

WIN Automation EURASIA 2015: Turkey's hotspot for industrial sales

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- Four key industry sectors at one location
- Bridge to new business in the Balkans, Central Asia, Middle East and Africa

Turkey is the hub of Southern Europe, the Middle East, North Africa, and the former Soviet republics – a region that collectively houses 1.5 billion people and accounts for US\$5 trillion of gross domestic product (GDP). Manufacturing is the country's primary growth driver, accounting for a quarter of GDP. Low corporate taxes, a young and educated workforce and growing consumer buying power helped attract \$US51 billion of foreign direct investment between 2010 and 2013. WIN Automation EURASIA 2015, which runs 19–22 March at the Tüyap Fair Convention and Congress Center in Istanbul, will spotlight current business opportunities at the crossroads of Europe and Asia.

WIN Automation EURASIA is the umbrella for four trade fairs – Otomasyon EURASIA, Materials Handling EURASIA, Hydraulic & Pneumatic EURASIA, and Electrotech EURASIA – that cover industrial automation, materials handling and logistics, fluid power, and energy and electrotechnology, respectively. Exhibitors include such well-recognized names as ABB, Argo-Hytos, Beckhoff, Bonfiglioli, Bosch Rexroth, FESTO, KUKA, Phoenix Contact, Jungheinrich, Kita Logistics, SSI Schaefer, STAUBLI, and Trelleborg as well as small and medium-sized companies and national pavilions from Bulgaria, China, the Czech Republic, Germany, Italy, Japan, South Korea, and the U.S.

"Eurasia accounts for one third of the world's landmass and two thirds of its population. WIN provides our customers with direct access to this huge market," said Wolfgang Pech, senior vice president at Deutsche Messe. "Participation figures illustrate WIN's appeal as a sales platform for global companies: Phoenix Contact and Freudenberg Sealing Technology have doubled their exhibition space; the European Power Transmission Distributors Association, PUMPPlaza and the Czech Republic are organizing first-time pavilions; the German Pavilion is sold out; and we have buyer delegations coming from Albania, Algeria, Bosnia Herzegovina, Bulgaria, Croatia, Germany, Iran, Jordan, Serbia, Tunisia, Uzbekistan, and Yemen."

Source: Deutsche Messe AG, Hannover Fairs International GmbH.