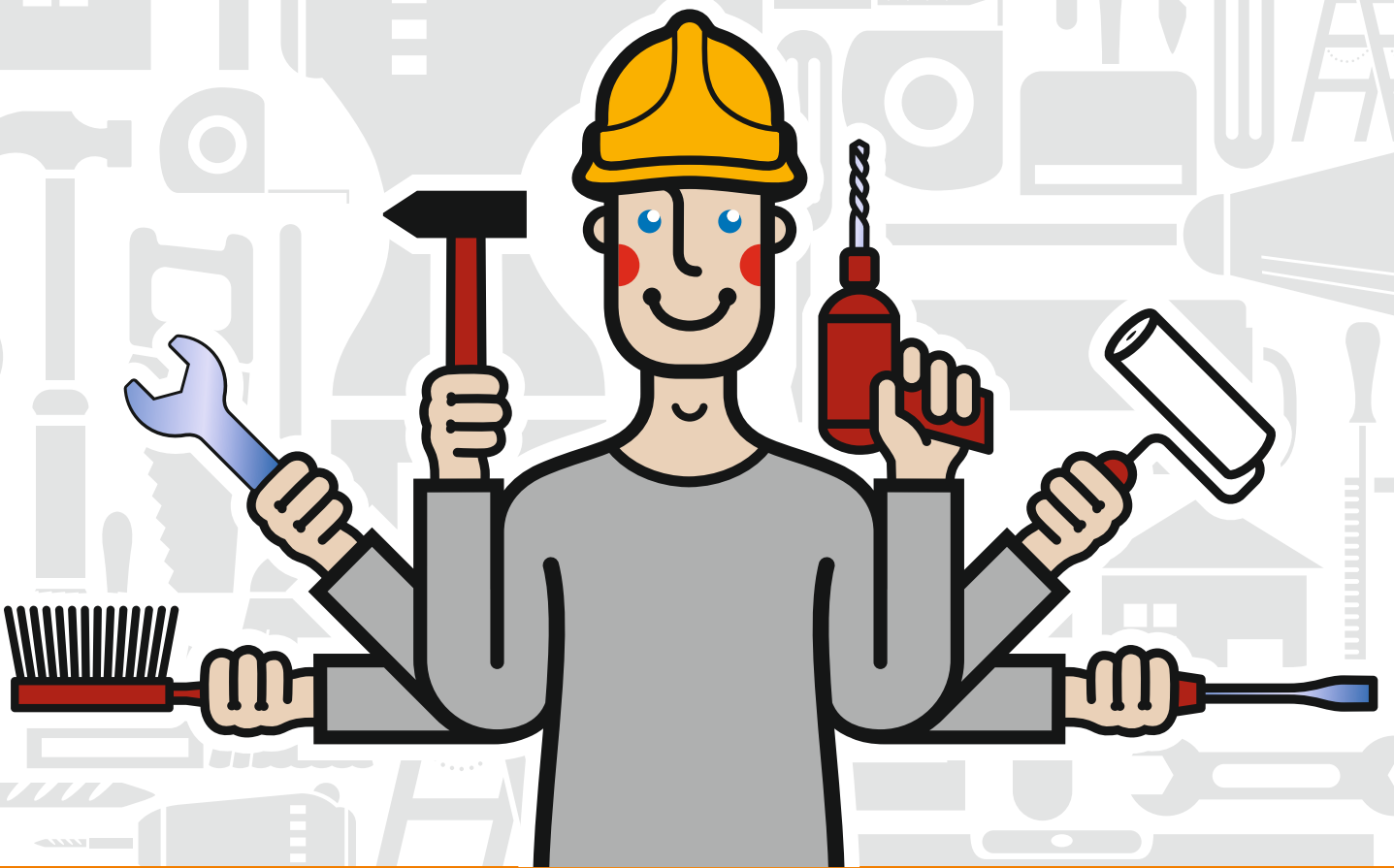




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## INTERNATIONAL POWER & HAND TOOLS TRADE FAIR



**26-28 JUNE 2014**

**ifm Istanbul Expo Center, Istanbul / TURKEY**

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**TÜRKEL FAIR ORGANIZATION**



## The only dedicated Power and Hand Tools Show in Eurasia Region

Strategically positioned at the crossroads of Europe, Asia and the Middle East, Turkey has demonstrated stable economic development over the last decade with an average real GDP growth of 5.2%.

Turkey remains as one of the world's leading players in automotive, manufacturing, and construction industries. As Power and Hand Tools industry is very much related to the industries that Turkey is very strong at, the market for Power and Hand Tools is also growing in parallel. The industry realized an accelerating growth of 20% in the years; 2011-2012.

Moreover, the D.I.Y (Do it Yourself) industry is booming with a great pace as the number of D.I.Y Chain Stores in Turkey is on the rise. The industry realized a great development in the last 10 years. A similar progress is also seen in the gardening tools industry. As the end-users become more conscious about the use of Power and Hand Tools at home, its believed that the market will grow even much bigger in the following years.

It is obviously noted that the positive developments in the construction industry has a direct effect on the growth of Power and Hand Tools industry. It is calculated that a 10% of growth in the construction industry accounts for 20% growth in the Power and Hand Tools industry.

Turkey is a very promising market since it has a great import and production capacity. Turkey has a good number of Hand Tools manufacturers supplying goods to match the local and international demand with their own brands. At the same time, some of them also act as the contract manufacturer for the world's leading brands in Turkey.

### Why Eurasia Expo Tool ?

- It is the only dedicated trade fair in Eurasia Region for Power and Hand Tools attracting professionals from construction to fabrication, automotive, woodworking, D.I.Y, plumbing and many other industries.
- It will give you a chance to build connections with the new partners and enhance your relationship with the existing ones.
- It will give you a chance to showcase your new products via live demonstrations at your stand, and exchange ideas with the end-users, professionals from different industries.
- It will not only bring you professional visitors from Turkey but also from the neighbouring countries.

### Turkey's Major Power and Hand Tools User Sectors

**Construction Industry**

- Showed an annual growth of 22% in second quarter of 2010 and ranked 2nd in the world that year.
- The overall target set by the government by the year 2023 is to make Turkey one of the top 10 economies in the world, will naturally require immense investments in infrastructure, in areas such as building new ports, bridges, airports, roads, railways, high-speed railways, hospitals, etc.

**Automotive**

- Ranked 16th automotive manufacturing country in 2010.
- Biggest bus manufacturer and the 3rd largest light commercial vehicle manufacturer in Europe.
- 1 million vehicles produced annually by 13 domestic and foreign capital manufacturers.

**Machinery**

- The machinery production of Turkey has started to take up an increasing portion of the country's exports, and accounted for 8.3 percent of total exports with USD 9.4 billion in 2010.
- The industry is projected to continue to grow at an average 17.8% until 2023

# INTERNATIONAL POWER & HAND TOOLS TRADE FAIR

## TURKEY AT A GLANCE:

- It holds a strategic location; at the crossroads of Europe, Asia and the Middle East
- Member of Customs Union with the EU since 1996 and having free trade agreements with 22 different countries
- Its population of 75 million and having the highest youth population in Europe
- It's the Europe's 7th largest economy and the 18th largest globally
- A total estimated GDP of 786 billion USD and per capita of \$10,609 (2012)
- It's the 2nd Fastest growing economy in the EU, by 2.2 percent economic growth for 2012 while the economic growth in European Union dropped by 0.3 percent in the same year.
- Projected by the OECD to be the fastest emerging economy amongst its members between 2011 and 2017



## Who Should Exhibit?

Companies actively involved in the production and distribution of the Power and Hand Tools Industry, and its auxiliary products and services used in the following industries; construction, automotive, manufacturing, D.I.Y, agriculture, gardening, plumbing, woodworking and others.

### More specifically:

- Power tools and its accessories
- Mechanic hand tools
- Compressors
- Garage equipments
- Fasteners
- Generators
- Safety equipments
- Media, Institutions and Services
- **Other industry related products and services...**

## Furniture

- The total furniture production in Turkey was worth 4 billion USD in 2010 which accounts for 1.99% of the whole manufacturing industry, 1% in the world's furniture production.
- A massive domestic market of more than 30,000 companies involved in furniture making.

## Agriculture

- As of 2010, the share of the agricultural sector in Turkey's GDP is 8.4 percent, down from 10.1 percent in 2000, and the sector recruits around 25 percent of the total workforce in the country.

## D.I.Y (Do it Yourself) Industry

- Booming with a great pace as the number of D.I.Y Chain Stores in Turkey is on the rise. The industry realized a great development in the last 10 years. A similar progress is also seen in the gardening tools industry.
- Together with the gardening tools, the market volume for D.I.Y industry in Turkey per year is estimated to be around 100 million Euro.



## Key Visitor Target Groups

*Eurasia Expo Tool is open to trade visitors only*

Key professionals, buyers, distributors from the following industry groups are expected:

- Construction and Civil Engineering
- Automotive
- D.I.Y industry
- Agriculture
- Machinery
- Sanitaryware and Plumbing
- Furniture
- Shipbuilding
- Defense Industry
- HVAC manufacture and installation
- Aerospace

*other power and hand tools related industries.*

## Venue

### *ifm* Istanbul Expo Center



IFM is a well designed trade fair ground with high international standards run by the World Trade Centre (WTC) Istanbul. It is strategically positioned right across Istanbul International Airport and easily accessible either by metro, bus or car. [www.ifm.com.tr](http://www.ifm.com.tr)

## 2014 Exhibition Prices

**Registration fee: 350 EURO to be paid once**

Raw Space (min. 15 sqm): 215 Euro / sqm+VAT\*\*

Walk-on-package\* (min. 15 sqm): 270 Euro / sqm+VAT\*\*

*Surcharge applies for the following options:*

<b>Corner</b> (two sides open) (min. 30 m <sup>2</sup> ) + 5%	<b>Peninsular</b> (three sides open) (min. 50 m <sup>2</sup> ) + 7%	<b>Island</b> (four sides open) (min. 70 m <sup>2</sup> ) + 10%
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\* Please contact us for information on the Shell Scheme Package.

\*\* VAT is 18%.

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