



April 2020

## **Fastener Fair Turkey 2020 was held successfully at the end of February**

**The 5<sup>th</sup> International Exhibition for Fastener and Fixing Technology once again demonstrated its importance and strength for the fastener and fixing market in Turkey.**

**Fastener Fair Turkey 2020 took place from 27 – 29 February 2020 at Tuyap Exhibition Center in Istanbul, Turkey. A total of 2,500 trade visitors from 53 countries came to Istanbul to experience Turkey's buoyant fastener and fixing market and network with other industry professionals.**

Expressing that they had a successful exhibition despite the negative impact of the Coronavirus epidemic mainly affecting the Asian continent at that time, Nicola Hamann, Managing Director of Mack Brooks Exhibitions stated: "A total of 147 companies from 13 countries exhibited at Fastener Fair Turkey 2020, 58 of these companies were exhibiting for the first time. Although 43 of our exhibitors from Asia could not attend due to the evolving Coronavirus situation, the exhibition succeeded to draw attention to Turkey's potential as a strong fastener and fixing market. The show attracted 2,500 trade visitors from 53 countries, 14% of the visitors coming from abroad".

Mustafa N. Tecdelioğlu, Chairman of the Board of Directors of BESİAD – the Association of Turkish Fasteners Industrialists and Businessmen, the official Show Partner of Fastener Fair Turkey, said about this year's show: "The exhibition was very well organised and we had a successful exhibition despite the impact of the Coronavirus epidemic. I would like to thank all the participants and visitors who came to the show. I am looking forward to the next Fastener Fair Turkey 2022, hopefully again under better circumstances."

Over the three show days, the exhibition brought together senior managers, engineers, distributors, suppliers and other industry professionals from various key sectors. Fastener Fair Turkey provided both visitors and exhibitors with the opportunity to have face-to-face meetings, gain new business opportunities, strengthen partnerships and commercial networks, showcase new products and increase brand awareness in midst the business hub of Turkey which is Istanbul.

The visitor profile of Fastener Fair Turkey consists of end-users, fastener and fixing manufacturers, wholesalers and distributors which play a vital role in the supply chain for resellers and end-users. 35% of the visitors were managing directors or board members, 31% were engineers and purchasers, while a further 31% were department heads and senior managers.

## **Leading companies of the main industry sectors visited Fastener Fair Turkey 2020**

Fastener Fair Turkey was once again attended by key industry companies from a vast variety of countries. At this year's show, the most strongly represented industrial sectors were the automotive industry, hardware, and DIY, construction, mechanical engineering, furniture

manufacturing, agricultural / off-highway machinery, electrical products / domestic appliances, civil engineering and aerospace.

In addition to automotive industry leaders such as Tesla Automotive, Ford Otosan, Honda Turkey, Mercedes-Benz Turkey, Tofaş, Toyota and Oyak Renault, aerospace companies such as Aselsan, Coşkunöz Aerospace, PFW Aerospace, and Roketsan Inc. also visited the exhibition. Besides the manufacturers of materials for solar panel systems such as Vergo Energy Systems, Cegelec Groupe VINCI ENERGY; many other manufacturing companies showed great interest in Fastener Fair Turkey this year, including Technopartner Srl., iSi Automotive Austria GmbH, Schock GmbH as well as PE Automotive GmbH & Company KG., TCDD (Republic of Turkey State Railways) and Baku Shipyard, which are important names in the transport sector.

### **Fastener Fair Turkey will return to Istanbul in 2022**

The next edition of Fastener Fair Turkey will return to Istanbul in 2022, with dates to be announced. The show will take place again at the Tuyap Exhibition Center.

Fastener Fair Turkey is part of the worldwide series of exhibitions for the fastener and fixing industry. These include Fastener Fair France, Fastener Fair India, Fastener Fair Italy, Fastener Fair Mexico, Fastener Fair USA and Fastener Fair Stuttgart, the world's leading trade fair for this sector. Further information on all Fastener Fairs is available at [www.mackbrooks.com](http://www.mackbrooks.com).

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