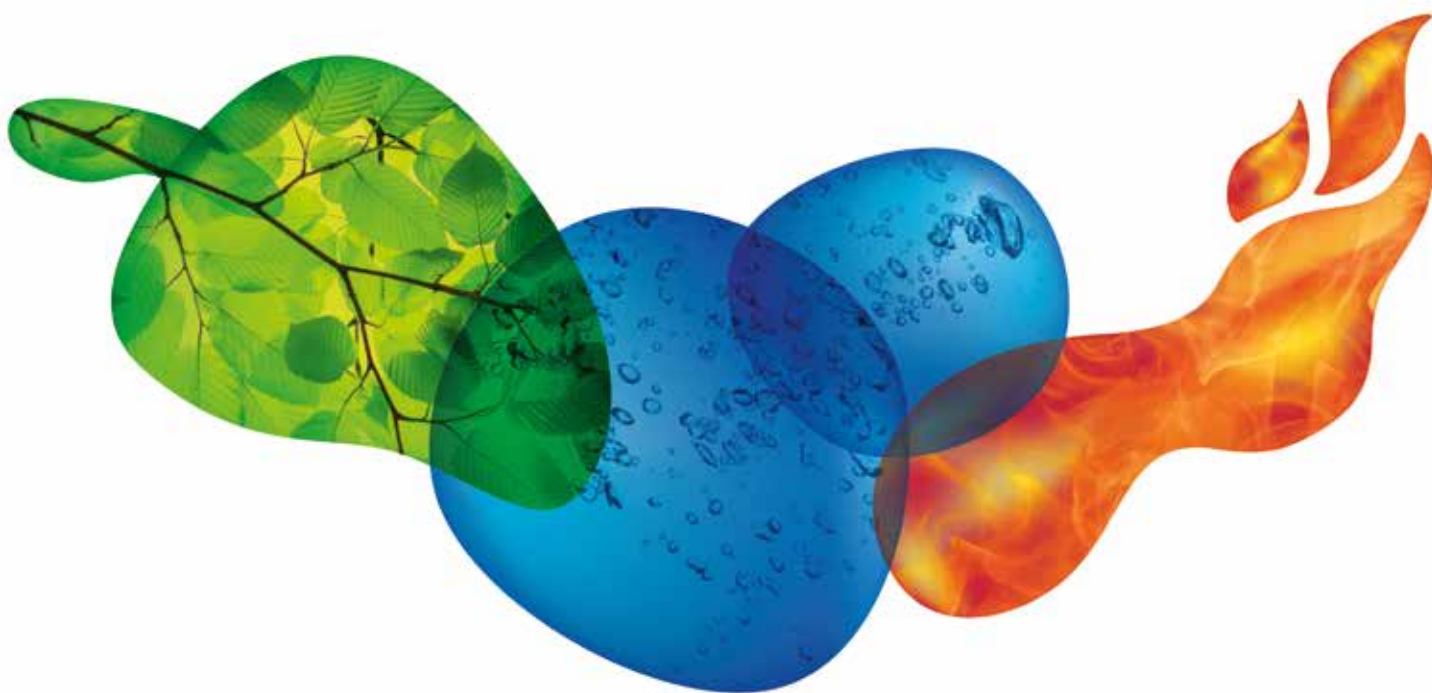




Messe München

IFAT
Eurasia



IFAT Eurasia
Eurasia's Leading Trade Fair for Environmental Technologies

February 16-18, 2017

IFM İstanbul
İstanbul Expo Center

www.ifat-eurasia.com

Environmental sector is on the rise

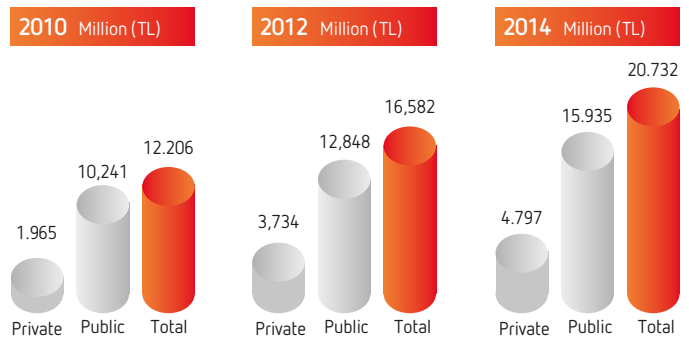
Turkey is targeting exports of 500 billion USD in its development projections for 2023. It will have a much greater need for the use of environmental technologies due to the renewal of existing industrial facilities, capacity increases and the opening of new facilities.

Just in 2014, 68.486 people were employed in the management of public institutions, the private sector and organized industrial zones for environmental activities.

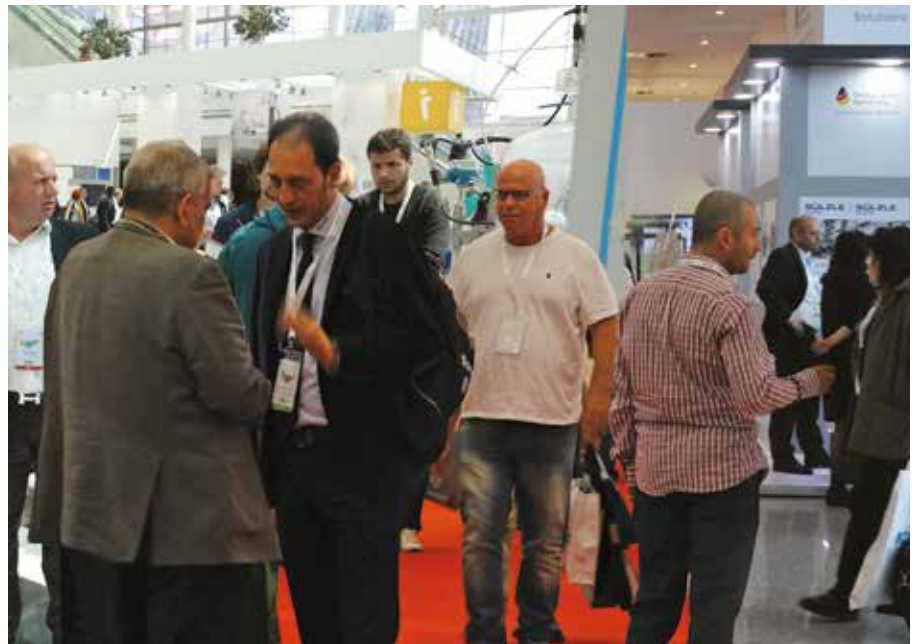
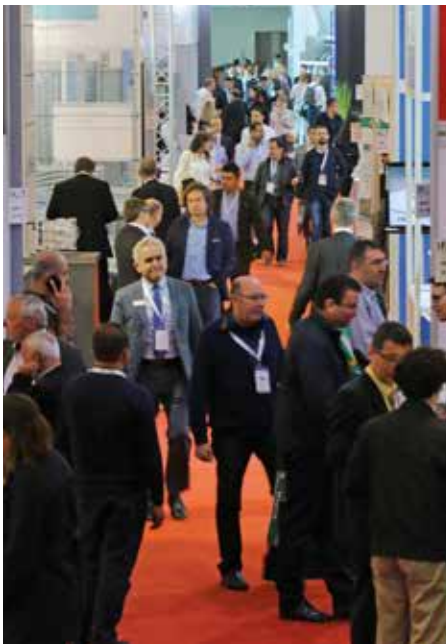
Regulations, implementations and investments in environment technologies, which especially increased after the opening of the environment chapter and were initiated within the scope of European Union discussions after December 2009, helped to increase the standing of Turkey in world rankings.

Turkish companies in the sector of environmental technologies are seeking technology transfer, company mergers and joint ventures for financing, experience and expertise. Turkey has above average figures of waste production in both urban waste and industrial waste in the region due to its urbanization rate, population of 80 million and rate of industrialization.

Environmental expenditures in Turkey



Environmental Expenditures of Private Enterprises and O.I.Z. TÜİK 2014



Impressive launch of IFAT Eurasia

A total of 362 companies from Turkey and 16 countries showcased the latest solutions and products for the environmental technology sector on 12,000 sqm indoor and 3,500 sqm outdoor space. 62 percent of the exhibitors were from outside Turkey. The key countries included **Germany, Austria, the Czech Republic, France, Switzerland, Italy, China, Greece, the Netherlands and Spain** (in this order).

The fair's international character was further underscored by a total of six pavilions from **Austria, China, the Czech Republic, France, Germany and Switzerland**.

Highly professional delegations from **Greece, Iran, Israel, Kazakhstan, Kyrgyzstan, Lithuania, Rumania, the Russian Federation and Tunisia** visited the show.

The Turkish Minister of Forestry and Water Affairs, Prof. Dr. Veysel Eroğlu pointed out the high international attention of the trade fair in his opening ceremony speech. **"IFAT Eurasia 2015 shows the strong interest of international investors in Turkey. It underlines impressively the importance of the Turkish environmental sector. We thank everyone involved for making IFAT Eurasia possible."**



New hub for Eurasian environmental technology industry

- Approximately 11,000 visitors from Turkey and 63 countries
- Strong interest of visitors and exhibitors confirms Turkey's function as bridge to surrounding markets
- 228 exhibitors representing 362 companies from Turkey and further 16 countries
- Strong demand for professional supporting program



Eurasia's market for environmental technologies

A powerful link between Asia and Europe

Istanbul is the perfect location for IFAT Eurasia. The city on the Bosphorus is Europe's most populous city and it ranks among the world's mega cities. Here especially, there is a high demand for technologies in the segments of water, wastewater, waste disposal and recycling.

The new venue creates perfect conditions for personal dialogues with decision-makers, customers, partners and other interested parties. With its geographical location as a bridge between Asia and Europe, Istanbul is also a central marketplace and interchange.

Why you should exhibit at IFAT Eurasia?

- Reach exciting new markets in the Eurasian region
- Meet and sell directly to purchasing officials of national and local authorities, sell the benefits of your products directly to a wide range of industrial and commercial users
- Strengthen your existing supplier relationships and forge new ones
- Increase recognition of your brand, enhance your reputation and demonstrate your commitment to buyers in the Eurasian market
- Analyze your competitors and make developments in your products and marketing strategies



Product / Service index

- Water Extraction and Treatment
- Water and Wastewater Treatment
- Water Distribution and Sewers
- Flood Prevention and Waterbodies Control
- Waste Management and Recycling
- Generating Energy from Waste Materials
- Urban Environmental Cleaning Vehicles and Equipment
- Soil, Air, Noise - Pollution / Control
- Measuring, Control and Laboratory Technology

- Services
- Accident Prevention, Work Safety and Risk Management
- Science, Research, Technology Transfer



Key Facts 2015

Exhibitor Satisfaction*

Quality of visitors	86%
Completeness of product range	83%
Probability of recommendation	81%
Visitor frequency	80%
Leading fair in middle east	80%
Probability of exhibiting at 2017	76%
Supporting program	74%

*Exhibitor Survey

Visitor Profile: Key Sector

Government agency, municipality	23%
Industrial body (factory, waste creating body etc.)	22%
Commercial enterprises, service provider	19%
Planning and engineering office	15%
Expert, scientist and engineer	11%
Public and private city cleaning company	10%
Research and education organization	5%
Other	5%

Effective supporting program

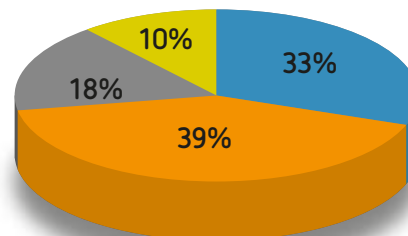
Participants in IFAT Eurasia benefit from a technical and scientific supporting program. The Innovation Exchange Forum offers great networking opportunities on an international level. Whether it comes to comparing specific interests, discovering new contacts or establishing promising business ties: IFAT Eurasia is the ideal platform.

The Innovation Exchange Forum is a platform for:

- ➔ technical discussions and special events
- ➔ panel discussions
- ➔ country specials
- ➔ company presentations

IFAT Eurasia Visitor Profile

Influence on purchasing or procurement decisions



- Decisive
- Jointly decisive
- Consultative
- No influence



Don't miss the chance to take part at
 "IFAT Eurasia Innovation Exchange Forum"
www.ifat-eurasia.com/supportingprogram

Book your booth at IFAT Eurasia 2017 now!

www.ifat-eurasia.com/application

Venue



Istanbul Expo Center

Çobançeşme Kavşağı, Yeşilköy, Bakırköy, İstanbul, Turkey
Avrupa (Atatürk Havalimanı Karşısı)



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Worldwide IFAT trade fairs at a glance



Munich, Germany
May 30 - June 3, 2016
www.ifat.de



Johannesburg, South Africa
September 2017
www.ifat-africa.com



Mumbai, India
September 28-30, 2016
www.ifat-india.com



Shanghai, China
May 5-7, 2016
www.ie-expo.com



Guangzhou, China
November 24-26, 2016
guangzhou.ie-expo.com

THIS FAIR IS HELD UPON THE AUTHORIZATION OF THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY, IN ACCORDANCE WITH LAW NUMBER 5174.