



End of Show Press Release

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WIN EURASIA Metalworking (09-12 February 2017)

WIN EURASIA Metalworking became the meeting point for the Eurasian Buyers

After 4 successful days, WIN EURASIA Metalworking consolidated its position as Eurasia's most important industrial trade fairs which bring all sheet metalworking, surface treatment and welding technology together. A total of 368 exhibitors from 9 countries showcased their smart solutions at the WIN EURASIA Metalworking 2017, once again impressively highlighting the innovative technological developments of the manufacturing industry. The show placed major emphasis on the digitization of manufacturing as well as on human-machine collaboration.

The future of manufacturing industry showcased

Technological developments including automation, digitalization, Internet of Things, and augmented reality lead to major changes in the world of industry and lay the foundations of the new era of "Industry 4.0". With the attendance of the industry-leading companies, WIN EURASIA Metalworking 2017 pointed out these important trends in the modern industry in addition to traditional methods.

Moreover, visitors got the opportunity to see the latest robotic technologies in the manufacturing processes at **Robotics Area**. 18 companies met with the professional visitor at this special display and forum area organized with the support of ENOSAD (Industrial Automation Industrialists Association).

Occupational health and safety discussed in Safe@Work

Precautions to be taken for the manufacturing industry as it bears high risk in terms of occupational health and safety (OHS) and the latest developments in Turkey and in the



world with regard to OHS were evaluated under the Safe@Work events organized for the third time this year. Occupational health and safety risks in the manufacturing industry were addressed via the events to be held in collaboration with ISAG (Association of Occupational Health and Safety Professionals) at the special forum area in the 7th hall.

Delegations from 22 countries hosted

Keeping the pulse of the industry with the products displayed and industrial activities held, WIN EURASIA Metalworking came to prominence as the major meeting of the industry for the entire Eurasian economic area once again. It created an fertile platform with 2-days B2B meetings which met exhibitors with buyers from their target countries especially from Morocco, Tunis, Algeria, Oman and Sudan. It enabled new business contacts and deals more than ever.

Alexander Kühnel, General Manager of Hannover Fairs Turkey Fuarçılık said "WIN EURASIA Metalworking offers major opportunities for domestic and foreign exhibitors to access new markets. However, in 2017 more than ever, WIN EURASIA Metalworking has served an international gathering in terms of visitor. We are also glad to say that our exhibitors are pleased with the high caliber of the international audience and sales they did on the fairground more than ever."

As a result of the cooperation between Hannover Fairs Turkey Fuarçılık and Ministry of Economy buyers delegations from 22 countries including Algeria, Bosnia, Bulgaria, Egypt, Georgia, Greece, India, Iraq, Israel, Jordan, Kosovo, Lebanon, Moldova, Morocco, Oman, Pakistan, Palestine, Saudi Arabia, South Africa, Sudan, Tunisia, UAE were hosted. As well, in the scope of invited editor group, journalists from UK and Slovenia visited the fair.

Ali Osman Elmalı, Deputy General Manager at ELMALI Makina stated that: "*As a company attending the WIN EURASIA Metalworking since 2009, our customer portfolio is increasing every year. This year, we hosted customers especially from Kosovo, Libya, Tunis, Jordan, Oman and Saudi Arabia and made good business deals.*"

In addition to international visitors, 40 Anatolian delegations from 25 destinations across Turkey were in the exhibition as a result of collaboration with Chambers of Industry and



Deutsche Messe



Commerce, Trade Associations, Federations and other institutions. A delegation consisting of 150 members of Kayseri Chamber of Industry (KAYSO) visited WIN EURASIA Metalworking as well.

WIN EURASIA 2018: TOGETHER AGAIN

It is announced at the WIN EURASIA Metalworking 2017 that WIN EURASIA Metalworking and WIN EURASIA Automation are going to combine their forces by 2018. Next year, by gathering 7 trade fairs together, WIN EURASIA 2018 will bring together all interrelated products and services in the manufacturing processes under a single roof. It will bring together its visitors with much more products, brands and exhibitors.

"We are happy with the national and international professional visitors we met this year. Also it is a really good news that two WIN shows will be organized together at 2018. We are looking forward to introducing our products to wider profiles," **Aytekin Koç, owner at ATIK Welding Technologies** which is Turkish distributor of **Siegmund** said.

WIN Eurasia 2018 will be staged on **March 15th - 18th, 2018**.

For detailed information:

Hannover Fairs Turkey Fuarçılık A.Ş.

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