

## **TUBE & STEEL Istanbul and WIRE TECH Istanbul Fairs were held at TÜYAP Istanbul on 24-27 May 2023!**

### *Great Increase in the Number of Exhibitors and Professional Visitors*

#### **Huge increase in exhibitor rate!**

The leaders of the pipe, profile, wire and steel manufacturing sectors came together at Tube & Steel Istanbul and Wire Tech Istanbul Fairs. The fairs held at Tüyap Fair and Congress Center between on 24 - 27 May 2023 proved its success by increasing the number of exhibitors by **119%** compared to the previous edition, with the participation of **322 companies and company representatives from 19 countries**.

#### **Record increase in visitor numbers!**

In Tube & Steel Istanbul and Wire Tech Istanbul Fairs, which are preferred by domestic and foreign industry professionals as an important sales and marketing platform, professional visitors from many countries such as the USA, United Arab Emirates and Iraq, especially European countries such as Germany, England, Spain, Italy hosted. **10,513 industry professional visitors from 74 countries** visited the fair and established new collaborations. The increase in the number of visitors by **80%** in the rate of foreign visitors and **40%** in the rate of total professional visitors compared to the previous edition enabled both exhibitors and visitors to leave the fair satisfied.

#### **Great contribution to the giant fair of the sector with the cooperation of giants**

TÜYAP, the leading company of the fair industry in Türkiye, carried the international character of the fairs to a very different dimension with its cooperation with Messe Düsseldorf within the scope of Tube & Steel Istanbul and Wire Tech Istanbul Fairs. With the cooperation of TÜYAP and Messe Düsseldorf, TUBE & STEEL, the only specialization fair of Türkiye in the pipe, profile, wire and steel sectors, and WIRE TECH, the specialization fair for wire, cable, nail production and technologies, opened its doors to its exhibitors and visitors this year. The synergy brought about by this cooperation provided a significant increase in the satisfaction rates of both exhibitors and visitors.

Tube & Steel Istanbul and Wire Tech Istanbul Fairs, which are the biggest addresses of all developments and innovations in the sector in Türkiye and Eurasia, brought together the world's leading manufacturers with decision-making, and added strength to the sector. Exhibitors and visitors, who left the fairs satisfied, expressed that they are looking forward to the next edition.

#### **Association collaborations that shape the sector**

The fairs were held in cooperation with Turkish Steel Exporters Association (ÇİB) and Turkish Steel Pipe Manufacturers Association (ÇEBİD) and support with Steel Foreign Trade Association, Steel Orbis, Steel Foreign Trade Association, Galvanized and Coated Coil Manufacturers (SOGAD), Turkish Constructional Steelwork Association (TUCSA) and Flat Steel Import and Industry Association(YISAD). The fairs, which further strengthened the brand value with the support of the Industrialists' Association attracted the attention of both participants and visitors.

#### **The organization of the international purchasing delegation made a great contribution to the trade of the exhibitors**

Promotion activities in the regional markets were actively carried out by the offices of Russia, Georgia, Iran, Serbia, Slovenia and North Macedonia, which are the international sales and marketing centers of TÜYAP.

The bilateral meetings between the professional procurement committees and the exhibitors from abroad contributed significantly to the trade volume of the sector. Foreign visitors visiting the fairs contributed to Türkiye's exports by establishing important business partnerships. Türkiye once again proved its success in the steel industry at the fairs where domestic and foreign industry professionals came together.