There's no way the future is bad.

Digital Talks

C level at the Digital Transformation Talks during WIN EURASIA 2019 organized with the “Be a Part of the Future Initiative”.

Leading companies of the sector will talk about digital transformation, 5G, MES, AI, logistics 4.0 and AR/VR solutions at WIN EURASIA 2020.
WInovation 4.0

The WINovation Competition created a different excitement at WIN EURASIA 2019. ProManage & Doruk was selected as the most innovative company with the first prize won by the competition of innovative, technical innovation and original design projects organized within the scope of WIN EURASIA Fair. ProManage & Doruk came first with "Artificial Intelligence in Digital Manufacturing Execution Systems: Predictive Maintenance Project".

Eren Gönenli / Deputy General Manager, Anot

Hello, we have an application demo on Smart 4.0 Manufacturing Line in Industry 4.0 Festival Area. As Anot Automation, we wanted to present the solutions of different technologies related to today’s industry 4.0 in a single area to the visitors. Here, as Leuze Electronic, Pizzato and Anot Automation, we offer a concept that we have developed before the fair. We wanted to emphasize that a custom production can be made. In our flexible production line, we had an intense interest during the fair period. We are really satisfied with the interest.

The right cooperation for your target market

Your success is our goal and we do our best to ensure that your presentation at Digital Factory-IoT special area is tailored precisely to your needs.

As an exhibitor you can organize your own open-house or events! Perhaps you would also like to present your innovative solutions in a forum, panel or conference at WIN EURASIA 2019 Industry 4.0 Forum Area?

*Industry 4.0 Festival Area with special booth design: \(950 \text{₺} + \text{KDV per sqm.}

*After 25th November, per sqm price will be \(1,050 \text{₺} + \text{VAT}

| Digital Transformation in Factories Conference Main Sponsor | 25,000 ⬀ + KDV |
| **Panel Sponsor (45 min.)** | 12,000 ⬀ + KDV |
| **Session Sponsor (15 min.)** | 5,000 ⬀ + KDV

**Slots are limited**

WINovation 4.0

The WINovation Competition created a different excitement at WIN EURASIA 2019. ProManage & Doruk was selected as the most innovative company with the first prize won by the competition of innovative, technical innovation and original design projects organized within the scope of WIN EURASIA Fair. ProManage & Doruk came first with "Artificial Intelligence in Digital Manufacturing Execution Systems: Predictive Maintenance Project".

The right cooperation for your target market

Your success is our goal and we do our best to ensure that your presentation at Digital Factory-IoT special area is tailored precisely to your needs.

As an exhibitor you can organize your own open-house or events! Perhaps you would also like to present your innovative solutions in a forum, panel or conference at WIN EURASIA 2019 Industry 4.0 Forum Area?

*Industry 4.0 Festival Area with special booth design: \(950 \text{₺} + \text{KDV per sqm.}

*After 25th November, per sqm price will be \(1,050 \text{₺} + \text{VAT}

| Digital Transformation in Factories Conference Main Sponsor | 25,000 ⬀ + KDV |
| **Panel Sponsor (45 min.)** | 12,000 ⬀ + KDV |
| **Session Sponsor (15 min.)** | 5,000 ⬀ + KDV

**Slots are limited**
Contact Sales Team:

Meric Tahan
Project Manager
Tel. +90 212 334 69 04
Fax +90 212 230 04 80
meric.tahan@hf-turkey.com

Murat Bayazit
Project Sales & Business Development Director
Tel. +90 212 334 69 76
Fax +90 212 230 04 80
murat.bayazit@hf-turkey.com