

PRESS RELEASE

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Enlarged Fastener Fair Turkey underlines market confidence

More than 190 exhibitors took part in the highly successful third Fastener Fair Turkey in Istanbul on 30 and 31 March. This represented a 46% increase in the number of companies participating compared to the previous exhibition in 2014, and led the event expanding into a second hall at the IFM - Istanbul Expo Centre.

Almost half of exhibitors were Turkish companies, reflecting the greatly increased capabilities and confidence of the country's fastener manufacturing and distribution sectors. Also taking part were firms from 18 other nations, including France, Germany, Italy, Poland, the United States, China, Malaysia and Taiwan. Foreign exhibitors included leading manufacturers of fastener manufacturing technology.

A total of 1,700 managers, engineers and buyers visited the two-day event. Most were from Turkey but a significant 10% were foreign visitors representing 38 countries.

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 (24%), 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 30% of those attending.

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

Among Turkish automotive companies represented by visitors were Ford, Mercedes and Tofas, plus Otokar and BMC OTOMOTÝV from the commercial and military transport sector. Automotive subsystems and components specialist Edscha Holding GmbH from Germany paid a visit and also attending were representatives of Arcelik and Vestel, leading producers of home appliances and white goods.

In addition, there were visitors from metal industries companies Erdemir, Tosyali and Tata Steel Turkey, as well as from Turkish Airlines, Mitsubishi Electric Turkey and Mitsubishi Electric Shizuoka.

Several defence sector companies visited the show, including Tusas Engineering Industries, ONUK-BG and Unidef, all from Turkey, and E3A Defense from the United States.

Adding further to the diversity of companies visiting Fastener Fair Turkey were local representatives of leading fasteners distributors Böllhof and Würth, steel producer Böhler, industrial and construction fixings manufacturer Ejot Tezmac, and Norma Group Turkey, market leader in engineered joining technology.

Visitor quality was also noteworthy, with managing directors or board members accounting for 33% of those attending the show. Entrepreneurs 17%, engineers and technicians 14%, department heads and senior managers totalled 12% of attendees, while a further 12% were purchasers.

Reflecting on the successful conclusion of Fastener Fair Turkey 2016, Olivia Griscelli, Exhibition Director at organisers Mack Brooks Fuarçılık AŞ, commented: "The big increase in the number of companies taking part in this year's show confirms the strength and importance of the fasteners market in Turkey. It was also pleasing to see that visitors to the event included so many top level managers. Regional events and recent security issues had a slight impact on the number of foreign visitors attending this year but we are confident that Fastener Fair Turkey will continue to go from strength to strength."

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Fastener Fair Turkey is organised by Mack Brooks Exhibitions Ltd. It is part of the worldwide series of Fastener Fair exhibitions for the fastener and fixings industry. These include Fastener Fair India, Fastener Fair Italy, Fastener Fair Mexico, Fastener Fair Russia and the flagship event Fastener Fair Stuttgart, the leading international trade show for this sector.

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