Esteemed Industry Representatives,

As Hannover Fairs Turkey, we are excited to meet you once again at the 27th International "WIN EURASIA" exhibition where we offer unique opportunities to all our exhibitors. We will be meeting with thousands of industry professionals from all around the world during our fair, which will take place between 12 – 15 March, 2020.

In our fairs, we bring together the various aspects of the manufacturing industry. This year, CeMAT EURASIA, IAMD EURASIA, Industrial Energy Systems EURASIA, Metalworking EURASIA, SurfaceTechnology EURASIA and Welding EURASIA fairs will once again provide a brand new experience to both our exhibitors and visitors. Focusing on the "Digitalization in Industry" concept, our exhibition will display creative products and the latest innovations in advanced technology, and it will once again create a large business volume.

An important aspect of WIN EURASIA is to create an ultimate trading platform where you will find 360 degree manufacturing industry with the latest developments. The companies that specialize on value-added manufacturing will showcase their latest technologies at WIN EURASIA 2020, which we believe once again will make positive contribution to the export performance of our exhibitors.

Hannover Fairs Turkey, subsidiary of Deutsche Messe A.G.; has long tradition of organizing leading trade fairs, especially industrial ones. We are proud of having increasing visitor numbers at WIN which have a positive impact on our exhibitors trade volume. We are also very pleased to see the increasing interest in seminars and conferences that we organize for our exhibitors who want to be aware of technological innovations and industrial trends.

We invite all industry professionals who wants to “Be a Part of the Future” to our exhibition WIN EURASIA 2020, where we will carry our experience in the field of industrial exhibitions even further with the contribution of our exhibitors and partners.

Alexander Kühnel
General Manager
Hannover Fairs Turkey
WIN EURASIA 2019
Facts & Figures

Exhibitors
- 1,376 exhibitors from 20 countries
- 11 halls located on 33,110 m² net stand area
- 4 Pavilions: China, Germany, South Korea, Taiwan

Visitors
- 77,403 visitors from 111 countries
- 467 B2B matchmaking participants from 37 countries

Top 5 International Exhibitor Countries
- China
- Germany
- Taiwan
- South Korea
- Italy

Top 5 International Visitor Countries
- Iran
- Bulgaria
- China
- Russian Federation
- Germany

Exhibitor Overview
- 90% with the exhibition
- 90% will exhibit at WIN EURASIA again
- 82% satisfied with the professional visitor quality
- 82% recommend WIN EURASIA to a colleague

Visitor Overview
- 96% satisfied with WIN EURASIA
- 99% plan to visit the exhibition next year
- 91% recommend WIN EURASIA to a colleague
- 80% visitors are decision-makers

Exhibitor Testimonials

Ali Osman Elmalı
Elmalı Machinery – Assistant General Manager
This year, WIN Fair is very enjoyable for us too. I am here on Thursday, Friday, Saturday, Sunday, for four days. My general impression is; there is a significant effort in terms of participation, especially from abroad. WIN team has done a serious work at this point. This should keep on increasing every year.

Zeynel Yılmaz
Mutlusan - Electric Sales and Marketing Manager
We have been attending the WIN Fair for 10-12 years. It is one of the best fairs where we can find the opportunity to introduce ourselves. We have met with visitors from countries such as Algeria, Morocco, Tunisia, Libya, Tajikistan, Uzbekistan, Romania, and today we have recognized the sale to our Algerian customer. This was the first sale of the fair, but 90-95% of our sales negotiations are expected to be finalized.

Ümran Demirson
Protechnology – Founder
One of the biggest goals of attending WIN Fair this year was to increase our export targets. Obviously it was very crowded and we had a beautiful fair, we are still having it: It was quite a fair we are pleased.

A. Ali ŞEN
INTECRO – CEO
I think that WIN fairs have unparalleled experiences both nationally and internationally for their international exhibitors and visitors. We are a company that participates almost every year, and we have witnessed more and more qualified international companies and, more interestingly, the participation of public, public authorities and technologists, bureaucrats.

Can Demirel
TSM GLOBAL - Deputy General Manager
We had the opportunity to show our products to our customers from both domestic and foreign countries. We value this fair and we would like to take our place every time with a wide stand as much as possible. Hopefully, we will take part in this fair in the coming years and we will have the opportunity to show our products to our customers.
360 Degree Manufacturing Industry

Surface Treatment Technologies

Surface Chemicals and Solutions

Industrial Paint and Coating Technologies

Smart Grid Management

Power Generation, Transmission, Distribution and Storage

Energy Efficiency

Robotic Welding Automation

Welding Consumables

Industrial Gases

5G Technology

Smart Manufacturing Tech

Digitalization

Compressed Air

Compressors

Industrial Automation

Drive Systems

Hydraulic Systems

Robotic Technologies

Move & Lift

Logistics 4.0

Store & Load

Smart Machine Manufacturing Technologies
Surface technology is substantially gaining importance for industrial applications. Nowadays important manufacturing branches such as automotive, aerospace, power engineering depend strongly on modern surface technologies thus contributing to emerge new sectors like medical, micro technology or microelectronics. SurfaceTechnology EURASIA focuses on all core solutions within surface treatment and finishing. Exhibitor product range varies from cleaning to pre-treatment, paint, polish and coating systems to hardware & software solutions.

As exhibitor at SurfaceTechnology EURASIA, you will exploit connecting buyer industries.

Over half of total metal production ends up in sheet metal parts—auto bodies, appliance shells, cans, etc. Consequently the processing of sheet metals is of vital importance to a range of industries. Thus Metalworking EURASIA undisputedly plays a pivotal role at WIN EURASIA. Industry 4.0 is of capital importance for manufacturers within the sheet metal industry. Today’s factories need to embrace it more than any other sector to transform themselves into Smart Factories; sooner or later it is a must. So WIN EURASIA 2020 where the Industry 4.0 is treated broadly enables its exhibitors to display their best products and solutions while paving the way for them to find out more about market trends thanks to its new environment resulting from the big merger with the other top important trade fairs under WIN EURASIA flagship. Reaching out more visitors from vertical sectors is going to be easier for Metalworking EURASIA exhibitors.

Welding today is applied to a wide variety of materials and products. It is a cost effective and solid way to join materials. In modern society we can see the implementation of it from buildings and bridges to vehicles, computers, medical devices and more... The biggest challenge that the sector has been facing right now is a better integration into the overall manufacturing industry and Welding EURASIA is the best venue promising to reach all key-core sectors of the manufacturing industry in a single location.

Energy efficiency is a key concept in the world electronics manufacturing. To not fall behind in the future’s competition, electronic players need to invest in new technologies and boost their competitive advantage to reclaim market share from their rivals. For managers and engineers in electronics manufacturing, Industrial Energy Systems (IES) EURASIA is an open platform for orientation, information on the subject of Industry 4.0. Electrical energy generation systems, power supply, transmission, distribution and storage are under the spotlight of IES EURASIA. The prominent trade fair brings together the companies and products in parallel with Turkey’s investments in modern energy industries. Various products such as smart and refined safety relays and electronic components will be showcased throughout the fair.

Today, increasing needs of the industrial society, integrated production systems and constantly growing e-commerce lead to a huge demand for more customized, flexible, smart and value-added automation solutions in areas of intralogistics and warehouse management systems. That is why Industry 4.0 and intralogistics are integral for each other. Smart Supply Chain Solutions is the heart of CeMAT EURASIA, CeMAT EURASIA, under WIN EURASIA flagship, offers a worldwide experience in materials handling supply chain management and intralogistics areas for various markets with its pioneering role in Eurasia region. As Industry 4.0 is hot topic of WIN EURASIA, companies exhibiting in CeMAT EURASIA will benefit from both interdisciplinary actions taken in the show and discover the latest innovations.
## Product Groups

### International Materials Handling, Supply Chain Management, Intralogistics Fair
- Material handling and handling equipment
- Supply chain management
- Storage and shelving systems
- Automated solutions and conveyors for storage areas
- Plastic boxes, pallets, packaging systems
- Logistics informatics
- Logistics product accessories, spare parts and complementary products

### Integrated Automation, Motion & Drives Fair
- Factory, process and energy automation systems
- Robotics
- Industrial informatics, hardware and services
- Production technologies and services
- Lubrication systems, machinery and Hydraulic Oils & Parts
- Hydraulic systems and transfer
- Pneumatic and hydraulic systems
- Geared motors, wheels and gear systems
- Linear technology
- Sealing technology, lubrication systems for drive technology
- Bearing
- Industrial sensor and image processing
- Electrical and mechanical drive systems
- Test and measurement systems
- IoT and software solutions
- Industry 4.0 and IT solutions
- Intelligent production systems

### International Energy, Electric and Electronic Technologies Fair
- Power generation from renewable energies
- Conventional energy power generation
- Energy storage technologies
- Cables and cable technology
- Insulators
- Transformers and transformers accessories
- Cabinets, cable routing, sub-distribution
- Busbars
- Switches and switches
- Capacitors and filters
- Power supplies and UPS
- Surge and lightning protection
- Building technology and building automation
- Testing, measuring and control technology
- For improved energy efficiency
- Answers
- Energy data management
- Environmental technology, recycling, sustainable production
- Industrial lighting technologies and equipment
- Generators

### International Sheet Metal Processing, Metal Cutting and Metal Forming Technologies Fair
- Sheet metal, sheet metal, semi-finished, processed products
- Forming technologies
- Processing technologies
- Connecting / splicing technologies
- Machine equipment and components
- Wire pipe and profile
- Transport-storage systems
- Process supervision / process quality control
- Hardware-software
- Engineering and consulting services
- Hand tools
- Layered manufacturing
- Milling machines, lathes and flexible manufacturing
- Sheet metal mold, plastic mold and printing
- Personal protective equipment
- Compressor, compressed air and vacuum systems
- Compressed air filters and dryers

### International Surface Treatment Technologies Fair
- Surface treatment
- Surface treatment / mechanical
- Surface treatment / chemical
- Surface treatment / electrochemical
- Paints and varnishes
- Paint and plastic coating systems
- Hardware-software
- Engineering and consulting services

### International Joining, Welding and Cutting Technologies Fair
- Robotic welding automation
- Plasma, spot, arc, submerged, laser, MIG / MAG, TIG welding machines
- Bevelling machines
- Welding fume and dust extraction systems
- Welding wires
- Welding electrodes
- Welding consumables
- Gas fittings
- Industrial gases
- Hand tools
- Accessories and by-products
- Hardware-software
The Digital Factory - IIoT Special Area covers a wide range of thematic areas such as Industrial IoT, Layered Manufacturing, digitalization, digital twin and virtual reality, Logistics 4.0, industrial IT, software and hardware, manufacturing engineering and services.

In today’s world where sensors, digital twins and cobots “talk to each other” and produce large data stacks, fast information sharing has become even more important. Discover the latest developments in new broadband solutions and networking technologies in the 5G Special Area.

Integrated production (sensors, robots and automation), development partnerships, new cell production concepts and intelligent supply solutions are key to more efficient products. Smart manufacturing solutions have an incredible opportunity to transform the industry. The integration and digitalization of industrial technology remains at the top of the agenda.

You can learn from Industry 4.0 to IT solutions, from big data to cyber security in our conferences and forums organized within the scope of Industrial Events Summit.

ComVac is a unique platform that brings together major suppliers and technology providers with end users to take the industry even further. The latest technologies in the field of compressed air and vacuum systems will be exhibited in the exclusive ComVac Area. Process automation, pneumatic systems and environmentally friendly exhaust air cleaning systems will be showcased at the fair.

WIN 4.0 Application Park, which combines robot manufacturers, IT systems integrators, Logistics 4.0 solutions and industrial image processing systems, is a center for visitors to WIN EURASIA 2020. WIN 4.0 Application Park serves as a showcase for smart cameras, image processing equipment and other digital innovative solutions.

In the framework of the cooperation between the Machinery Manufacturers Association and WIN EURASIA, which has been providing important services to the sector for many years, domestic machinery manufacturers will come together with visitors in the 12th and 14th halls.

The products of companies producing solutions on sheet-machine mold and printing, mechatronics, machine manufacturing and automation systems within the special field to be realized in cooperation with Manisa MAKIM will be displayed in metal processing halls.
5G technologies, virtual product development, product life cycle management (PLM), enterprise resource planning (ERP), production control, data analysis, digital supply chain and value-added production are the main themes of the Industry 4.0 Festival Area.

Moreover, cloud technology and industrial security, artificial intelligence, machine learning and communication (M2M), digital twin, Industrial Internet of Things (IoT), VR / AR and Big Data Management, Digital Process Automation technologies contribute to the Industry 4.0 Festival Area. Visitors will reach all the target audience under one roof. WIN EURASIA attracts more than 77,000 trade visitors.

In short, the Industry 4.0 Festival Area is a special platform visited by top CIO/CTO decision makers.

The perfect stage is yours

Network with peers and get individualized education in everything from big data, cobots and digital twins to cybersecurity and IT solutions at one of our numerous conferences and forums. Top decision makers & keynote speakers will give you insider insights and best practices that will transform the way you utilize smart manufacturing. (with simultaneous translation)

Business to WIN

In 2019 B2B Matchmaking Area was already the Turkey’s biggest B2B event in an industrial context and in 2020 platform economy will again be a major theme. National and international IT solutions want the attention of potential buyers of the IoT solutions they present at the Turkey’s leading industrial show. Exhibitors will also be showcasing digital business platforms for the entire value chain in the context of Industry 4.0, i.e. the future of manufacturing.
WINovation Contest will be organized under WIN EURASIA 2020 to reward projects which contribute most to the development of Turkey’s industry. The competition, which is open to WIN EURASIA 2020 exhibitors, will showcase innovative, technical innovation-oriented, and original designed projects. The competition will be held in cooperation with ENOSAD.

Finalists will be awarded with a ceremony held on March 12, 2020 under WIN EURASIA 2020 opening ceremony.

The deadline for the application is **14 February 2020**!

For further information: www.win-eurasia.com/en/winovation

**Awards**

**First Prize:**
- Round trip flight tickets and 3-night accommodation for 1 person to HANNOVER MESSE 2020
- Promotion of the project during the year

**Top 3 Projects:**
- Preferred participation fee for WIN EURASIA 2021

**Contest Theme**

- Product innovation
- Service innovation
- Design innovation
- Technology innovation
- Technical infrastructure innovation
- Solution innovation
- Business model innovation
- Organization innovation
- Social innovation
- Environmental innovation

**Co-organizer**

Enosad

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Global Industrial Events of HANNOVER MESSE

Participation Options

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<th>Option 1: 222 € / sqm</th>
<th>Option 2: 250 € / sqm</th>
<th>Option 3: 275 € / sqm</th>
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<td>Lounge area with beverage services</td>
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*The prices are subject to 18% V.A.T.

INDIVIDUAL DESIGN CONCEPTS DIFFERENTIATING YOUR STAND

INHOUSE Design is a department of Hannover Fairs Turkey Fuarcilik A.S. and founded to meet your demands on stand design and assist you in both national and international exhibitions.

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Our services as INHOUSE Design:
- Modular stand design and application
- Maxima stand design and application
- Custom made stand design and application
- Product design
- Architectural applications
Deutsche Messe

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Scan the QR codes to download our mobile app!

Free Entrance Ticket
win-eurasia.com

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