At the 18th International Window, Window Shade, Facade Systems and Accessories, Profile, Production Technologies and Machinery, Insulation Materials, Raw Materials and Auxiliary Products Fair:

- Aluminium Profile, Facade Systems and Accessories
- Shading, Protection and Closing Systems

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March 8 - 11, 2017

CO-LOCATED WITH

SPECIAL SECTION

www.eurasiawindowfair.com
**Unique Trade Platform That Provides Access To International Markets**

- The region of Eurasia expands over the Balkans, the Black Sea Basin, Russia, Caucasus, Western and Central Asia, Middle East and North Africa, with Turkey at its center. It is the fastest developing region of the world where investments and trade are always on the rise. As the leading market in the region with a high potential of development and diversification, Turkey is the trade and supply center of Eurasia.

- The window industry is one of the fastest and the most consistently growing industries of Turkish economy. Eurasia Window Fair is the second biggest international window trade fair of the world that plays a big role to open the industry to international markets and also leads the technology and machinery investments in the industry.

**Facts & Figures**

- 665 exhibitors and co-exhibitors from 26 countries
- 52,198 professional visitors from Turkey
- 5,483 professional visitors from 112 countries
- Hosted Buyers from 37 countries
- 11 Halls 110,000 sqm exhibition area

**Exhibit at Eurasia Window Fair and benefit from:**

- Reaching fast growing emerging markets in Eurasia and increasing sales from CIS and MENA regions
- Exhibiting in Turkey, where you will meet decision makers from emerging markets who can travel to Istanbul without visa restrictions
- Highest visitor quality due to best national and international industry contacts by Reed Tuyap
- A sustainable sales platform that offers a long term solution for market penetration
- An easy access to a modern venue: Tuyap Fair Convention and Congress Center provides you with a high quality venue of international standard and strong service orientation
- Major exhibitions under same roof: Eurasia Window is held concurrently with Eurasia Glass and Eurasia Door shows, which are also the leading industry exhibitions in Turkey.
“Grow your business in Turkey and Eurasia”

**TURKEY:**

Turkey emerges as a trade hub for international producers due to its geopolitical location. Doing business in Turkey provides access to fast-growing emerging markets from CIS to MENA, from the region's center of trade. 69% of the international visitors of the WDG shows come from neighboring countries, Middle East, Africa and West-Central Asia only by 3 to 4 hours travel. Due to mild visa regulations in Turkey, exhibitors get the opportunity to meet distributors and decision makers of construction industry from 56 countries where more than around 1.5 million people are living.

**Middle East & Africa**

With the increasing demand from the construction industry and the properties investment, the Middle East market offers a great opportunity for window, glass, door and aluminium producers to build strategic partnerships with potential customers from the regions. A total of $4.3 trillion is forecast to be spent on construction in the Middle East and North Africa regions over the next decade, representing growth of 80% to 2020. Saudi Arabia, Qatar and U.A.E. have led the regional boom with the values of construction outputs; 40.6 Billion for Saudi Arabia, 11.9 Billion for Qatar and 36 Billion for U.A.E. Furthermore, Not only North Africa, but also Central, East and South African Countries provide many business opportunities with respect to continued, intensive and steady paced construction activities. Mozambique which has a sustained, high growth; has 18 large infrastructure development projects valued at more than 24 Billion dollars. Besides, Countries like Nigeria, Ghana and Kenya have also diverse and lucrative construction investments considering Nigeria and Ghana’s construction investments are largely being funded by The World Bank.
CIS Region

Russian construction output contracted by 4.5 percent year on year in 2014. 81 million m² of residential space was commissioned in Russia in 2014, the highest figure ever. The Russian construction industry is expected to grow in 2016 as a result of large scaled infrastructure projects which will be started with the preparations for FIFA World Cup 2018 and the decline of inflation in Russia which will provide less expensive bank loans. Hungarian construction output recovered in 2013, growing by approximately 10 percent. Kazakhstan construction industry is growing steadily. The value of Kazakhstan’s construction industry exceeded $12 Billion in 2014 thanks to the significant increase of residential schemes and foreign investments.

Top 10 visitor countries

- Iran
- Macedonia
- Bulgaria
- Tunisia
- Kosovo
- Greece
- Lebanon
- Georgia
- Algeria
- Jordan

Exhibitor & Visitor Satisfaction:

Eurasia Window has a very high likelihood to attend rates. 93% of the exhibitors stated that they would also attend the show for the next year. Furthermore, 96% of the visitors stated that they would like to visit Eurasia Window 2017.
Scope of The Fair

• Window Profiles
• Window Mechanisms
• Profile Processing - Window Production Machinery
• Machines & Auxiliary Equipment
• Aluminium Processing Technologies, Machinery, Products, Accessories & Raw Materials
• Facade Systems
• Window Side Industry & Others
• Window Systems, Shutters & Auxiliary Products
• Sun Protection, Shading & Closing Systems
• Raw Materials
• Insulation

Visitor Profile

• Construction companies and contractors
• Architects and interior designers
• Manufacturers, distributors and wholesalers of:
  - Windows & window systems
  - Window profiles & frames
  - Window mechanisms
  - Machinery and equipment
  - Auxiliary products
  - Aluminium profiles and accessories
  - Windows subsidiary industry
Istanbul with its position in the heart of Eurasia is the ideal trade platform for the complete region. With a population of 14.1 million, the city is second largest in the Middle East and the fifth-largest city in the world by population within city limits. Its commercial and historical centre lies in Europe, while a third of its population lives in Asia. Istanbul’s strategic position along the rail Networks to Europe and the Middle East and the only sea route between the Black Sea and the Mediterranean makes it the most important city in the Turkish economy. Istanbul has two international airports and a competitive advantage in the maritime sector, having three sides to the sea.

The Biggest International Fair and Congress Center in the Eurasia Region.

- Total exhibition area of 145,000 sqm with 120,000 sqm indoor and 25,000 sqm outdoor space offers a wide range of services and facilities at international standards.
- 14 cafeterias and 2 a la carte restaurants, 1 patisserie, 2 pubs
- 28 multi-purpose meeting rooms with capacities ranging from 50 to 750 people
- The 5 star hotel features 259 rooms in total of which 186 are deluxe, 64 standard, 7 suits and 2 disabled rooms.

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