CREATING THE INDUSTRY OF TOMORROW TOGETHER!

Industrial Transformation: win-eurasia.com
#WINEURASIA
WIN EURASIA, the leading trade fair of the Eurasian region for the industrial manufacturing and automation sector, showcases the trending technologies of the future and groundbreaking innovations and solutions every year under the theme of “Industrial Transformation”.

Combining Automation, Logistics, Welding, Electricity, Electronics, Energy, Industrial Manufacturing, Hydraulics and Pneumatics sectors under one roof, the 29th International WIN EURASIA offers a unique opportunity to experience the 360-degree manufacturing industry and represents the meeting point where all the innovations of the sector are exhibited together.

Mission

Focus of 2023

Designed based on the motto "Creating the Industry of Tomorrow Together", WIN EURASIA will focus on the next 3 mega trends for Industry 5.0 and Robotics Automation, which are the future of digitalization; Metaverse, Society 5.0 and Hyper-Automation.

With the acceleration of the future workforce in the virtual world, WIN EURASIA 2023 will show how the physical rules of the virtual universe of the digital twin world, will be applied to the real world from digitalization to robotization, from automation to industrial production technologies.

The future is here. The future is at WIN EURASIA!
Great Contribution to Export

Bringing the whole sector together under one roof with the theme of "Industrial Transformation" in the last meeting, WIN EURASIA brought together the 360-degree manufacturing industry in its special areas and conferences.

Through international cooperation and the organization of the Procurement Committee, the fair made a great contribution to the goals of increasing the share of medium-high technology products in exports to 44.2% and increasing the total manufacturing industry exports to $210 billion, in line with Turkey's 2023 targets.

Why WIN EURASIA?

The most important and biggest industry fair of the region.

360 degrees Manufacturing Industry and Industry 4.0 concept under one roof.

Meeting point of the industry; the opportunity to bring your products and services together with important buyers not only from Turkey and the Eurasian region, but also from the globe.

Be a part of the future; benefit the on-site market research opportunities, discover the latest innovations with international Sectoral Conferences and Seminars and Special Areas.
WIN EURASIA 2023 Product Groups

- Energy, Electric & Electronic Technologies
- Welding & Robotic Welding Technologies
- Logistics, Supply Chain Management & Intralogistics Solutions
- Industrial Manufacturing Machines
- Start-Up & Technology Center

Industrial Automation
Robotics Automation
5G Arena & Digital Factories

Industrial Automation Technologies Main Topics
- Robotics Automation
- Factory & Process Automation
- Industrial Image Processing Technologies
- Industrial 5G & Digital Factories
- IoT & AI
- Sensor & Motion Systems
- Control Systems, PLC, SCADA
- Measurement & Test Systems
- Communications, Networks & Field Bus Systems
- Electric Motors, Frequency Inverters, Motor Drives
- Power Transmission and Motion Control
- Industrial PC’s
- Embedded Systems
- Industrial IT & Softwares
- Industrial Building Automation Systems
- Hydraulic & Pneumatic
The Biggest Fair of the Region
7-10 JUNE 2023, ISTANBUL FAIR CENTER, YEŞİLKÖY

- Robotics
- Automation
- 5G Arena & Digital Factories
- Energy, Electric & Electronic Technologies
- Logistics, Supply Chain Management & Intralogistics Solutions
- Welding & Robotic Welding Technologies
- Industrial Manufacturing Machines
- Industrial Automation
- Forum Area
- Power Transmission and Motion Control
- Hydraulic & Pneumatic Technologies
- Start-Up & Technology Center

Deutsche Messe
ISTANBUL IS BECOMING THE WORLD'S INDUSTRIAL GIANTS’ MEETING POINT

THE CROSS-SECTOR FAIR

6 HALL
24,000 SQM
FAIR CENTER

B2B & NETWORKING

MEETING PLACE FOR
GLOBAL DECISION MAKERS

PHYSICAL &
DIGITAL WORLD
TOGETHER

THE MOST
IMPORTANT
INDUSTRIES IN
ONE SPOT

220,000
ONLINE
SUBSCRIBER

MANUFACTURING INDUSTRY
AUTOMOTIVE & DEFENSE
DIGITAL INDUSTRY
MACHINERY & AUTOMATION
ENERGY INDUSTRY
HOUSEHOLD APPLIANCES
FOOD & HEALTH
TEXTILE
CEMENT & SHIPYARD
TELECOMMUNICATION

TURKEY’S FIRST INDUSTRIAL
5G USE CASES

5G ARENA

POLITICAL DELEGATIONS
& VISITS FROM ANATOLIA

FROM 18 COUNTRIES
INTERNATIONAL
BUYERS COMMITTEES &
DELEGATIONS

83
SPEAKER
61 BRANDS
33 PANELS

84% DECISION MAKER
90% SATISFACTION WITH THE VISITOR PROFILE

DOMESTIC AND
63 FOREIGN COUNTRIES

MANUFACTURING INDUSTRY
AUTOMOTIVE & DEFENSE
DIGITAL INDUSTRY
MACHINERY & AUTOMATION
ENERGY INDUSTRY
HOUSEHOLD APPLIANCES
FOOD & HEALTH
TEXTILE
CEMENT & SHIPYARD
TELECOMMUNICATION

500 PARTICIPANTS FROM
17 COUNTRIES &
35,728 VISITORS FROM
92 COUNTRIES

6.5 MILLION
SOCIAL MEDIA
DISPLAY

5G ARENA

Deutsche Messe
A Unique Platform

POLITICIANS, C LEVEL BUSINESS PEOPLE, THE PRESS AND VIP GUIDE TOURS
Witness the Industrial Transformation
MEET OUR PARTNERS, WITH WHO WE CREATE THE INDUSTRY OF TOMORROW

CLICK TO WATCH VIDEOS!
Visitor Profile
SOLUTION CENTER FOR PROFESSIONAL BRANDS

[Logos of various brands]
A UNIQUE EXPERIENCE AREA WHERE THE INDUSTRIAL AND ROBOTICS AUTOMATION OF THE FUTURE, SHAPED BY INDUSTRY 5.0, COME TOGETHER AND WHERE TURKEY’S FIRST INDUSTRIAL 5G USE CASES WILL COME INTO PROMINENCE. THE FUTURE IS HERE. THE FUTURE IS AT WIN EURASIA!

5G ARENA & INDUSTRY 5.0 & DIGITAL FACTORIES
- 5G ARENA: Turkey’s first industrial 5G use cases & real-time 5G experience center in 600 m²
- INDUSTRY 5.0 and DIGITAL FACTORIES: Industry 4.0 implementations in 2,000 m², Industry 5.0 theme area, Artificial Intelligence and IoT pavilion

NEW!

ROBOTICS AUTOMATION
- Global brands in 3,500 m², robot automation with 5G infrastructure, Applied demo areas, Robotics Automation and its Future Conference

NEW!

INDUSTRIAL AUTOMATION TECHNOLOGIES
- Global brands in 7,500 m², Smart automation of the future, Factory automation technologies

EVENTS
- FORUM AREA: Hybrid live broadcasts, Keynote speakers, Industry panel & sessions, Product presentations, Company promotional videos
- INDUSTRY 5.0: A closer look at the virtual workforce of the future in the Metaverse world: Society 5.0

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WORKFORCE OF THE FUTURE WILL BE REALIZED IN THE VIRTUAL WORLD

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Industry 5.0 Theme Area
WORKFORCE OF THE FUTURE WILL BE REALIZED IN THE VIRTUAL WORLD

Metaverse
Society 5.0
AR/VR/MR
5G/6G
Quantum Computers
Hologram Technology

DRAFT AGENDA

7 JUNE 2023, HALL 6 FORUM AREA

20 SPEAKERS + 300 PARTICIPANT + 270 MIN. LIVE BROADCAST DISPLAY
5G TECHNOLOGY WAS EXHIBITED AT WIN EURASIA FOR THE FIRST TIME IN TURKEY!

5G FOR SMART AUTOMATION & MANUFACTURING

Industrial Transformation: win-eurasia.com
#WINEURASIA

7-10 June 2023, Istanbul Fair Center, Yeşilköy
LTE HAS HARDLY OUTGROWN CHILDHOOD, BUT ITS SUCCESSOR IS ALREADY WAITING IN THE WINGS. 5G PROVIDES BRAND NEW OPPORTUNITIES FOR VERTICAL INDUSTRIES WITH WIRELESS COMMUNICATION TECHNOLOGY. WIN EURASIA INVITES YOU TO DISCOVER TURKEY’S FIRST INDUSTRIAL 5G USECASES!

From today's perspective, perhaps it sounds like an exaggeration. But when we assume that the IoT will soon allow more than 100 billion objects to communicate among themselves, these numbers start to look more realistic because the network usage of the communicating machines will be much larger. Remember that sensors, digital twins, and robots are constantly "talking" to each other, creating huge chunks of data. Rapid information sharing will also be more important in the future than it is now. In a smart factory where robots and machines control themselves, a slow data connection can have dire consequences.

Here, 5G is not just a distant request, it is an urgently needed condition for processes to work.

5G technology is expected to create an added value of approximately $10 billion in the Turkish market in the next 5 years.
It is estimated that there will be more than 660 million 5G subscriptions by the end of this year.

5G phones account for 23% of global volumes.

FWA will provide broadband to more than 800 million people with approximately 230 million connections by 2027.

The massive IoT will account for 51% of cellular IoT connections by 2027.
“By 2025, approximately 8.2 million industrial robots are expected to be in operation in factories around the world. It is stated that these robots will play a key role in automating production to accelerate the economy. While it is estimated that robots will produce 10 to 40 terabytes of data per day in the factories of the future, fully autonomous vehicles will also produce 4 terabytes of data per vehicle per day in 2030.

Turkey's industrial 5G use cases will take the stage at WIN EURASIA 5G Arena in cooperation with Nokia.
TURKEY'S FIRST INDUSTRIAL 5G USE CASES
5G Arena

THE FUTURE IS IN 5G! THE FUTURE IS AT WIN EURASIA!

...and a lot more...
ROBOTICS AUTOMATION and Its FUTURE CONFERENCE

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NEW! ROBOTICS CONFERENCE
## DRAFT AGENDA

<table>
<thead>
<tr>
<th>Time</th>
<th>Session/Activity</th>
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<tbody>
<tr>
<td>10:30</td>
<td>Opening Speech: Welcome!</td>
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<td>10:45</td>
<td>Keynote Session:</td>
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<td>11:00</td>
<td>Premium Sponsor Session</td>
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<td>11:30</td>
<td>Premium Sponsor Session II</td>
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<td>11:20</td>
<td>Panel: Enterprises’ Experience of Using Robots</td>
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<td>11:00</td>
<td>Moderator: ENOSAD</td>
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<td>12:25</td>
<td>Premium Sponsor Session II</td>
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<td>12:35</td>
<td>Panel II: Post-Pandemic Robot Automation: How Industrial Robots Are Spreading in SMEs?</td>
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<td>12:15</td>
<td>Moderator: ROBODER</td>
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<td>13:30</td>
<td>Main Sponsor Special Session</td>
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<td>14:15</td>
<td>Keynote Session II</td>
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<td>14:55</td>
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<td>15:05</td>
<td>Panel III: Use of Robots in Industry Dissemination and Acquisition Ease</td>
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<td>15:45</td>
<td>Moderator: ENOSAD</td>
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<td>16:30</td>
<td>Premium Sponsor Session II</td>
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<td>16:20</td>
<td>Panel IV: Robotics Automation of the Future</td>
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<td>16:00</td>
<td>Moderator: ROBODER</td>
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<td>17:00</td>
<td>Closing: Q&amp;A</td>
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### Main Sponsor:
- Speech at the opening session (5 min.)
- Speech at the main sponsor special session (5 min.)
- Making a presentation at the panels for 10 minutes and being a panel speaker
- Being at the top of the sponsor tree
- Taking part in social media posts and e-bulletins
- Making 1 minute video promotions between panels throughout the day
- Being a speaker at WIN EURASIA Talks before the event (15 min.)

### Premium Sponsor:
- Making a presentation at the panels for 10 minutes and being a panel speaker
- Being at the second place of the sponsor tree
- Taking part in social media posts and e-bulletins
- Making 1 minute video promotions between panels throughout the day
- Being a speaker at WIN EURASIA Talks before the event (15 min.)

### Gold Sponsor:
- Being at the third place of the sponsor tree
- Taking part in social media posts and e-bulletins
- Being a speaker at WIN EURASIA Talks before the event (15 min.)
"Machines, robots, autonomous systems and software robots do 1.2 billion jobs worldwide! According to WEF's Future of Jobs 2020 report; In the world, 67% of the existing jobs are performed by humans and 33% by machines. PWC estimates that AI will create $2.3 trillion in added value in the robot automation industry by 2030."

Special display area for manufacturers of industrial robots, robotics assembly line by system integrators, manufactureres of gripper and other robotic parts, IT and network system integrators attract great attention of visitors at WIN EURASIA 2023.
Robotics Automation
GLOBAL BRANDS MEETING POINT: ROBOT AUTOMATION HALL

...and a lot more...
“43% of the global trade volume, which closed 2021 with $94 trillion, comes from automation. The added value of industrial automation systems in global factories has exceeded $21 trillion by 2020. According to Fortune Business Insights projections, the industrial automation market will rise with a CAGR of 8.8% by 2027.”

Decision makers of the industry can access solutions for industrial automation to optimize production and the entire manufacturing process. Hall 4-8 focuses of the automation industry and the smart manufacturing technologies of the future.
DISCOVER THE SMART AUTOMATION AND PRODUCTION TECHNOLOGIES OF THE FUTURE!

Factory Automation Technologies

...and a lot more...

Deutsche Messe
“With the economic benefits and social changes that automation, AI and digital technologies will create in the next 10 years, Turkey has the potential to increase 3 million jobs. Adoption of digital technologies is very important for Turkey.”

5G, IoT, MES/MOM, ERP, supply chain management and Industry 4.0 applications are the main topics of the WIN EURASIA 2023 Digital Factory Special Area. In addition, cloud technology, industrial security, AI, machine learning, digital twin and additive manufacturing technologies also contribute to the Digital Factory Special Area.
Hall 6

**Digital Factory Special Area**

**THE BRANDS THAT SHAPE THE FUTURE ARE HERE!**

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...and a lot more...
According to the forecasts of PWC analysts, Industry 4.0 is expected to contribute $140 trillion to the global economy by 2030.
Gartner estimates that Artificial intelligence and IoT technology will contribute $26.8 trillion to the global economy by 2030.
According to MarketsandMarkets™ report, there will be $197.8 billion in Industrial Control and Factory Automation Hydraulic & Pneumatic Market share by 2026.

You can closely experience the technological developments in the use and application areas of Hydraulic, Pneumatic and Fluid Power systems and meet industry professionals. You will be able to meet with many purchasing agent visitors in the area where companies, associations, academicians, professional chambers, relevant engineers and technical staff will be present.
Hydraulic and Pneumatic Technologies
ALL COMPONENTS OF HYDRAULIC AND PNEUMATIC SECTORS ARE IN WIN EURASIA!

...and a lot more...
“Electric motors have a large share in the electricity consumed in Turkey as in every developing country. According to the available data, 35% of Turkey’s electricity is consumed by asynchronous motors, which are heavily preferred in the industry. For this reason, by making these engines more efficient, a significant reduction in electricity consumption can be achieved.”

Pioneers of Power Transmission and Motion Control Systems, Electric Motors, Gearboxes, Bearings, Linear Technology, Gears and Mechanical Drive Systems will be at WIN Eurasia Hall 8!
Power Transmission and Motion Control

ALL COMPONENTS OF POWER TRANSMISSION AND MOTION CONTROL SECTORS ARE HERE!

...and a lot more...
FORUM AREA: NOW THE STAGE IS YOURS!

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You can choose among various options for joining the Digital Factory Special Area.

**INDUSTRY 4.0, IoT, MES & AI PAVILLION:**
- Digital Factories special booth decoration,
- Light board (including printing & application),
- Welcome desk + bar chair,
- Raised illuminated hardwood floor,
- Illuminated spotlights,

**INDUSTRY 5.0 THEME AREA:**
- 5G ARENA:
  - 5G Arena special stand decoration and stand walls,
  - Raised illuminated hardwood floor,
  - Bistro table and bar chair & Desk for usecases,
  - Internally illuminated visual area,
  - General area lighting,
  - Upper images separating the general area (not specific to companies),
  - 5G network (specific to this area),
  - 30 min. speech in 5G Forum Arena.

**DIGITAL FACTORY SPECIAL AREA:**
- Free space only,

**Conference Participation Options:**
- 30 min. speech,
- 60 min. panel,
- 1,000 €

**Prices do not include VAT.**

Forum Arena is located in Hall 6

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TO FIND THE BEST PARTICIPATION OPTION FOR YOUR COMPANY

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7-10 JUNE 2023, ISTANBUL FAIR CENTER, YEŞİLKÖY