



ISTANBUL

A Bridge Between East and West

www.turkcoat.com

TURKcoat 2009
EURASIA

3rd Coatings, Inks, Adhesives, Sealants, Construction Chemicals
and Production Technologies Exhibition

END OF SHOW REPORT

TURKcoat2009

EURASIA

3rd Coatings, Inks, Adhesives, Sealants, Construction Chemicals
and Production Technologies Exhibition

KEY FACTS



Name of the Event:

TURKCOAT EURASIA 2009
3rd Coatings, Inks, Adhesives, Sealants, Construction Chemicals and Production
Technologies Exhibition

Venue:

Istanbul Expo Center

Date:

8 - 11 October 2009

Exhibitors:

165 exhibitors from **23** countries,

Participation of official Egyptian pavilion
Participation of official Chinese pavilion
Participation of official Indian pavilion

Visitors:

7.311 visitors from **64** countries

Turkcoat Conference 2009:

Parallel to Turkcoat Eurasia 2009 exhibition, the Turkcoat Conference welcomed the sector and all interested people to learn about the most recent research results and industrial developments.

Organizer:



Artkim
Fuarçılık Ltd. Şti.

TURKCOAT2009

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ABOUT THE EXHIBITION

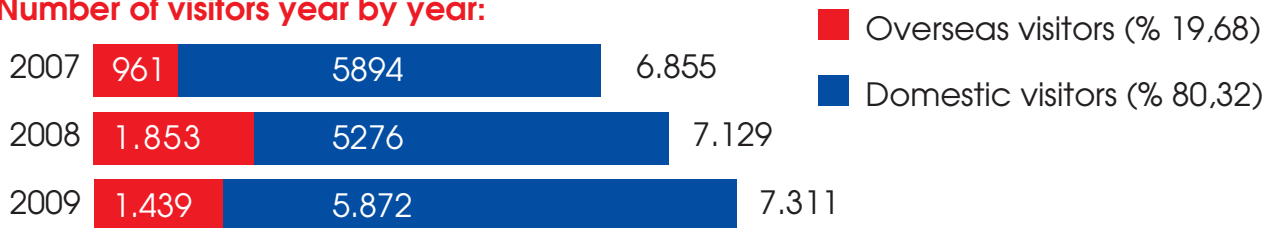
TURKCOAT Overview

The sector professionals have met each other at the city where the continents come together.

In 2009, from Eastern Europe to the Middle East, from Turkic Republics to Northern Africa from 64 Countries **1.439** Foreign visitors + **5.872** Local visitors (Total **7.311** visitors) have visited the exhibition and contacted with 132 exhibitors from 23 countries.

The success of the event in the local as well as in the international market will continue its growth in 2011. The promotion activities of **TURKCOAT EURASIA 2011** in the international markets will be continued and the target is to increase the number of the exhibitors and also the visitors.

Number of visitors year by year:



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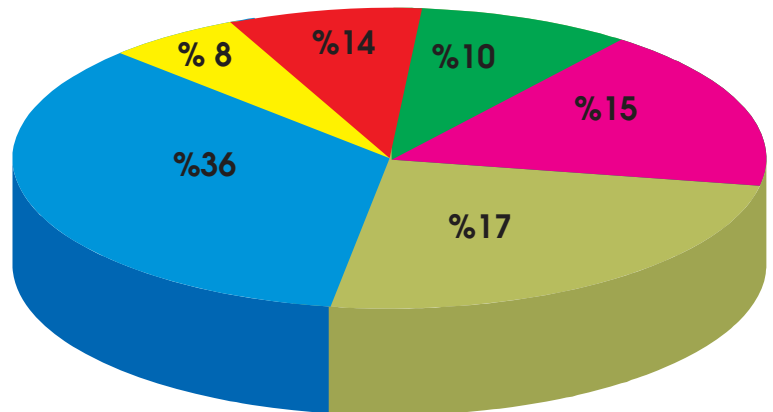
OVERVIEW

The results has confirmed the importance of TURKCOAT EURASIA as the international platform to establish business contacts within Eurasian region.

The promotion activities of TURKCOAT EURASIA 2011 in the international markets will be continued and the target is to increase the number of the exhibitors and also the visitors.

Overseas Visitors

- Middle East: %36
- Turkic Republics (and CIS): %14
- Eastern Europe: %17
- Europe (Other): %15
- Northern Africa: %8
- Far East / Africa / America: %10



Exhibiting Countries

Austria	India	Sweden
Belgium	Iran	Switzerland
China	Italy	Turkey
Croatia	Netherlands	UAE
Egypt	Poland	UK
France	Romania	Ukraine
Germany	Saudi Arabia	USA
Greece	Spain	

TURKcoat2009

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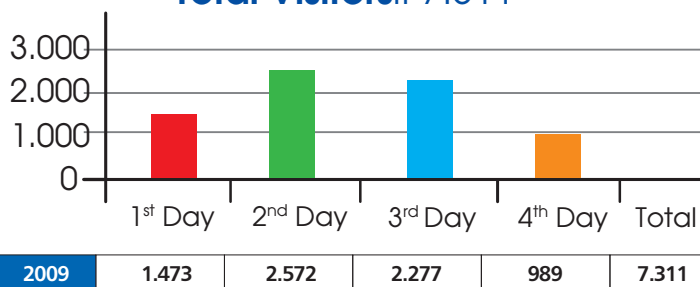
VISITOR STATISTICS

7.311 professionals from 64 countries have visited the fair:

The third edition of Turkcoat, organized between 8-11 October 2009, especially the increase of the foreign visitors took a lot attention.

From Europe to Middle East and from North Africa to Far East and from various districts of Turkey, Turkcoat had 7311 visitors who came to Istanbul from all kinds of places.

Total Visitors: 7.311

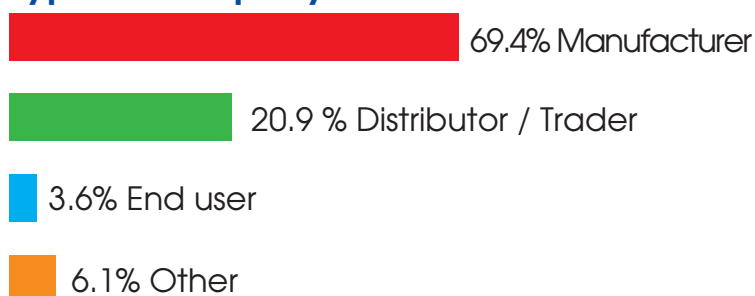


1.439 Foreign visitors from 64 countries

Afghanistan	6	Ghana	2	Macedonia	15	Spain	8
Albania	6	Greece	51	Malaysia	2	Sudan	3
Algeria	14	Hungary	5	Moldova	10	Sweden	3
Armenia	11	Iceland	8	Morocco	18	Switzerland	17
Austria	7	India	34	Netherlands	16	Syria	72
Azerbaijan	55	Iran	227	Nigeria	6	Northern Cyprus	14
Belarus	12	Iraq	45	Pakistan	9	Taiwan	2
Belgium	4	Israel	42	Poland	5	Thailand	4
Bulgaria	78	Italy	29	Qatar	26	Tunisia	20
China	14	Japan	4	Romania	45	Turkey	5872
Czech Republic	5	Jordan	36	Russia	12	Turkmenistan	19
Egypt	26	Kazakhstan	29	Saudi Arabia	39	UAE	34
Fiji	3	Kosova	6	Senegal	4	UK	17
France	32	Kuwait	28	Serbia	14	Ukraine	15
Georgia	8	Lebanon	29	Singapore	2	USA	8
Germany	64	Libia	17	South Korea	6	Uzbekistan	37

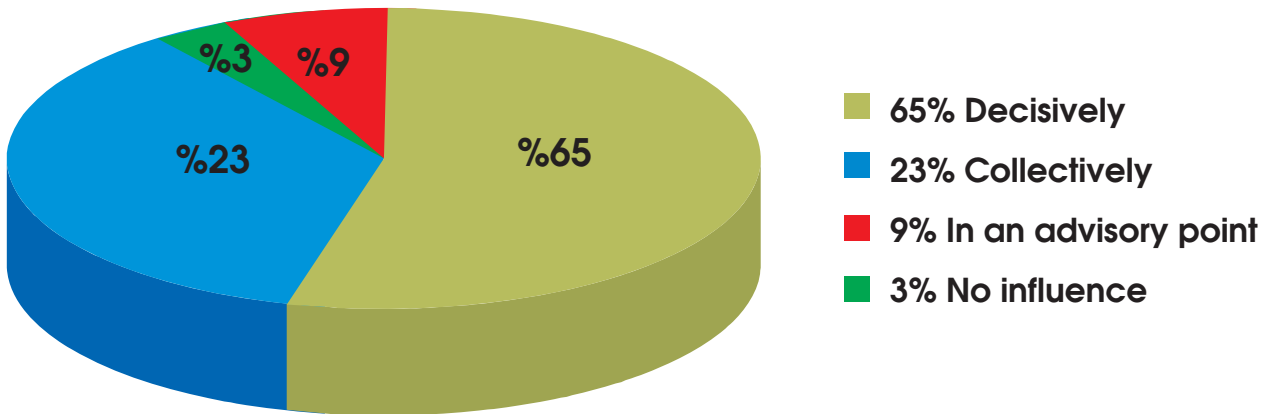
When you analyze the visitors profile of the 7.311 visitors, 2/3 of them were producers and 1/3 was distributor and end user.

Type of company



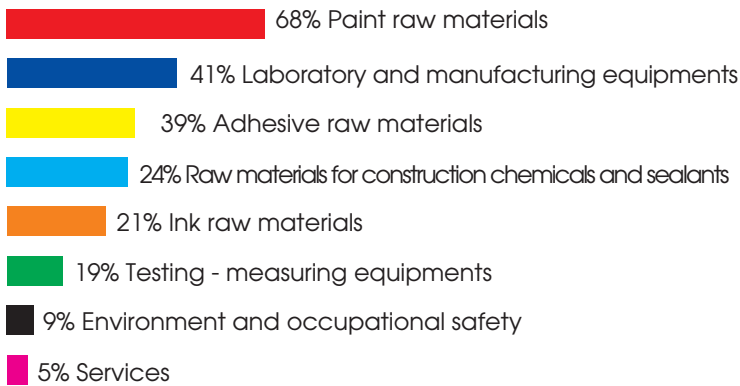
VISITOR STATISTICS

Influence on purchasing

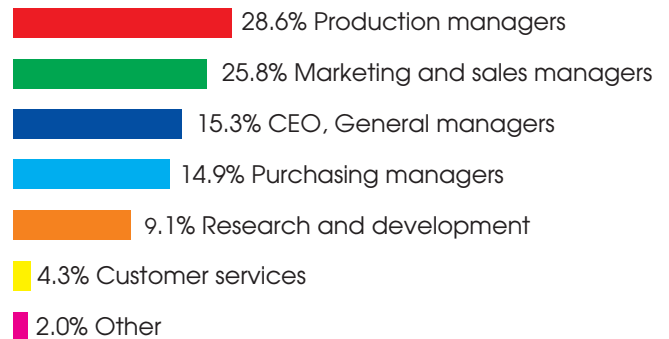


Visitors attention to following product ranges in 2009:

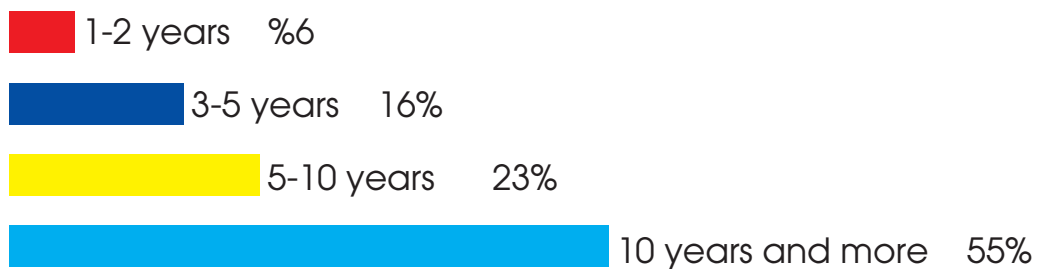
(multiple answers)



"Turkcoat gathers industry leaders" Area of responsibility



How many years you are in the coatings sector?



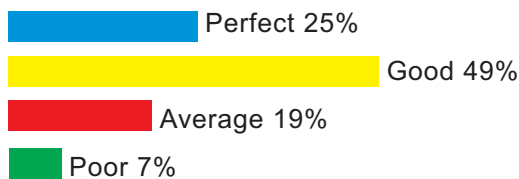
What is the group of product or service you are providing?



What was the reason to visit this exhibition? (Multiple reply)

- 74% To get information about new products.
- 68% To create new business leads
- 28% To get a distributorship or agency
- 36% To buy service or products
- 21% To meet with new companies
- 16% To strengthen the communication with existing companies
- 12% Other

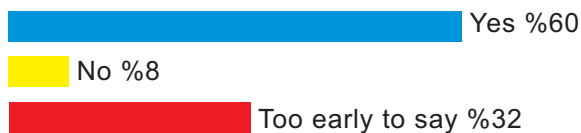
The business meetings you made at the exhibition did satisfy you?



Did you buy any service or product at the exhibition?

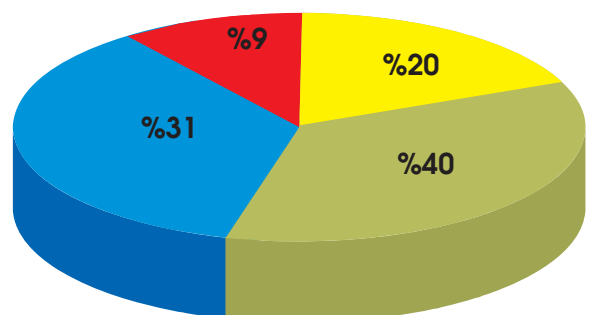


Was the fair successful in creating NEW business connections in SHORT future?



Did visiting this exhibition satisfy your business expectations?

- 31% More than expected
- 40% Satisfied
- 9% A little satisfied
- 20% Too early to say



Some results from the exhibitor survey:

83% are positively considering to exhibit again at TURKCOAT

75% is a decision maker about exhibiting at fairs

40% made agreements (sales) at the exhibition

76% are satisfied about the professional visitors

91% are satisfied about the qualification of the professional visitors

85% have reached their goals

Main reason for exhibiting at Turkcoat (Multiple reply)



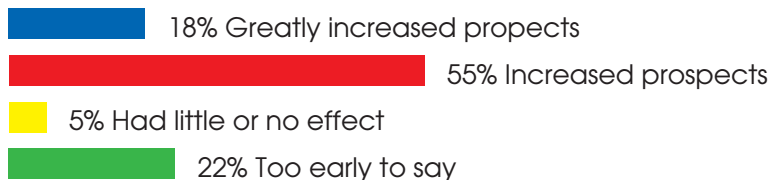
Successful in generating new sales in short term



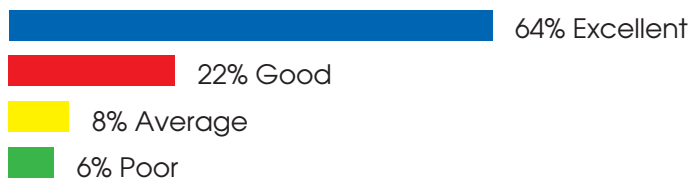
Successful for sales in long term



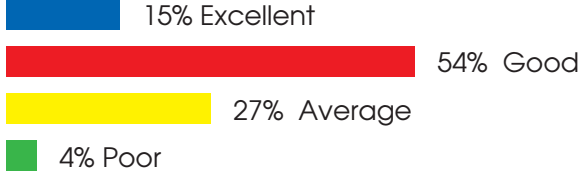
Exhibiting at Turkcoat helped business prospects



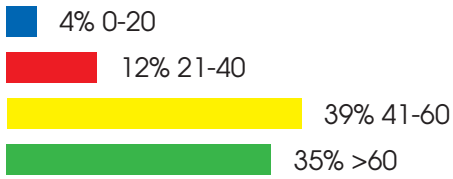
Quality of the visitors of Turkcoat



Number of visitors of Turkcoat



Number of meetings during Turkcoat



When exhibiting again we will

