



## Tüyap and Messe Düsseldorf join forces

**The TUBE & STEEL and WireTech fairs -Turkey's leading fairs in the field of tube, steel and wire organized by Tüyap- and the Tube & Wire fair - the world's leading fair of the tube, wire and cable industry organized by Messe Düsseldorf- will get together in Istanbul between 24-27 May 2023.**

Tüyap, the leader of the Turkish fair industry, has entered into a powerful cooperation with Messe Düsseldorf, the world's leading fair organization company. Within the scope of this cooperation, Messe Düsseldorf's Tube & Wire fair will, this year, be re-located to Istanbul on 24-27 May 2023 to be co-held with Tüyap's TUBE & STEEL and WireTech Fairs. In the following years, the fair will be organized as a standalone biennial event under the name Tube & Wire Eurasia.

Tüyap will strengthen the multinational character of the Istanbul TUBE & STEEL and WireTech fairs by using Messe Düsseldorf's international sales and marketing network, while Messe Düsseldorf aims to reach the Eurasian geography, which stands out as the growth catalyst of the tube and wire industry, through Tüyap fairs.

### **Eurasian geography offers a great potential for the industry**

Last year, Turkey ranked second only behind Italy among the countries with the highest level of presence in the Tube and Wire Düsseldorf event. By considering Turkey's strengthening position in the sector, Messe Düsseldorf gave the green light to the cooperation that involves re-location of the fair to Istanbul and provides it with access to the Eurasia market.

**İlhan Ersözlü, General Manager of Tüyap Fuarlar Yapım A.Ş.**, explains: "As Tüyap, our goal is to maximize the potential of the tube, steel and wire sectors through this cooperation, combining our 40+ years of experience in fair organization with the international sales and marketing network of Messe Düsseldorf. By bringing the world's leading Tube & Wire fair to Istanbul, we are also enriching the portfolio and content of our specialized industrial fairs TUBE & STEEL and WireTech, which will be held for the second time in 2023. I believe that this strategic cooperation will give birth to many new business opportunities and that both our visitors and exhibitors will be satisfied with the fair experience."

The cooperation that starts with the 2023 fair will continue for a long time. The Tube Eurasia and Wire Eurasia fairs, which will take place between 24-27 May 2023 as part of the TUBE &

STEEL and WireTech this year, will be held biennially as independent fairs from 2025 onwards.

**TUBE & STEEL and WireTech will open their doors stronger this year**

TUBE & STEEL, the only specialized fair in Turkey in the field of tube, profile and wire steel, and the WireTech, the specialized fair in the field of wire, cable and nail production and technologies, will open their doors stronger this year thanks to the cooperation.

The 2nd TUBE & STEEL Istanbul Tube, Profile, Wire Steel Production and Technology Specialized Fair will be held with the support of many organizations including: Steel Pipe Manufacturers Association (ÇEBİD), the Steel Foreign Trade Associations, Steel Exporters' Association (ÇİB), Cold Rolling, Galvanized and Painted Sheet Metal Manufacturers Association (SOGAD), Turkish Constructional Steelwork Association (TUCSA), Flat Steel Import and Industry Association (YİSAD), and KOSGEB. The fair will exhibit products and technologies regarding steel-tube-profile-wire, flat steel, structural steel, steel service centers, steel processing technology, tube-profile-wire processing technology, tube-profile coating, tube-profile and fittings, pipelines, tube-profile- wire-steel production machinery, tube-profile-wire test and control technologies, fasteners, pumps and valves, and accessories.

With the synergy brought by the cooperation, the fair is expected to be participated by hundreds of companies and company representatives, and it will be the biggest event in Turkey and Eurasia where all developments and innovations in the industry are exhibited. The fairs, which will add strength to the industry by bringing the world's leading manufacturers together with authorized procurement staff, are expected to host thousands of visitors from all over the world.