

THE LEADING FAIRS OF THE INDUSTRY



While fairs continue to be the most effective tools of marketing products and services, deciding on the right fair gains more importance in regard to using limited sources in an effective way. At this point, by creating a strong industrial collaboration, WoodTech and Intermob fairs become prominent as the unique international trade platform of the forestry products and furniture industries in Eurasia. By being the strongest and most essential fairs of the sector in Eurasia and growing every year, the fairs are also pursuing to contribute to the development of the industry and trade potential in the international market by the support of sector representatives, NGO's and media organizations.

There are many reasons to attend WoodTech and Intermob Fairs

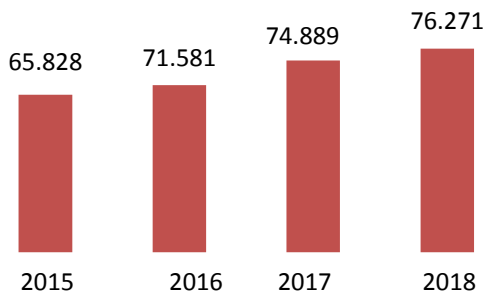
Stability

Stability is one of the most important indicators of success. In its 32nd edition, WoodTech and 22nd edition, Intermob shows are the best samples of stability. Even during times of economic crises and unstable economic balances, these shows have stood strong by making a huge contribution to the furniture accessories and forestry products industries, growth together with the sector and have become the strongest commercial events of Eurasia.

Leader and Unrivaled

Statistics are the proof that WoodTech and Intermob fairs are the first choice of the industry. In the last 5 years the fairs have grown 50 % in terms of net exhibition area and reached 123.000 sqm. The number of international visitors grew 90% in the last 5 years. These magnificent growing rates are not coincidence. From past to present the fairs have been and will continue to be the meeting point of the exhibitors and qualified visitors, and provide them access to new markets.

Breakkdown of the number of the visitors by years



Unique Global Advantages

WoodTech and Intermob fairs are the leading fairs of the industry in order to access the international market. Last year, by the attendance of 857 exhibiting companies and company representatives from 35 countries, the fairs hosted more than 76.271 visitors from 106 countries including also USA, Japan, New Zealand, Portuguese, Denmark and Ukraine. For the companies aiming to get a share and come to the fore in the competitive global market, the fairs are presenting huge advantages to the exhibitors and visitors.

Editors of the industrial media organizations are also coming together at the fairs every year to feel the pulse of the industry and they support the fairs to be presented in a wide international arena.

Professional and Qualified Visitors

Following the end of the 2018 exhibition, the sales and marketing teams of the fairs have already started to work in a rush-hour manner by realizing face-to-face meetings through roadshows in regard to organize hosted buyers delegations for 2019. Through the offices of TUYAP located in the important points of Eurasia, agencies, embassies in the target countries, trade and industry chambers; our teams are contacting all potential buyers, producers, exporters and importers of the furniture and forestry products industry. Our sales and marketing activities are continuing with domestic and international exhibitions. Our first stop was the Cairo Woodshow Fair, an important fair in the North African region of the Wood and Woodworking Machinery sector in Egypt. Afterwards, our project team were IMM Cologne + Living Kitchen in Germany, Iran Woodex Fair in Iran and Technobel Sofia in Bulgaria and UMIDS Fair in Russia and Krasnodar in Russia, and finally in May in Germany. We also participated in Interzum and Ligna fairs, and our WoodTech and Intermob 2019 Fairs project team continued to promote their activities abroad.

In addition to this, our target invitations are realized by reaching to the target audience through relevant sectoral associations, publications and online portals. We cooperate with domestic chambers of commerce and industry to form hosted buyers.

By hosted buyers from 20 different countries in 2018, the fairs are aiming to increase this figure in its 32nd year.

The prime address for innovation

By hosting around 857 companies and 35 countries in 2018, the fairs exhibited last designs, technologies and trends. They are the unique shows for the professionals who seek to follow last trends in the industry.

Present and future of the industry...

The WoodTech and Intermob fairs present its exhibitors and visitors an effective event programme that subjects innovations, last technologies and the current situation of the industry during 5 days in order to create an information network within the sector.

Together to the future

By aiming the fairs to be realized in a festival atmosphere and providing an effective trade platform for the exhibitors and visitors once more in 2019, the sales and marketing team of the WoodTech and Intermob fairs are working with industrial co-operations, NGO's, trade associations, industry media organizations and educational institutions. The fairs intend to raise the bar each year for greater success.

Do not miss out!

32nd WoodTech- International Wood Processing Machines, Cutting Tools, Hand Tools Fair & 22nd Intermob - International Furniture Side Industry, Accessories, Forestry Products and Wood Technology Fair will be organized between October 12 – October 16 in 2019 at TUYAP Fair Convention and Congress Center, Büyükçekmece, Istanbul, Turkey.

For more information, please visit www.woodtechistanbul.com/en/ and www.intermobistanbul.com/en/ web-sites.