

ISTANBUL
HIRDAVAT
FUARI
Hardware Fair

15-18 March
2018



Brands of the world come together in Istanbul!

Istanbul Expo Center / Yeşilköy / Istanbul / Turkey

Visiting Hours: 10:00 - 18:00

www.istanbulhardwarefair.com

THIS FAIR IS ORGANIZED WITH THE AUDIT OF TOBB (THE UNION OF CHAMBERS AND
COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO.5174

Istanbul Hardware Fair

Leading Industrial Event where Europe and Asia meet

Regarding strategic location and commercial vision, Turkey is a crucial meeting point along with the advantage of enabling to bring producers and purchasers together easily at the center of Asia, Europe and Mideast. As of the year 2016, with over 77 million population, together with being a market promising for the future by itself, Turkey suggests an opportunity reaching a very great market considering neighboring countries. We, as Völi Fair, are working in full swing in order to hold the most robust and effective second edition of Istanbul Hardware Fair. We offer a unique business platform to exhibitors and visitors to share new technology and information based on our previous successful organizations for long years along with our effective press, media and marketing activities via our international publication and communication network.

In order to be able to get effective results at our fair; we constitute a correct and sound communication configuration by matching target country & target sector by our specialized team in visitor activities. Istanbul Hardware Fair features the only specific fair of the sector in Turkey. Hosting the real commercial venue is awaited by the sector; the fair offers a unique and very special opportunity on behalf of both boosting business volume and being suggested new projects. We have launched our works to realize more participation in a bigger space at Halls 9 and 10 at Istanbul Expo Center on 15 – 18 March 2018 along with Turkey's brand new commercial platform at the second edition of Istanbul Hardware Fair. We kindly invite you to take your place.

Why should you join the fair?

Istanbul Hardware Fair Opportunities

- Possibility to open to markets abroad for small and medium sized establishments.
- Opportunity to meet with the sector professionals and purchasing officials coming from various countries.
- The most important sales and promotion opportunity to meet with new customers of the hardware sector professionals.
- New markets, new targets.
- Instant access to high business volume.
- A wide networking area with qualified visitor profile.

Offering opportunity to bring the entire sector together under the same roof, Istanbul Hardware Fair delivers possibility to access to a wider customer portfolio in its industrial spectrum. The SMEs - which aim to raise production efficiency and competition coming from Turkey and surrounding countries – are targeted to visit the fair.



Highlights from Istanbul Hardware Fair 2017

- **The number of 5 thousand 285 visitors from 29 countries and 69 provinces.**

Hosting totally 5 thousand 285 visitors during 3 days, Istanbul Hardware Fair closed as an organization which marked on the sector. Hosting its guests from 29 countries including mostly from Azerbaijan, Kosovo, Iran and Bulgaria, the fair also realized intensive participations from domestic provinces. Taking visitors totally from 29 provinces, among the provinces which mostly showed interest were Istanbul, Izmir, Kocaeli, Ankara, Bursa and Tekirdağ.

- **The fair prepared a ground for the important business cooperation for development of the sector.**

Hosting lots of visitors from both home and abroad, and allowing producers, dealers and consumers come together also exclusive committees from Bursa Chamber of Hardware, Izmir Chamber of Commerce and Izmir Tire Chamber of Tradesmen joined Istanbul Hardware Fair. Bringing together purchasing committees with participants, the fair prepared a ground for remarkable business cooperation.

- **Istanbul Hardware Fair was promoted at all platforms**

As the organizer of Istanbul Hardware Fair, Voli Fair highlighted: "Entering an intensive working period in order to make the fair accomplish in a successful way, our squad did not experience difficulty in reaching information because of having a trade magazine group in the same company. Published monthly, Nalbur Teknik magazine was the main media sponsor of the fair and since preparation stage it informed its readers about every development related to the show.

- **All shareholders came together**

Producers, consumers, purchasers, operators, representatives both from home and abroad... In conclusion, all members of the sector came together at the fair. Istanbul Hardware Fair offered visitors enjoying unforgettable moments via training presentation and activities, stand shows and live performances of exhibitors. Electric home appliances, paint, labor safety, abrasives, machinery and so on; nearly 70 participants, who exhibited their products with high-end product group, have also started the new business season in an enthusiasm way.



Participant Product Groups

- Electric hand tools and accessories
- Mechanical hand tools and accessories
- Welding machines and electrodes
- Compressor and pneumatic tools
- Hydraulic and pneumatic tools
- Abrasives
- Gas Fixtures
- Fixing hardware
- Loader equipment
- Measuring, test tools and equipment
- Workbench and mounting tools
- Sheet metal processing machines and accessories
- Construction machines, filling and concrete cutting machines
- Metal cutting tools
- Dust sucking machines
- Staple and nail machines
- Laser tools and equipment
- Abrasive products
- Garage equipment
- Pressure washing machines
- Floor cleaning machines
- Connecting elements
- Blower heaters
- Generators
- D.I.Y. (do it yourself) Products
- Motors
- Energy products
- Tube processing machines and accessories
- Tools and equipment for automotive service
- Chemicals and adhesives
- Construction and industrial tubes
- Insulation and isolation materials
- Hand tools and kinds for painters and plaster
- Decoration and repair materials
- Hoses and irrigation materials
- Installation materials and equipment
- Water and heater counters
- WC and bathroom accessories
- Cladding materials
- Plaster, plasterboard and fitting products
- Water fixtures
- Industrial wheels and belts
- Charts, shovels, measures
- Wallpapers, decoration profiles
- Spray painting tools and equipment
- Building hardware, door-handles and lock accessories
- Work safety equipment and overalls
- Gloves for professional use
- Luxury hardware materials, furniture and door accessories
- Electricity materials
- Tool bags
- Metal, wire, tube, stone, glass, ceramics, plastic processing tools
- Wire and chain kinds
- Gardening materials and agricultural tools
- Bands and stretch film products
- Built-in sinks
- Home and cleaning materials
- Various and other ironware hardware products
- Sectorial associations
- Sectorial publications
- Related departments of universities
- Products and services about the issue
- Other

Visitor profile

- Ironware wholesalers, inter-wholesalers and retailers
- Hardware wholesalers, inter-wholesalers and retailers
- Purchasers of D.I.Y
- Officials of D.I.Y. (Do it yourself)
- Firms want to get distributorship and dealership
- Construction firms and contract companies
- Heating, cooling sector representatives
- Foreign investors
- Industrialists and officials from industrial business branches
- Shipyard sector representatives
- Machinery manufacturers
- Sanitary ware and fittings
- Furniture manufacturers
- Garden equipment manufacturers and importers
- Defense industry purchasers
- Forestry sector representatives
- Aviation sector representatives
- Hobby product sellers and purchasers
- Architects and engineers
- Masters
- Small and medium sized workshops
- Repairing, restoration and decoration professionals
- Automotive services, manufacturing and spare parts
- Garage equipment producers, dealers and importers
- Agro sector members
- Marble sector members
- Officials of chambers of commerce and industry
- Public body and organizations, municipalities
- Other sectors involve electric and mechanical hand tools
- Sectorial associations
- Sectorial publications
- Other

Fair Catalogue

The book in which the fair participant firms and promotion information take place will be prepared and offered to interest in visitors. The fair catalogue in qualification of directory that all sector members might wish to exist on their desks will be a guide of the all sector up to the next Istanbul Hardware Fair.

Events

The seminars and different events from which the participants and visitors can get information about new products, latest technologies, sectorial developments and applications will take place at Istanbul Hardware Fair.

You are invited!

Istanbul Hardware Fair is an organization which will allow all professionals who serve to the ironware and hardware material sector come together. We kindly invite you to enthusiastic and colorful world of Istanbul Hardware Fair, a venue where new products are exhibited, the state-of-the-art technologies are offered, as well as developments, innovations and applications of the sector. You can get free e-ticket via our web page.

Main Press Sponsor Nalbur Teknik Magazine

Voicing and guiding the ironware and hardware sector more than 10 years, Nalbur Teknik brings together the producers, inter-wholesalers, final users as well as officials of purchase through its rich coverage and wide distribution portfolio. Offering solution partnership to the sector, being distributed both in the home and abroad, Nalbur Teknik Magazine has revealed its contribution to the sector by assuming the main sponsorship of Istanbul Hardware Fair is held by Voli Fair setting out to remove a significant need in Turkey.



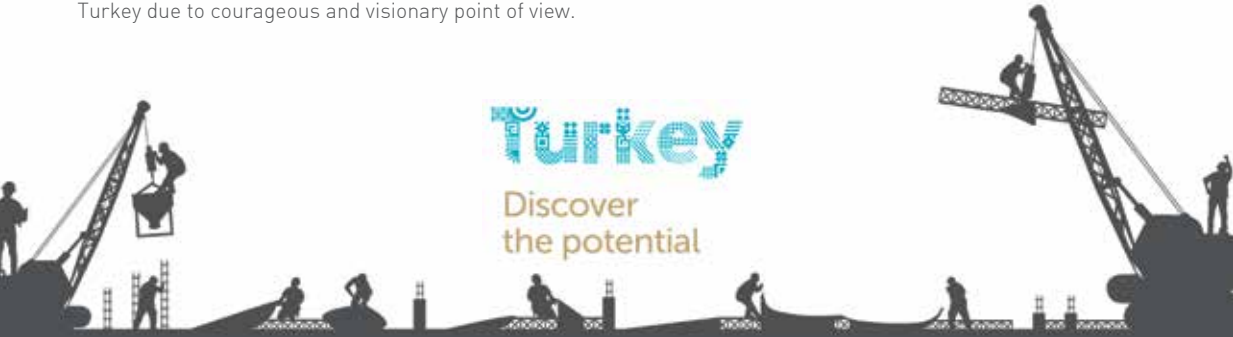
Introducing IFM

Setting out with the objective to make Istanbul the capital of fair organizations and every year the number of 100 fairs are held at IFM which has the biggest fair area of Turkey. Thousands of firms come together with new markets and opportunities with regard to fairs operated by İDTM and held at IFM. The international fairs which are deemed as the world's biggest fairs such as SOLAREX ISTANBUL, SLEEPWELLEXPO, ISTANBUL METAL FAIRS TRIO (TUBE – WIRE – COIL FAIRS) are held at IFM and attract hundreds of thousands of visitors both from the home and abroad every year. Due to closeness to airport and ring roads, metro stop, availability of very large parking lots, landscape area and excellent infrastructure made IFM one of attractive hubs.



About us

Having accomplished its first organization in 1988 by holding Textile Machinery Fair, our company is a renowned company in the sector with its rightful place holding over 110 professional organizations and professional solutions that are offered to business circles. Our past based on long-years ago with full of successful organizations make us leader in specific fairs which are held first time in Turkey due to courageous and visionary point of view.



Times & Fees

Fair Title: Istanbul Hardware Fair

Fair Venue: Istanbul Expo Center, Ataturk Airport
against 34197 Yeşilköy / ISTANBUL / Turkey

Dates of Fair: 15-16-17-18 March 2018

Visiting Hours: 10:00 – 18:00

Fair Frequency: Annual

Entrance Fee: Only professional visitors are accepted.

Visitors who do not have invitations, free entrance is provided by being registered via their business card.

Apart from these, visitor entrance fee is **TL20**.

Fair Catalogue: TL20