

WIN
World of Industry



WIN in Eurasia

WIN
World of Industry



PART 1

04-07 February 2010

MACHINERY'10
15th Machine Components and Metal Working Fair

WELDING'10
10th Joining, Welding and Cutting Technologies Fair

SURFACE TREATMENT'10
4th Surface Treatment Technologies Fair

MATERIALS HANDLING'10
9th Materials, Handling and Logistic Fair

7 leading international trade
fairs for the manufacturing
industry in the growth
market Turkey,
Eurasian and
Middle East region

Your gateway
to Eurasia...

TUYAP Fair Convention and
Congress Center
Büyükdçekece - İstanbul/TURKEY

 **INDUSTRIAL
ACTIVITIES SUMMIT**

| Conferences | Company and Product Presentations
| Panels | Corporate Activities | International Activities

Organizer

 **HMBİLEŞİM**
Hannover Messe Bileşim Fuarçılık A.Ş.

www.win-fair.com

WIN
World of Industry



PART 2

25-28 February 2010

OTOMASYON'10
17th Industrial Automation Fair

HYDRAULIC & PNEUMATIC'10
7th Fluid Power Technologies Fair

ELECTROTECH'10
11th Energy, Electric and Electronic Technologies Fair

WIN 2010: Center of New Technologies and Business

Value - added business opportunities

WIN - World of Industry offers an excellent platform to present your products and services to professional visitors from all sectors of industry.

In 2010, WIN - World of Industry will continue to be a stage for new business contacts, new technologies and complete solutions used at all stages of production.



» New markets

WIN is a magnet for industrial technology users. It is your chance to demonstrate the potential of your company and product portfolio and to develop new market openings.

» New customers

The majority of the professional visitors come to Istanbul with the firm intention to invest. By presenting your company's capabilities at WIN, you have the opportunity to clinch profitable business deals.

» New contacts

Representatives from industry, science and government come to Istanbul to gather information and build networks. Take this opportunity to identify new users for your products and solutions.

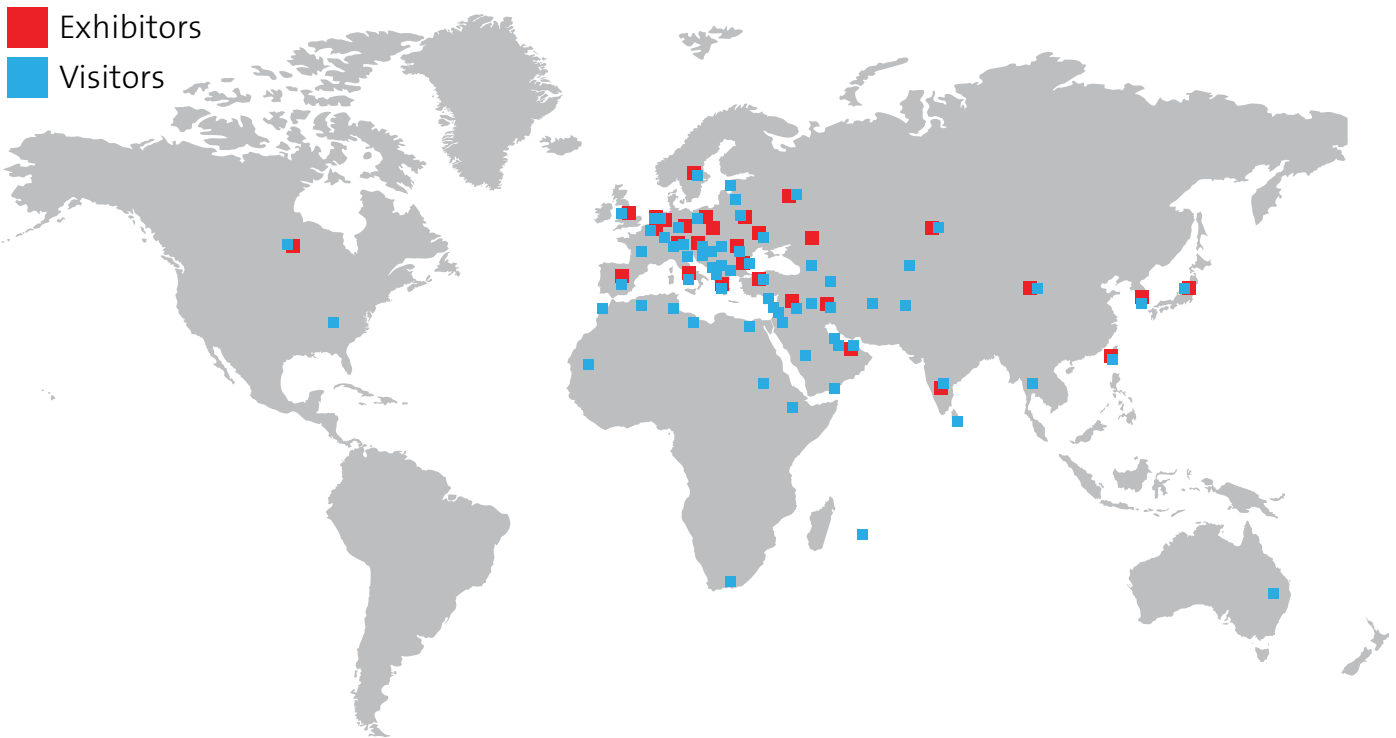
» New networks

7 trade shows plus around 200 lectures are presenting a fruitful ground for product innovations. Gear up your company to the challenges of the future and build new networks at the highest level.

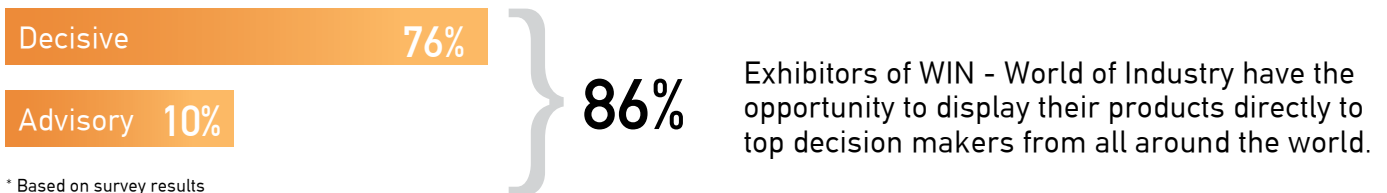
No other trade fair in Eurasia is a meeting point of ;

- » 1.358 direct exhibitors
- » 221 direct international exhibitors
- » high international participation from 70 countries worldwide
- » around 114.000 trade visitors
- » country pavilions of Germany, South Korea, Egypt, Italy, and an international pavilion
- » 68 associations and 89 trade publications supporting the fair

Where the world meets to do business



Meet with decision makers:



WIN – World of Industry enables you to get closer to fast-growing markets in Eurasia and the Middle East. Take the advantage of being together with multinational keyplayers exhibiting and visiting the fair and step into expanding markets in the Eurasian region

National Visitors by Region

Region	Visitor Number
Marmara	87.774
Aegean Region	5.699
Mediterranean Region	2.279
Middle Anatolia	12.539
Black Sea Region	3.419
Southeast Anatolia	1.368
East Region	911

International Visitors by Region

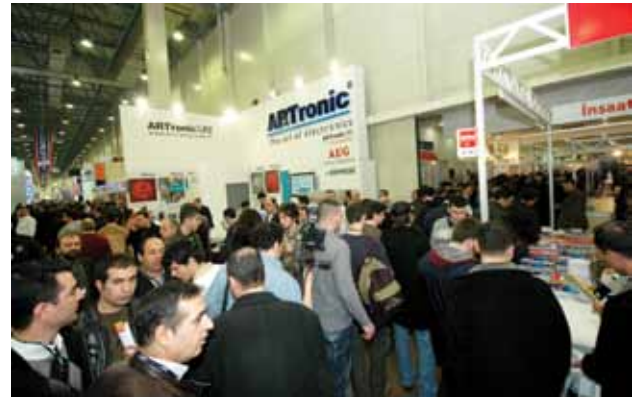
Region	Percent %
Middle East	39 %
West Europe	30%
Balkans	15 %
Africa	9 %
Asia	4 %
Other	3 %

Ideal platform for shaking hands

Value - added business opportunities

WIN – World of Industry offers a great opportunity for networking with the companies from Europe, Eurasian and Middle Eastern regions.

Matchmaking activities and special programs will enable you to build business connections with your target groups.



Business Cooperation Days

The buyers, related associations, officials from governmental bodies used the “**Business Cooperation Days**” as a platform to have face to face meetings with WIN exhibitors. In frame of Business Cooperation Days, the markets of **Egypt, Iran, Syria** and **Ukraine** were in focus at WIN 2009.

Due to the success during the previous exhibition, the program will continue with its planned expansion in 2010.

WIN 2009 Buyer Delegations



Albania



Azerbaijan



Egypt



Iran



Mauritania



Syria



Russia



Tunisia



Ukraine

Support of Undersecretariat of the Prime Minister for Foreign Trade

WIN – World of Industry attracts a significant number of international buyers. With the support of DTM – Undersecretariat of the Prime Minister for Foreign Trade - buyers from **Albania, Azerbaijan, Tunisia, Mauritania** and **Russia** came to visit first phase of WIN 2009.



Eurasian Business Partner

“Eurasian Business Partner” program targets to create a platform for developing economic relations between partner countries.

As being the business partner of the year 2009, governmental officials, companies and buyer delegations from **Egypt** came to WIN – World of Industry and held many meetings with the companies operating in Turkey and Eurasian Region.

Industrial Activities Summit

Organized parallel to WIN Fairs, the summit is an excellent platform for exchanging information and expertise among the industry insiders.

This year’s activities will continue with conferences, seminars, panels and company presentations.

What the exhibitors said about WIN – World of Industry

“ As our company is focusing on the Turkish and the Middle East market, we found some very good relations with trading companies visiting the fair. We were quite pleased to see many visitors from Iraq, Iran, Syria, Jordan and Egypt, which are our target markets as well. We already received an order from a customer on our stand and are expecting two visit from prospect Turkish customers. Other exhibitors’ stands were also very interesting as we are looking for some suppliers.”

Eng. Maria Georgieva
Sales and Export Manager
Bulgaria



“ WIN – World of Industry evolved into a key platform for Turkey and the Eurasian Region over the years. This impression was proved once again this year, if you look at the the selection of partner country Egypt and the large number of trade visitors from neighboring countries. ”

Norbert Bude
Lord Mayor of Mönchengladbach
Germany

WIN 2009 Supporters

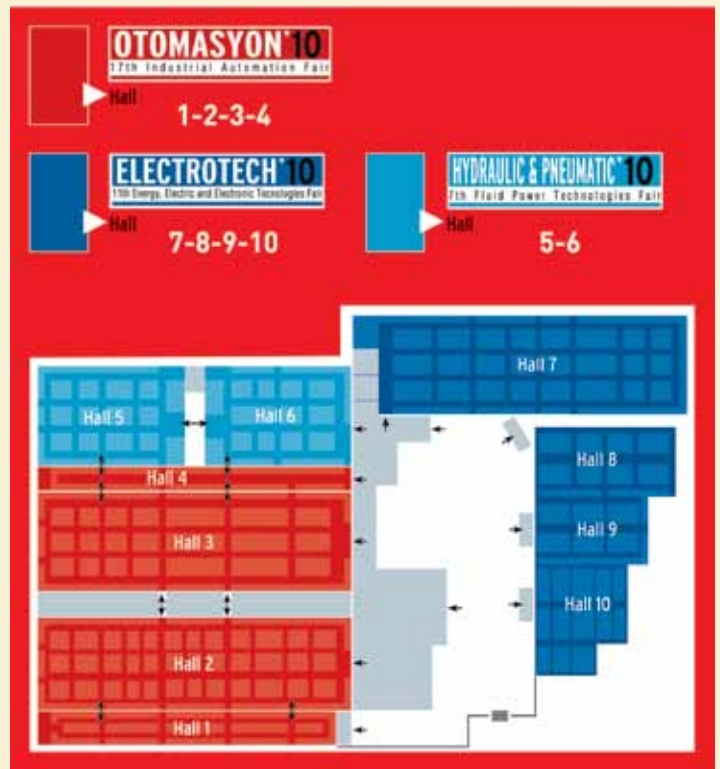
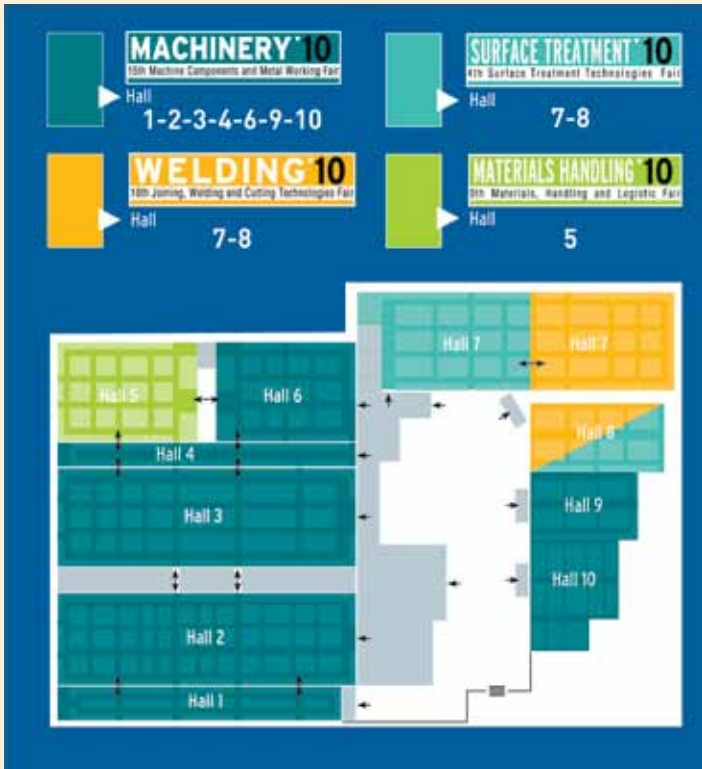




PART 1
04-07 February 2010



PART 2
25-28 February 2010



MACHINERY '10
15th Machine Components and Metal Working Fair

Metal Working Machinery
Special and Non-Metal Working Machinery
Machine Components
Hand Tools
Factory and Shop Floor Equipment
Pressurized Air Systems
Industrial Materials
Services for Machinery

MATERIALS HANDLING '10
9th Materials, Handling and Logistic Fair

Cranes and Transport Systems
Warehousing and Storage Systems
Packaging, Commissioning and Weighing Systems
Complete and Turnkey Materials Handling Systems
Logistics, Intralogistics and Software Systems
Materials Handling and Logistics Services
Transportation

WELDING '10
10th Joining, Welding and Cutting Technologies Fair

Welding and Cutting Machinery and Equipment
Welding Automation Systems
Welding and Filling Materials
Welding Services

SURFACE TREATMENT '10
4th Surface Treatment Technologies Fair

Surface Cleaning and Pre-Treatment Equipment
Paint and Plastics Coating Systems
Galvanization Systems
Special Surface Coating Technologies
Paint, Varnish and Coating Materials
Surface Technology Services

OTOMASYON '10
17th Industrial Automation Fair

Assembly & Handling Systems, Linear Positioning Systems
Robotics
Industrial Image Processing Systems
Control Systems, PLC, SCADA
Sensors and Actuators
Industrial PCs
Communication, Networks and Field Bus Systems
Embedded Systems
Measuring and Test Systems
Industrial Automatic Data Capturing and Identification Systems
Industrial IT & Software
Laser Technology
Industrial Building Automation Systems
Automation Services

HYDRAULIC & PNEUMATIC '10
7th Fluid Power Technologies Fair

Oil Hydraulic Systems and Components
Water Hydraulic Systems and Components
Pneumatic Systems and Components
Lubrication Systems, Components & Oils for Machinery and Hydraulics
Hydraulics and Pneumatics Services

ELECTROTECH '10
11th Energy, Electric and Electronic Technologies Fair

Electrical Energy Generation Systems, Combustion Engines, Renewable Energy
Transformers, Accumulators and Uninterruptible Power Supplies
Electric Motors & Frequency Inverters, Motor Drives
Gears, Mechanical Drive Systems
Cables & Equipment for Electric Power Transmission
Electric Switch Gear and Equipment for Electric Power Distribution
Electronic and Opto-Electronic Components
Electric and Electronic Test and Measuring Equipment
Lighting Equipment Electric Power and Engineering Services

Conditions of Participation

Option I

Stand Space Only



195 €/m² + 18% VAT

Minimum 12 m²

Registration Fee
200 € + 18% VAT

Option II

Space and Shell scheme stand including:

- Side and rear walls
- Carpet
- 3 chair and 1 table
- Fascia board with company name
- Electrical Socket (Monophase) and
- 2 KW electricity consumption included
- Spot lights (100/4m²)



220 €/m² + 18% VAT

Minimum 12 m²

Registration Fee
200 € + 18% VAT

Option III

Space and Special Design Shell Scheme Stand including:

- Side and rear walls
- Carpet
- 3 chair and 1 table
- 1 waste bin
- 1m x 1m lockable storage room
- Fascia board with company name
- Electrical Socket (Monophase) and
- 2 KW electricity consumption included
- Spot lights (100/4m²)



245 €/m² + 18% VAT

Minimum 12 m²

Registration Fee
200 € + 18% VAT

www.win-fair.com

Sales Team



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Worldwide

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Istanbul Ltd. Şti.

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HANNOVER MESSE 2010
19.04. – 23.04.2010
04.04. – 08.04.2011

The world's most important
technology event

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10 - 13 December 2009

15 - 18 December 2010



Industrial Automation INDIA
International Trade Fair for
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Automation and Industrial
Building Automation
www.ia-india.com



MDA INDIA
International Trade Fair for Motion,
Drive and Automation
www.mda-india.com



CeMAT INDIA
International Trade Fair for
Intralogistics
www.cemat-india.com



Energy INDIA
Solutions for Energy Efficiency
and Captive Power Plants!
www.energy-india.org

...IN TURKEY Istanbul

05 - 08 November 2009



RENEXP
Solar Technology Systems, Wind Energy Systems, Geothermal
Energy Systems, Bioenergy, Heat Pumps, Water Purification
& Treatment Systems and Equipments, Energy Efficiency and
Renovation Decentralized Energy Management
www.renex-expo.com

...IN CHINA Shanghai

26 - 29 October 2009

25 - 28 October 2010



PTC ASIA
International Trade Fair for Electrical
and Mechanical Power, Transmission,
Fluid Power, Compressed Air
Technology, Machine Parts, Bearings,
Internal Combustion Engines and Gas
Turbines
www.ptc-asia.com



CeMAT ASIA
International Exhibition for Materials
Handling, Automation Technology,
Transport Systems and Logistics
www.cemat-asia.com

03 - 07 November 2009

02 - 06 November 2010



Industrial Automation Show
International Exhibition for Production
and Process Automation, Electrical
Systems, Robotics, Industrial
Automation IT & Software and
Microsystems Technology
www.industrial-automation-show.com



ENERGY Show
International Exhibition for Power
Generation and Distribution, Electrical
Technology, Energy Infrastructure and
Services
www.energyasia.com.cn



**Metalworking and CNC Machine
Tool Show**
International Exhibition for Machine
Tools, Sheet Metal, Pipe & Tubes
Production, Mould & Die Construction,
Tools
www.metalworkingchina.com

...IN MIDDLE EAST Dubai

9 - 11 February 2010



Industrial Automation MIDDLE EAST
Industrial Automation Middle
East International Trade Fair
for Factory, Process and
Industrial Building Automation
www.ia-me.com



MDA MIDDLE EAST
International Trade Fair for
Motion, Drive and Automation
www.mda-me.com



CeMAT MIDDLE EAST
International Trade Fair for
Intralogistics
www.cemat-me.com

...IN RUSSIA Moscow

28 September - 01 October 2010
September 2011



CeMAT RUSSIA
International Trade Fair
for Materials Handling and
Logistics
www.cemat-russia.com



Surface RUSSIA
International Trade Fair for
Surface Technology
www.surface-russia.com



MDA RUSSIA
International Trade Fair for
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Industrial Automation RUSSIA
International Trade Fair for
Factory, Process and Industrial
Building Automation
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