

POST-SHOW REPORT

OCTOBER 14-18 2017



İSTANBUL

TÜYAP FUAR VE KONGRE MERKEZİ  
TÜYAP FAIR CONVENTION AND CONGRESS CENTER  
Büyükdere, İstanbul / Turkey



# WPM-Intermob & Promatt 2017 Edition



## Wood Processing Machinery Intermob & Promatt Special Section



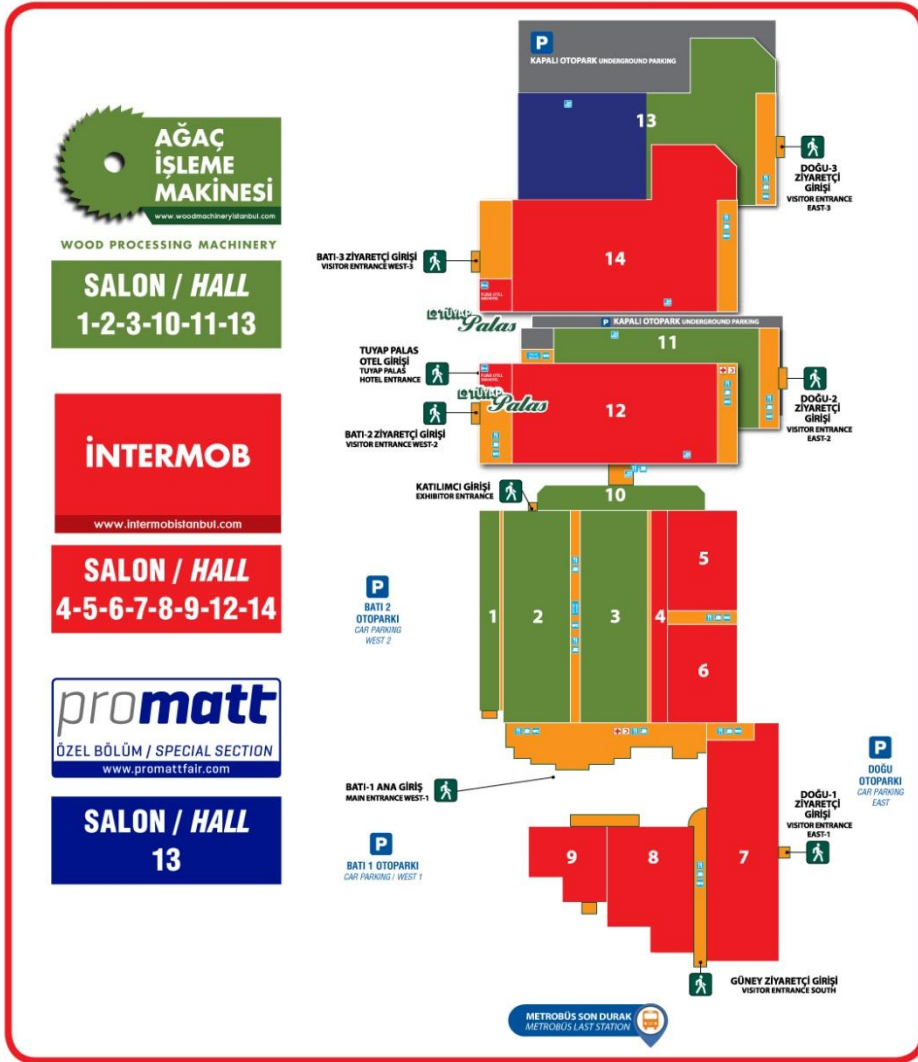
14 Halls



120.000 m<sup>2</sup> gross exhibition area



52.475 m<sup>2</sup> net exhibition area



# Wood Processing Machinery-Intermob & Promatt Special Section in Numbers



# Exhibitor & Co-Exhibitor Countries



U.S.A.

Germany

Austria

Belgium

U.A.E.

United Kingdom

Czech Republic

China

Denmark

France

South Korea

India

Netherlands

Iran

Ireland

Spain

Israel

Sweden

Switzerland

Italy

Japan

Canada

Luxembourg

Poland

Portugal

Romania

Russia

Slovenia

Singapore

Taiwan

Turkey

Ukraine

New Zealand

Greece

# Visitor Statistics

**65.921**

Domestic  
Visitors

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Increased by  
20% in the last  
5 editions

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**74.889**

Total  
Visitors

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Increased by  
25% in the last  
5 editions

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**8.968**

International  
Visitors

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Increased by  
75% in the last  
5 editions

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# Breakdown of Visitors by Field of Activity



66%  
Manufacturer

8%  
Importer

7%  
Distributor

6%  
Exporter

# Increase Rates of Visitors within Last 5 Years



## International Visitors

Number of international visitors increased by 75% in the last 5 editions and reached 8.968



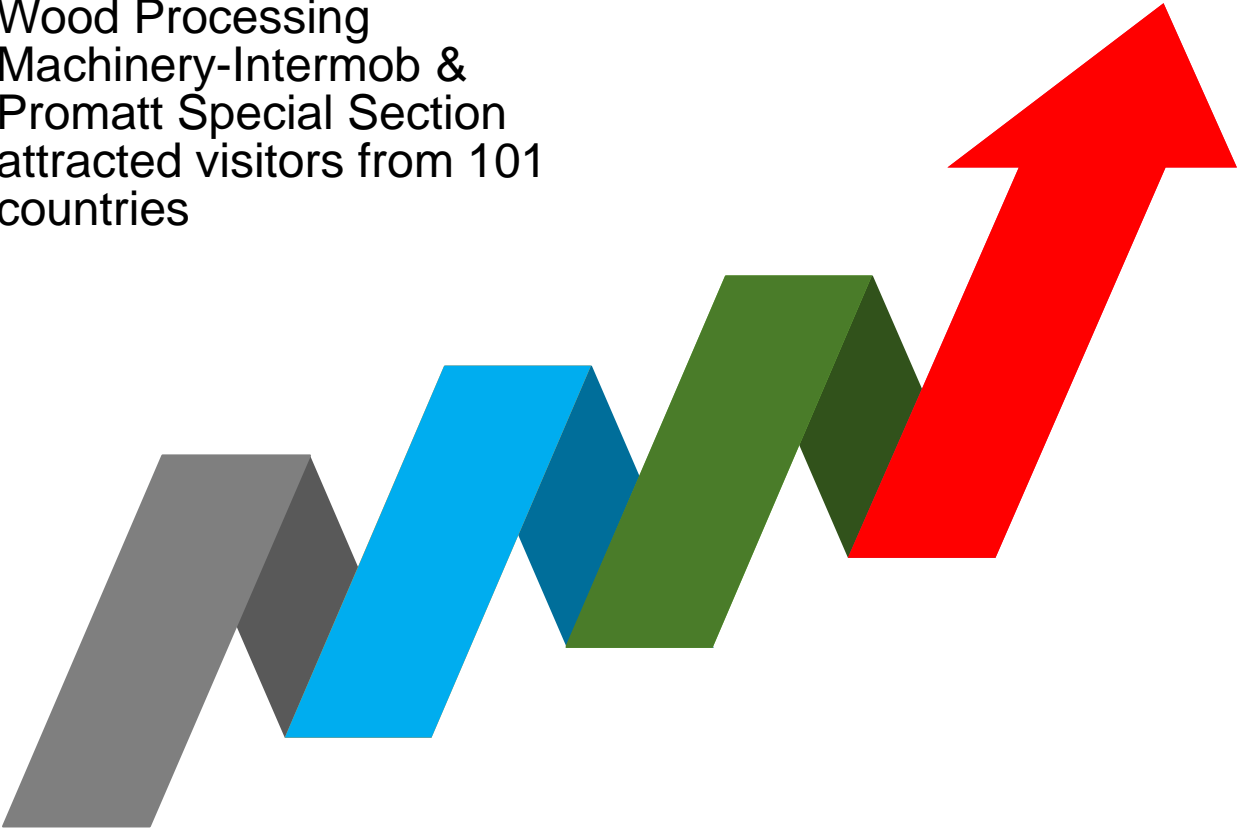
## International Visitor Countries

Wood Processing Machinery-Intermob & Promatt Special Section attracted visitors from 101 countries



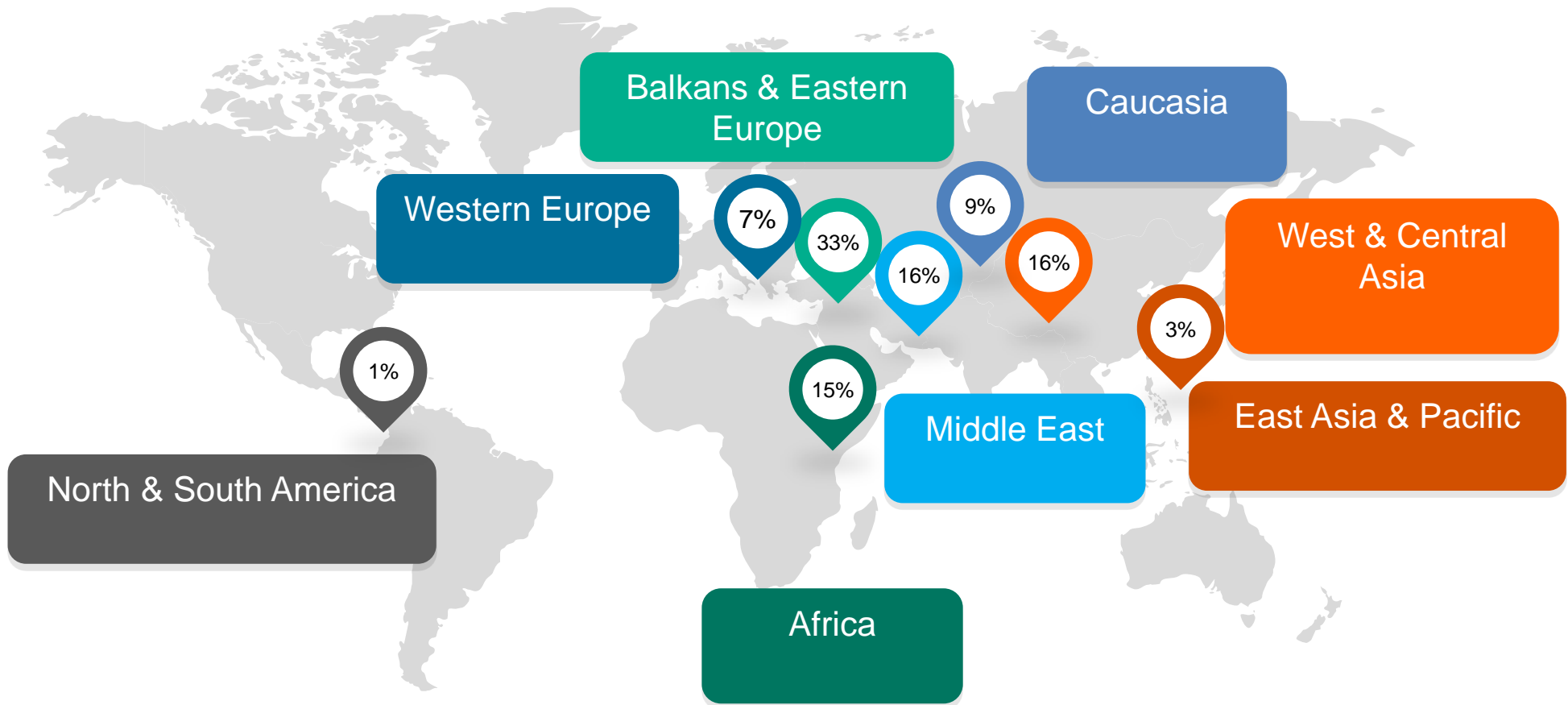
## Total Visitors

Number of total visitors increased by 25% in the last 5 editions, number of total visitors reached 74.899





# International Visitor Breakdown by Geographical Location



# Top 20 Visitor Countries

- 
1. IRAN
  2. BULGARIA
  3. KOSOVO
  4. TUNISIA
  5. MACEDONIA
  6. LEBANON
  7. BOSNIA-HERZEGOVINA
  8. AZERBAIJAN
  9. GEORGIA
  10. ALGERIA
  11. SERBIA
  12. EGYPT
  13. S.ARABIA
  14. UKRAINE
  15. IRAQ
  16. JORDAN
  17. GREECE
  18. LIBYA
  19. ROMANIA
  20. ALBANIA

# Visitor Breakdown by Industry



Furniture  
Manufacturers  
%44



Wood & Forestry  
Industry  
%15



Door & Window  
Manufacturers  
%8



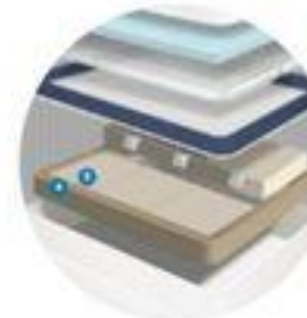
Carpenters  
%8



Machinery Distributors  
%6



Spare Parts &  
Equipment Wholesalers  
%5



Bed & Mattress Manufacturers  
%4



Logistics  
%2

(Visitors marked multiple fields)

# Visitor Breakdown by Interested Products– Intermob & Promatt Special Section



Furniture Accessories  
%46



Wood & Forestry Products  
%45



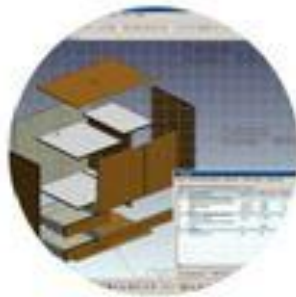
Parts & Equipment  
for Furniture Production  
%32



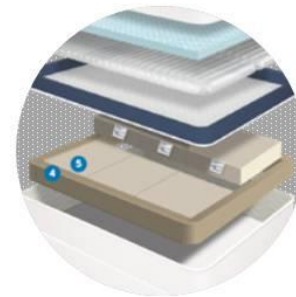
Tools & Equipment  
%26



Chemicals  
%12



Services & Other Products  
%13



Mattress Manufacturing  
Machineries  
%10

# Visitor Breakdown by Interested Products – Wood Processing Machinery



Wood Processing Machinery  
%42



Furniture Manufacturing Machinery  
%38



Wood Cutting Machinery  
%37



CNC Machines  
%30



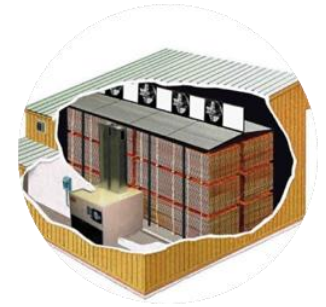
Cutting Tools  
%18



Electrical & Mechanical Hand Tools  
%14



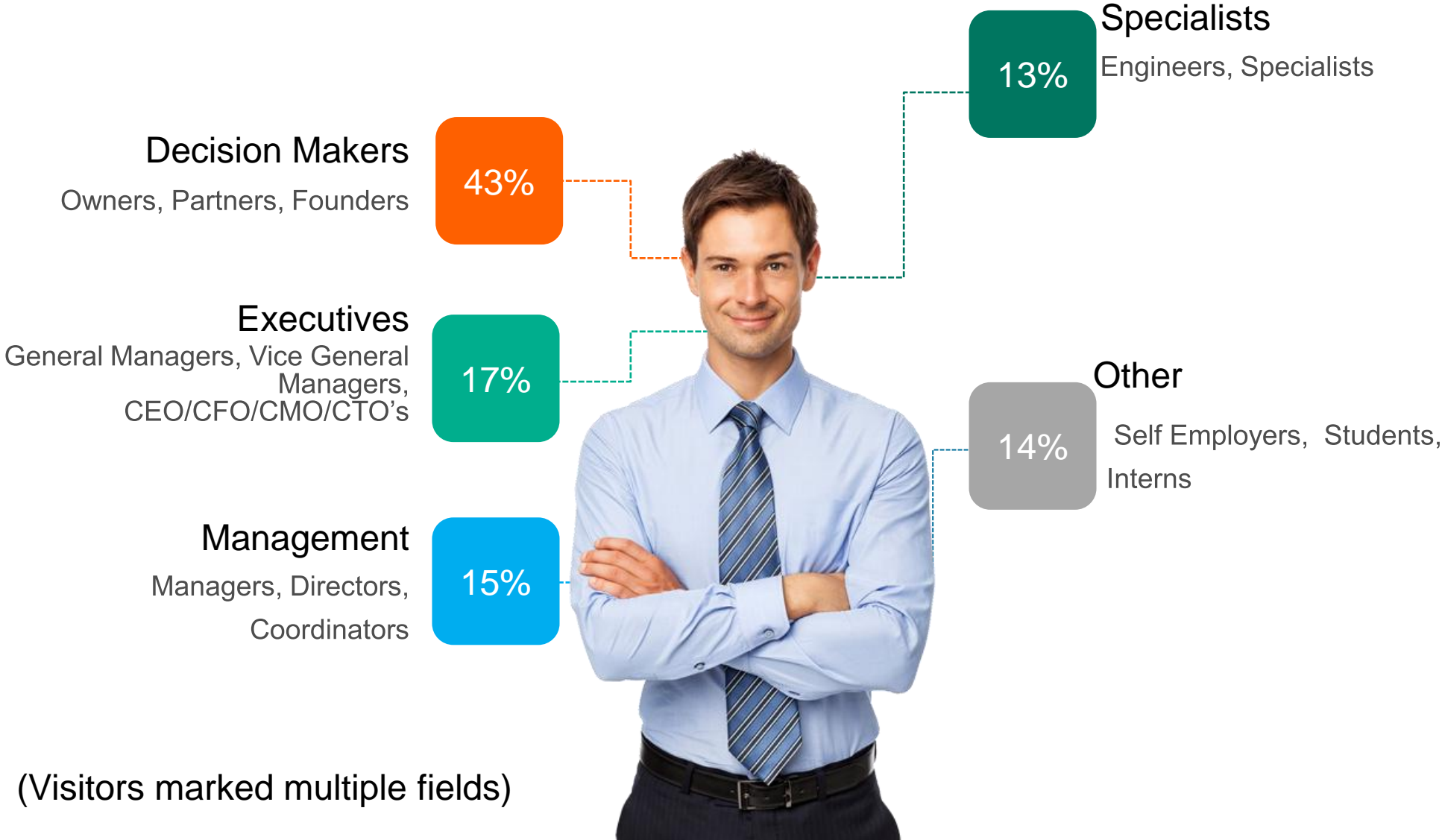
Services & Other Products  
%10



Drying Ovens  
%5

(Visitors marked multiple product groups.)

# Visitor Breakdown by Position



(Visitors marked multiple fields)

# Purpose of Visit

## Finding Business Partners

*Dealer & Distributors*

23% of visitors state that they look for new business partners



## Purchasing

*Finding new suppliers*

49% of visitors state that they seek new suppliers, products and services.



## New Products & Technologies

*Seeking new trends & solutions*

28% of visitors state that they would like to find out about new trends, technologies and products.

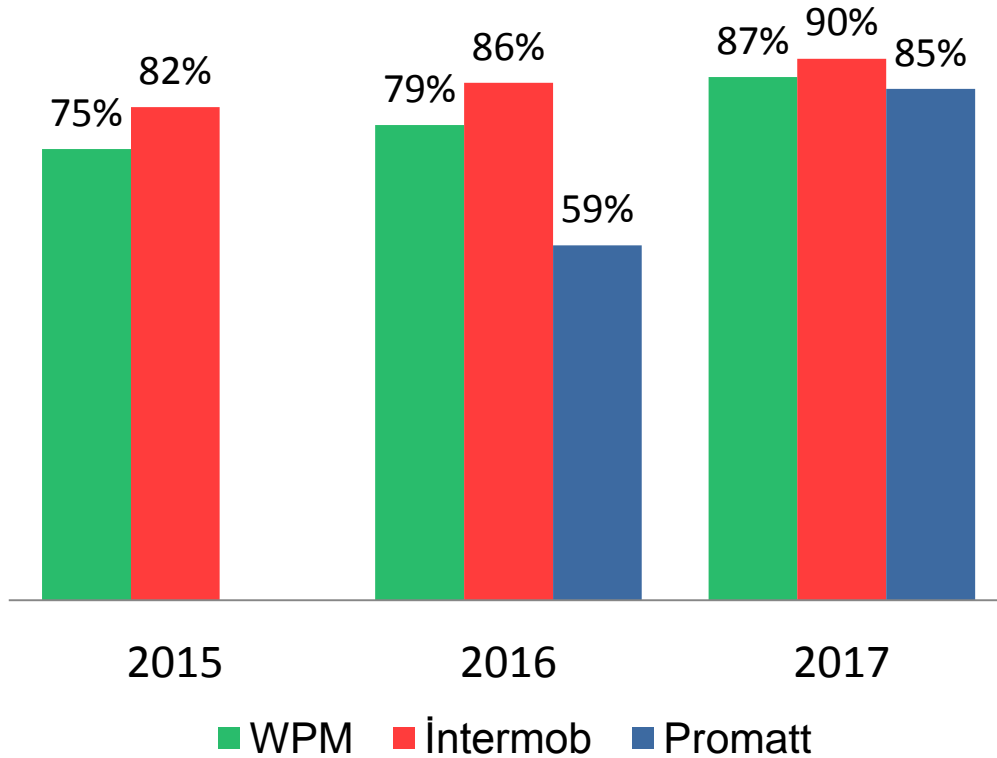


## Getting Contact with Current Business Partners

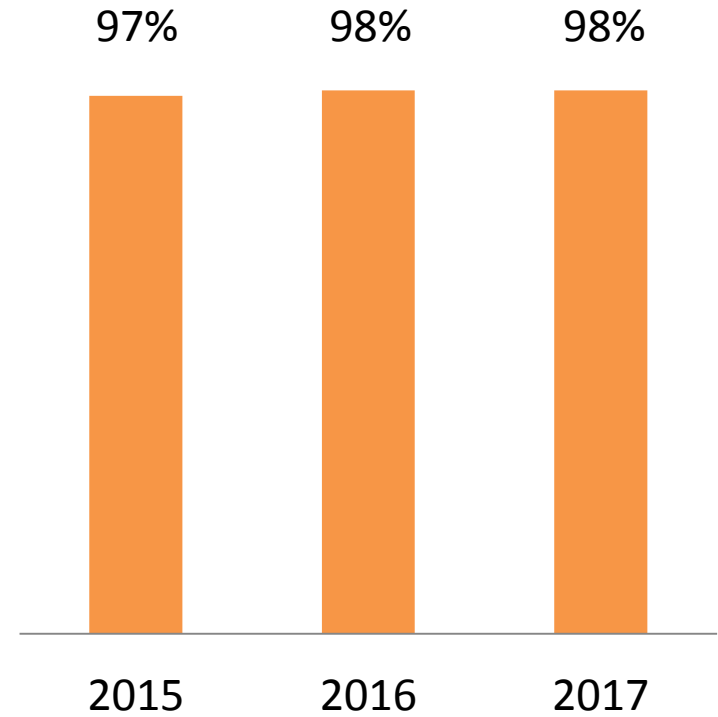
14% of visitors state that they would like to get in touch with existing business partners.

# Satisfaciton Rates

## Exhibitor Satisfaction Rates



## Visitor Satisfaction Rates





# Hosted Buyer Program Organized by Reed Tuyap

Wood Processing Machinery & Intermob Fairs hosted buyers from **22** countries and **46** provinces of Turkey

## Countries

- Azerbaijan
- Bosnia-Herzegovina
- Bulgaria
- Egypt
- Estonia
- Finland
- Georgia
- Iran
- Italy
- Jordan
- Kazakhstan
- Kosovo
- Macedonia
- Moldova
- Russia
- S.Arabia
- Serbia
- Sudan
- Sweden
- Tunisia
- Ukraine
- Greece

## Provinces

- Adana
- Adapazarı
- Adıyaman
- Afyon
- Aksaray
- Amasya
- Ankara
- Antalya
- Aydın
- Balıkesir
- Bartın
- Bolu
- Burdur
- Bursa
- Çanakkale
- Çorum
- Denizli
- Düzce
- Edirne
- Erzincan
- Erzurum
- Eskişehir
- Gaziantep
- Hatay
- Isparta
- İzmir
- K.Maraş
- Karaman
- Kastamonu
- Kayseri
- Kırıkkale
- Konya
- Kütahya
- Malatya
- Manisa
- Muğla
- Nevşehir
- Niğde
- Osmaniye
- Samsun
- Sivas
- Ş.Urfa
- Tokat
- Uşak
- Yalova
- Zonguldak

# CONTACT US



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**NEXT EVENT  
OCTOBER 13 - 17 2018**