

Messe Düsseldorf creates new platforms in the growth market Türkiye

**2023 sees wire and Tube Eurasia held in Istanbul for the first time
Next year the 5th TOSH for occupational safety and health will follow
Türkiye's key position opens up new opportunities for the entire region**

Messe Düsseldorf is constantly expanding its market position in Türkiye. From 24 to 27 May 2023 the new trade fairs wire Eurasia and Tube Eurasia will be held in Istanbul for the first time. Further platforms for the Turkish market are being planned. With this move Messe Düsseldorf not only opens up an attractive national growth market for its customers but also offers them an ideal starting point for their business in the Near and Middle East as well as in Central Asia. With this expansion, Messe Düsseldorf is consistently driving forward its international new business development and strengthening the competitive position of the trade fair locations Düsseldorf and North Rhine-Westphalia.

Düsseldorf, 15 February 2023. Messe Düsseldorf will set up further spin-offs of its leading international Düsseldorf trade fair in Türkiye. The first step will be taken from 24 to 27 May 2023 with the premiere of the trade fairs wire Eurasia and Tube Eurasia in Istanbul. With this venture Messe Düsseldorf is now not only widening its wire & Tube portfolio towards Türkiye and Central Asia. "The expansion is part of our new international business strategy: We selectively identify and develop high-potential growth markets for our customers," explains Wolfram N. Diener, President and CEO of Messe Düsseldorf, and adds: "Türkiye with its large domestic market and its key position between Europe, the Near East and Middle East as well as Central Asia is such a location for the future. We will continuously expand our services here and create tailor-made platforms for the Turkish market that bring together local and international companies." Messe Düsseldorf has already been represented in Türkiye with TOSH (the Turkish Occupational Safety & Health Exhibition) forming part of the portfolio of A+A, the world's largest trade fair for safety, security and health at work, which will take place for the fifth time next year.

Wolfram N. Diener emphasizes his sympathy and the company's solidarity with those affected by the recent earthquake disaster, also in view of the increasingly close relations between Messe Düsseldorf and Türkiye: "The numerous victims, the grief of the bereaved and the extent of the destruction move me personally and the entire Messe Düsseldorf staff deeply. We stand with those affected and have already initiated aid to support the local people."

Germany and Türkiye are connected by a strong economic partnership

Counting approximately 85 million inhabitants, Türkiye stood out with above-average economic growth over the past decade. Although factors such as the pandemic and the worldwide economic downturn have slowed down this development, forecasts expect GNP in 2023 to grow by some 3%. Thanks to its large domestic market and strong industrial base Türkiye has long been an important trading partner for Germany and North Rhine-Westphalia (NRW) as well as an important target for direct investment. In 2021 the trade volume between German and Türkiye amounted to EUR 39.7 billion and to EUR 8.9 billion between NRW and Türkiye. In terms of direct investment Türkiye has ranked among the top 3 of the most important target countries for NRW. Just under 150 NRW enterprises are represented in Türkiye with subsidiaries.

Mayor Turkish projects boast excellent market potential

Over the past few years, Türkiye has invested heavily in building projects for housing, streets, bridges and railroads. Further major projects are under preparation. By 2028 a high-speed railroad line will be built from Istanbul to Thessaloniki with an investment volume of US\$ 3.5 billion. As early as 2025 the Afsin Elbistan power plant is to be completed, in 2027 the completion of the petrochemical complex in Aliaga will follow (both projects with an investment volume of US\$ 2 billion each).

“All these projects demonstrate the high business potential for international enterprises,” says Bernd Jablonowski, Executive Director Trade Fairs at Messe Düsseldorf, and stresses: “We will create more local marketplaces to accompany them into the region. This also benefits local business which get new opportunities to network globally. wire and Tube Eurasia are only the beginning.”

wire and Tube Eurasia facilitate market access for the metal industry

The Turkish market is particularly attractive for the players from these two industries: “The expansion of renewable energies and the modernisation of power supply grids entail amongst other things additional demand for cables and lines for power transmission and distribution,” explains Daniel Ryfisch, Director of the wire, Tube and Flow Technologies portfolio of Messe Düsseldorf. “This makes Türkiye, which traditionally has a high demand for wire, cables, pipes and tubes due to its strong industrial base, an even more attractive target market for metal industry companies. With our new trade fairs wire Eurasia and Tube Eurasia we are offering them new opportunities for building and expanding business in Türkiye and the region.”

wire and Tube Eurasia will be part of the two Turkish trade fairs Wire Tech Istanbul and Tube + Steel Istanbul in 2023. Both events will be organised by Tüyap Fair Istanbul, the leading Turkish trade fair organiser and venue operator, at the Tüyap Fair Convention and Congress Center. From 2025 wire and Tube Eurasia will be staged as independent trade fairs in a 2-year cycle.

Messe Düsseldorf's international business development to continue

The commitment in Türkiye forms part of Messe Düsseldorf's international growth strategy. The company is also expanding its activities in Southeast Asia, North Africa as

well as North and South America. Other new Messe Düsseldorf projects for 2023 include REHACARE SHANGHAI (29 – 31/08), GIFA, METEC, wire and Tube Middle East Africa (premiere: 2 – 4/9/2023 in Cairo), GIFA and METEC Indonesia (premiere: 13 – 16/9/2023 in Jakarta) as well as ProWine Tokyo, which will initially be held as “Wine & Gourmet Japan – powered by ProWein” (12 – 14/4/2023). Add to this the world’s largest trade fair for uncrewed vehicles and robotics in the USA, XPONENTIAL, which will be organised by Messe Düsseldorf North America for the first time jointly with the Association for Uncrewed Vehicle Systems International (AUVSI) in Denver from 8 to 11 May 2023.

“With our activities abroad, we are strengthening the international thematic leadership of Düsseldorf’s No. 1 trade fairs winning over new exhibitors as well as visitors for the location that is Düsseldorf,” says Wolfram N. Diener. This is evidenced by the rising internationality of Düsseldorf’s leading international trade fairs, which was as high as ever last year at 76% of exhibitors from abroad and 45% of international visitors despite the consequences of the pandemic.

Messe Düsseldorf Group

Messe Düsseldorf is among the most successful trade fair companies worldwide. It hosts around 40 trade fairs including 20 global No. 1 trade fairs at its 613,000 m² exhibition centre on the Rhine. In the 18 halls the international market leaders and top decision-makers of various sectors get together every year in order to present and discover innovations, to exchange and network. The sectors of expertise of Messe Düsseldorf include: “Machinery, Plants and Equipment” (inter alia drupa, K, interpack, glasstec, wire and Tube); “Retail, Trades and Services” (EuroShop, EuroCIS, ProWein); “Health and Medical Technology” (MEDICA, COMPAMED, REHACARE); “Lifestyle and Beauty” (BEAUTY, TOP HAIR) as well as “Leisure” (boot, CARAVAN SALON). Add to this, numerous conventions, corporate events, conferences and meetings by its subsidiary Düsseldorf Congress. Abroad, Messe Düsseldorf organises 65 events and participations. The global network of the group of companies encompasses 76 foreign representatives for 139 countries – including 6 international subsidiaries.

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