

Hardware industry, with an export value over 10 billion dollars, will meet at Tüyap

Turkey's hardware sector, which grows faster day by day, will meet at Tüyap in March. Hardware Eurasia Fair, which will be organized by Reed Tüyap Fairs Organization Inc. in collaboration with Hardware Manufacturers and Businessmen's Association (HISİAD), is counting down the days to open its doors at Tüyap Fair Convention and Congress Center between 23-26 March 2022.

Hardware sector reached an export of 10.6 billion dollars last year in our country, showing its success with an increase of 34% compared to 2020. The leading countries where Turkey exported hardware goods were Germany, Iraq, and the United States of America. 48% of the total exports of the sector was performed from Istanbul. With the support from this important export data, Reed Tüyap Fairs Organization Inc. continues its preparations to organize a fair that is well suited for the sector with the collaboration of HISİAD.

The big meeting of the sector

Over 100 firms, among which sector leaders are present, will be attending the Hardware Eurasia Fair to be held between 23-26 March 2022 at Büyükçekmece Tüyap Fair Convention and Congress Center for the first time this year. With an export target of 12 billion dollars, hardware sector will set the ground for new collaborations by bringing important participants together with thousands of professional visitors via Hardware Eurasia Fair.

A hybrid fair for the hardware sector

Ali Muharremoğlu, General Manager of Reed Tüyap Fairs Organization Inc., mentioned that Hardware Eurasia Fair will allow the sector to be in touch all year long and said, "As Reed Tüyap, we are very excited about our first fair for all hardware sectors. Thanks to the ongoing positive sales and marketing activities of the fair, I can say that we see a demand that motivates us. We are expecting more than 20 thousand foreign and domestic professional visitors at our fair. We continue to promote our fair in a wide geography from European Union countries to Middle East Countries, and from Turkic Republics to Balkans. Thanks to the RX's global network and agencies in target countries, we believe that we will get productive results from the fair. Moreover, we have been preparing our fairs for the future by investing in digital transformation for long years. We will add value to the hardware sector thanks to our digital universe which will bring our participants and visitors together regardless of the fair's time and place. Via Business Contact Program, especially foreign visitors who cannot come due to various reasons will be able to stay in touch with the online platform."

The product scope draws attention

At the fair, hand tools and hardware products which are essentials for building, furniture and industry sectors will be presented to the sector's professionals. Fair's participants, who will be presenting a lot of products and services from connectors to hardware, furniture equipment to sharp tools, will display products with cutting-edge technology, and innovative solutions that facilitates the business in the sector. Drawing attention with its wide range of products, Hardware Eurasia Fair will allow visitors to create business connections with lots of manufacturers from a single point.

Success of the fairs catches the eye

Sector fairs held in last quarter of 2021 under the Reed Tüyap organization were very successful especially in providing export connections. Woodtech and Intermob Fairs held between 9-13 October 2021 brought 584 firms and firm representatives from 26 countries together with 51,980 domestic and foreign professional visitors. In addition, Eurasia Packaging Fair held between 21-23 October 2021 proved its adequacy once again by bringing over 1000 participants from 128 countries together with 70,000 domestic and foreign visitors. Door, Window and Glass Fairs held between 3-6 November 2021 managed to bring 55,466 professional sector visitors from 124 countries together with 362 firms and firm representatives from 20 countries.

Also, IIFF 2022 Istanbul Furniture Fair organized by Tüyap in collaboration with Mos Fairs in January blazed a trail by being held at two different fair areas at the same time in Turkey. At the fair, 827 participant firms made important connections worth 3 billion dollars with 121,519 domestic and foreign visitors. Hardware Eurasia Fair will be organized with strength that comes from the apparent success of the fairs of last year, and the gathered speed. It counts down the days to bring thousands of domestic and foreign professional visitors together with the prestigious participants from hardware sector.

Health first for trade

Steering the development of several sectors with the fairs, Tüyap will apply COVID-19 measures also in Hardware Eurasia Fair meticulously, as in every fair. It will create a contact-free and healthy fair environment to its participants and visitors with the measures taken as the first fair center to get Turkish Standards Institute COVID-19 Safe Service Certificate. Participants and visitors will get their invitations and badges via MyTüyap's mobile app and will be taken into the fair area without any contact.

About TÜYAP: *Tüyap was founded by Bülent Ünal in 1979 as the first fair organization company of Turkey. Pioneer of the fair organization development in Turkey, Tüyap Fair Organization Group has organized 1827 domestic fairs and 200 foreign fairs in 39 countries since the day it was founded. During the past 42 years, Tüyap served 337,913 firms from 127 countries and hosted 67,133,226 visitors from 213 countries at the fairs it organized. The company, which organized the first Turkish export products fairs in China, Russia and Africa, still organizes Turkish participation to an average of 10 foreign fairs every year. Tüyap is the only private sector fair organization company which has its own fair center in Turkey. With its professional staff and the long-term collaborations with more than 100 trade bodies, Tüyap organizes specialty fairs thanks to the 6 fair centers owned and operated in Turkey and the international offices owned in 4 countries. Tüyap has been organizing the fair with the "Health First for Trade" motto in the new period, and with the responsibility of being the first fair organization company to get TSE COVID-19 Safe Service Certificate by completing the conditions of Turkish Standards Institution's COVID-19 Hygiene, Infection Prevention and Control Certification Program, continues to organize hybrid fairs by also using its digital resources.*

For detailed information...

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