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## **Istanbul hosts second successful Fastener Fair Turkey**

### **Dates set for 2016 show**

A total of 1,700 managers, engineers and buyers visited the highly successful Fastener Fair Turkey 2014, which took place at the IFM - Istanbul Expo Centre on 20 and 21 November last year. This was the second of these events to take place in Turkey, setting a pattern intended to see it return every two years.

The number of suppliers of fastener and fixing products and systems taking part in the show was 130, filling the venue's Hall 11. While 45% of exhibitors were foreign companies representing 12 countries, participation by Turkish firms increased compared to the 2013 show, confirming that Fastener Fair Turkey is now established as the reference point for the market in this country. Among foreign nations strongly represented were Germany, Italy, France, Spain, China and Taiwan, while companies from Croatia, Denmark, India, Norway, the UK and the USA also took part.

The mix of visitors to the show reflected the diversity of markets served by the fastener and fixing industry. Half of visitors were either wholesalers (25%) or distributors (25%), all playing a vital role in the supply chain to resellers and end-users. Around 21% were end-users themselves. Fastener and fixings manufacturers accounted for the remaining 29% of those attending.

The most strongly represented industry sectors were the automotive industry, construction, mechanical engineering, electrical products / domestic appliances, civil engineering, agricultural / off highway machinery and furniture manufacturing.

A significant number of visitors – 25% – were foreign, representing 47 countries.

### **High visitor quality**

Visitor quality was also noteworthy, with managing directors or board members accounting for 29% of those attending the show. Department heads and senior managers

totalled 15% of attendees, while a further 15% were engineers and technicians.

Commenting on the success of the event, Olivia Griscelli, Exhibition Director at organisers Mack Brooks Fuarçılık AŞ, said: "We were especially pleased to receive very favourable feedback from exhibitors on the quality of visitors to this show. It was also good to see such strong international participation. This strengthens our belief in the many opportunities in the Turkish market for the fastener and fixings industry. And with Istanbul such a dynamic business centre at the crossroads of Asia, Europe and the Middle East, it is the ideal host city for Fastener Fair Turkey."

### **More stand space in 2016**

Dates have now been set for the next Fastener Fair Turkey. The third show in the series will take place on 30 and 31 March 2016. The venue will again be the IFM - Istanbul Expo Centre and there has already been very strong demand for stand space. Following the success of last year's show, some 60 companies have confirmed their participation in Fastener Fair Turkey 2016, with around 1,600 m<sup>2</sup> already booked. In response, this next exhibition will occupy two halls – Halls 9 and 10 at the IFM – to provide additional stand space.

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Fastener Fair Turkey is part of the worldwide series of Fastener Fair events organised by Mack Brooks Exhibitions for the fastener and fixings industry. These include Fastener Fair Brasil, Fastener Fair India, Fastener Fair Mexico, Fastener Fair Russia and the flagship event Fastener Fair Stuttgart, Europe's leading international trade show for this sector.

Additional information on Fastener Fair Turkey 2016, including details of exhibition stand options, will be soon available on the show website [www.fastenerfairturkey.com](http://www.fastenerfairturkey.com)

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