

ISK-SODEX ISTANBUL 2018

International Exhibition for HVAC&R, Pumps, Valves,
Fittings, Water Treatment and Insulation

7-10 February 2018

**Tüyap Fair Convention and Congress Center
İstanbul ■ Turkey**

www.sodex.com.tr

**New Place &
New Date**

2018



Deutsche Messe



Welcome to Eurasia's Leading HVAC&R Exhibition



Turkey - An Emerging Economy with Vast Potential



Dear Professionals of the Sector,

We are proudly inviting you to be a part of Leading HVAC&R Exhibition of EURASIA in 2018 where you will have a chance to take part within the leading HVAC&R companies of Turkey and also of the world. Organized biennially, ISK-SODEX Istanbul provides an international atmosphere for HVAC&R Industry and provides a unique atmosphere for the sector in Eurasia Region.

In 2016, ISK-SODEX Istanbul brought together 1,294 companies from 47 countries which is an important data that illustrates fairs' power and strength. New exhibitors from different countries such as; Bahrain, Estonia and Saudi Arabia showcased their unique products and services to the world in ISK-SODEX Istanbul 2016 for the first time and established new networks during the leading trade fair of HVAC&R industry which illustrates the increasing international networking potential of the fair.

In 2018 the leading trade fair of the sector will bring many exhibitors and visitors with the guiding theme of "Sustainable Indoor Climate Solutions" and will be organized on 7-10 February 2018 in Tüyap Fair Convention and Congress Center; within a new location during a new period of time.

By the support of distinguished organizations such as; ISKAV (Foundation for Heating, Cooling, Air-Conditioning Research and Education), DOSIDER (Natural Gas Equipment Industrialists and Businessmen Association), ISKID (Air-Conditioning and Refrigeration Manufacturers' Association), IZODER (Association of Thermal Insulation and Fireproofing Material Producers Suppliers and Applicators) and TTMD (Turkish Society of HVAC and Sanitary Engineers) ISK-SODEX Istanbul 2018 will be bringing many exhibitors from different countries with thousands of visitors again. Additionally, other organizations such as; POMSAD (Turkish Pump & Valve Manufacturers' Association), SOSIAD (Assoc. of Refrigeration Industry and Businessmen), ESSIAD (Aegean Region Refrigeration Industry Businessmen Assoc.), MTMD (The Mechanical Contractors' Assoc.), KBSB (Boiler & Pressure Vessel Manufacturers Assoc.), will be important associations that will make the leading trade fair even more powerful.

By becoming a part of upcoming ISK-SODEX Istanbul 2018 you will have a chance to meet with brand new potential business partners in an emerging market. Looking forward to see you during the leading trade fair of the HVAC&R Industry in Eurasia Region.

Yours Sincerely,

Alexander Kühnel, General Manager, Hannover-Messe Sodeks Fuarçılık A.Ş.

The Importance of the HVAC&R Sector in Turkey

The HVAC&R sector will be supported with 25 billion \$ in order to reach the 2023 targets.

After the latest investments, Turkey has become the production hub for Europe, Middle East, Caucasus and North Africa.

Total export of Turkey with the indicators of January-December 2016 was 3.5 billion which showcases Turkey's leading position within the Eurasian countries.

Turkey is the 18th largest economy of the world and 7th biggest economy of Europe. It is expected that Turkey will become the 10th largest economy in the world by 2023.

Turkey has the advantage of being within 4 hours of flight distance to Europe, Eurasia, the Middle East and North Africa, which have 1.5 billion potential customers and a GNP of 25 trillion \$.

Turkey has Free Trade Agreements with the EU, the Customs Union and 26 other countries since 1996.

In 2016, the export numbers of the Turkish HVAC&R sector were: 348 million \$ of Ventilation Systems and Equipments, 529 million \$ of Refrigeration Systems and Equipments, 1 billion \$ of Installation Systems and Equipments, 981 million \$ of Heating Systems and Equipments, 199 million \$ of Air Conditioning Systems and Equipments and 66 million \$ of Insulation Equipments.

Source: HVAC&R Exporters Union 2016 January-December Sector Report TOBB Air Conditioning Sector Report

Top 5 Reasons To Exhibit at **ISK-SODEX** Istanbul 2018

1

An Important and Prosperous Market

The total import into Turkey is 198.6 billion \$. International Direct Investments made in Turkey increased to 173.8 billion \$ in between 2003 and 2016; while they were 15.1 billion \$ until 2002.

As Turkey has been the fifth largest market in Europe, ISK-SODEX Istanbul provides a unique opportunity for the market.

Main regions investing in Turkey:

- 54 % European Union,
- 25 % Asia, 12 % Other Europe,
- 8 % USA and 1 % Other Countries.

The share of Turkey in Global Trade:

- World Trade: 0.89 %,
- European Union: 1.28 %
- USA: 0.29 %

2

An International, Must Visit Event

ISK-SODEX Istanbul has become the international meeting point of the HVAC&R sector which brought 1,294 exhibitors from 47 different countries. 83,764 sector professionals from 107 different countries visited the last edition.

3

New Special Display Areas: Building Automation and Energy Efficiency

According to the latest statistics, highest growth in countries regarding Building Automation will happen in Turkey and also BRIC, Saudi Arabia, UAE in the next 5 years.

ISK-SODEX Istanbul 2018 will again add value to the sector with brand new product groups such as Building Automation and Energy Efficiency. Leading trade fair will provide an important opportunity to reach specific target audiences under one roof.

4

A Vibrant Platform For Business Connections

International buyer delegations are organized by the Ministry of Economy, the Central Anatolian Exporters Union and the HVAC&R Exporters Union. In addition, conferences, product and company presentations, panels, and corporate events will be hosted during ISK-SODEX Istanbul 2018.

5

The Great Geopolitical Position of Turkey

Turkey has the position of being a gateway to Asia, the Middle East, Africa and the Turkic Republics. That leads the exhibitors of ISK-SODEX Istanbul to reach great valued target countries.

ISK-SODEX

Istanbul Facts and Figures



Decision-Making Visitors

75%

Visitors

83,764

at ISK-SODEX
Istanbul 2016

Visitor Satisfaction

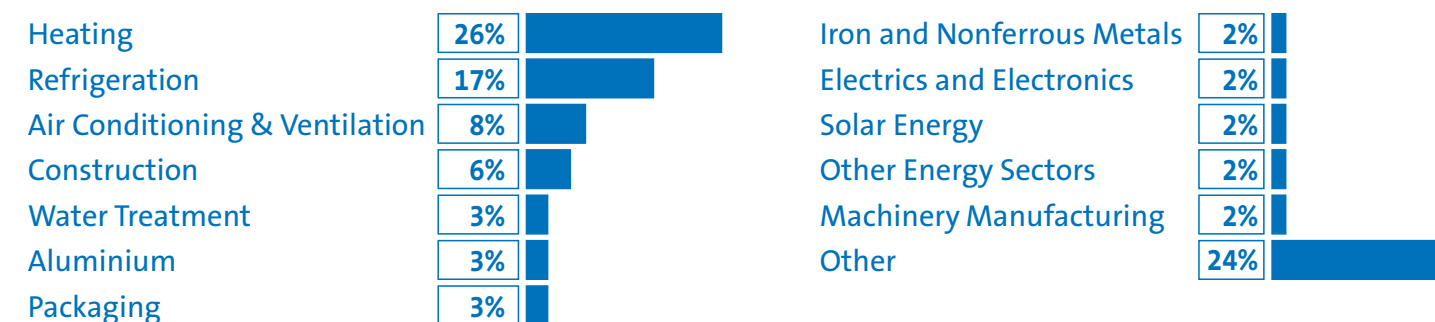
97.5 %

Exhibitors

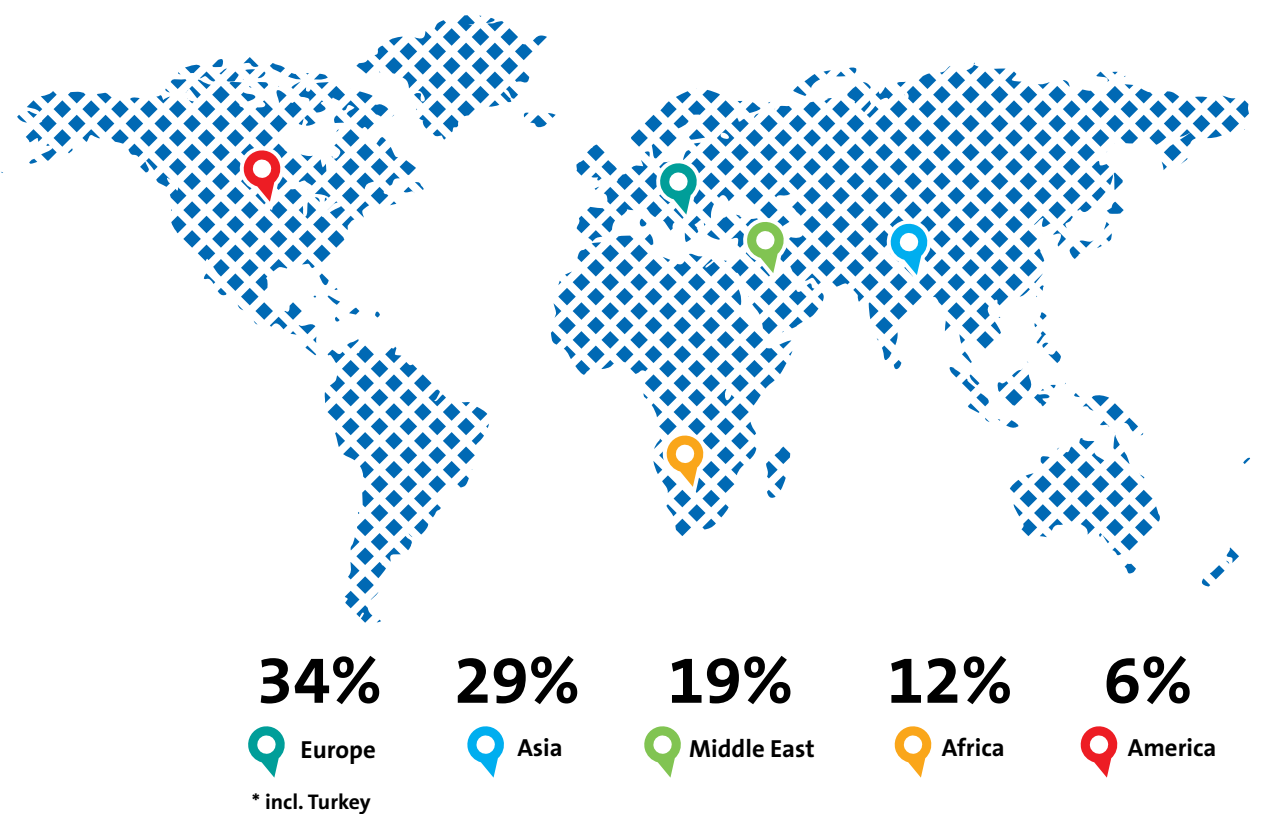
1,294

Including
Co-Exhibitors

Private Sector Distribution of Visitors



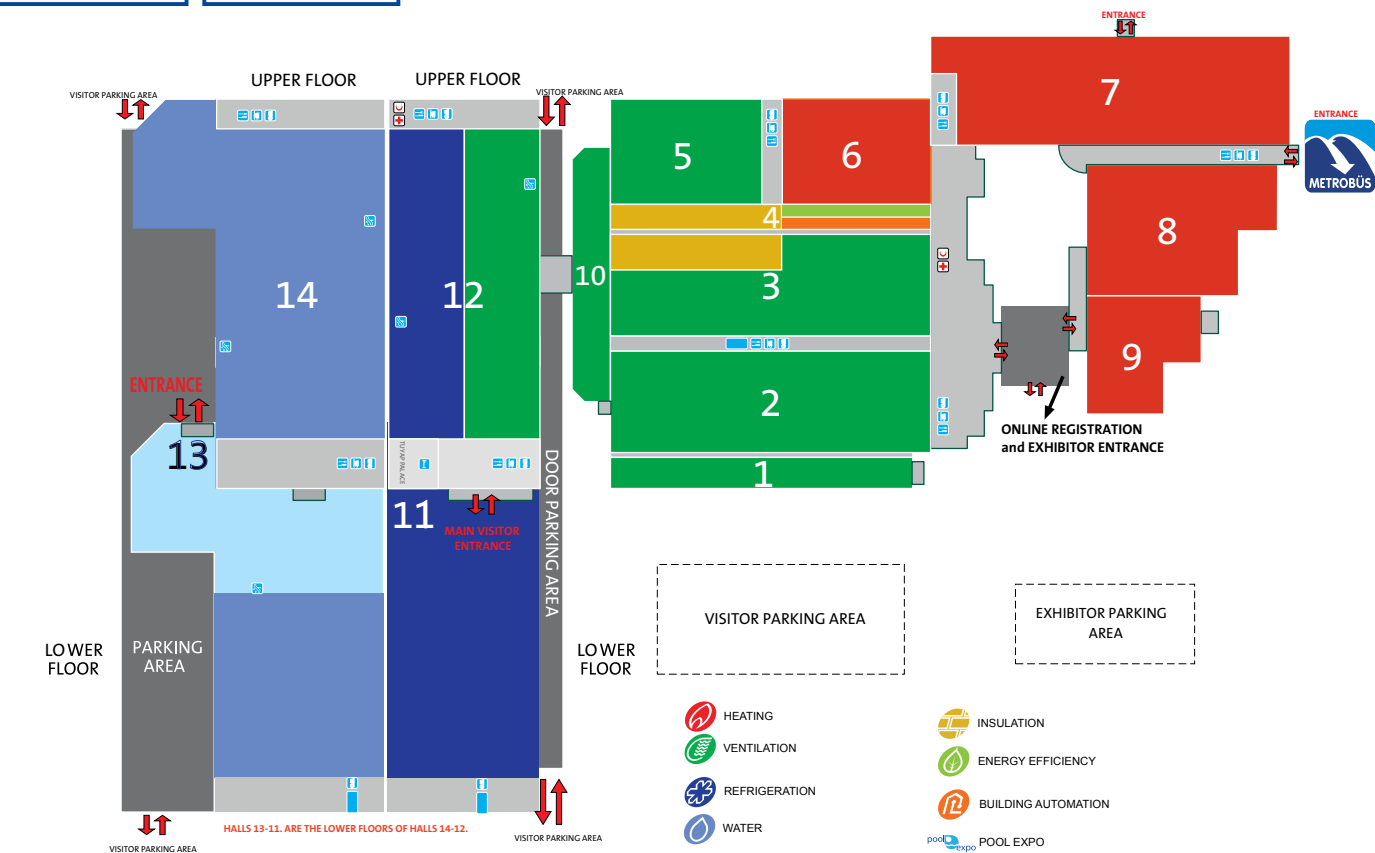
Visitor Breakdown By Continents



Product Groups

- Heating Systems and Equipments
- Refrigeration Systems and Components
- Ventilation & Air Conditioning Systems and Equipments
- Installation Systems & Components
- Bathroom Equipments, Sanitary Products and Fittings
- Insulation Materials
- Building Automation
- Energy Efficiency

Map of Exhibition Ground



ISK-SODEX ISTANBUL 2018

Sustainable Indoor Climate Solutions



2016 Exhibitor Testimonials

ISIB – ZEKİ POYRAZ, CHAIRMAN

I would like to suggest to non-participants that they should participate at ISK-SODEX Istanbul. We are hosting hundreds of visitors from all over the world. ISIB organized a buyer delegation programme with the support of the Turkish Ministry of Economy and participants were very satisfied with the B2B meetings.

DUYAR VANA – UTKU AKSOY, BUSINESS DEVELOPMENT MANAGER

Duyar Vana has been participating at ISK-SODEX Istanbul for a long time. It gives us the opportunity to meet national and international visitors. We are very happy to be at ISK-SODEX Istanbul. We will continue to be here to follow e sector innovations and to meet with new customers from new countries.

AWAL GULF – OMAR HABIB, DEPUTY GENERAL MANAGER

This is our first year participating at ISK-SODEX Istanbul. We are very pleased. We had a lot of visitors from different countries around the world and the neighboring countries like Iran, Bulgaria etc. We will be looking forward to participate at ISK-SODEX Istanbul in the future.

SYSTEMAIR HSK – AYÇA EROĞLU, GENERAL MANAGER

Systemair HSK produced new products and new solutions for the fair theme “Sustainable Indoor Climate Solutions” ISK-SODEX Istanbul 2016 was more effective than 2014 for us. We sold 2 projects during the show, which is why we will increase the capacity of our plant in Turkey.

HONEYWELL – EMRE KİLİMCİ, MARKETING MANAGER

We as Honeywell have been attending ISK-SODEX Istanbul since 2004. Here we reach the decision makers from both the cooling and the heating industry and also the mechanical industry. We are also responsible for the Caucasus and Middle Asia as the Turkish branch; there is an intense participation from these regions, we also communicate to them. We would like to continue our collaboration with ISK-SODEX Istanbul in the next term.

Participation Options

Space Only

240 Euro + VAT / m² In-line Stand
(1 side open / min. 12 m²)

*Exhibitor confirms to book an in-line stand area.



15 Euro + VAT / m² Corner Stand*
(2 sides open / min. 30 m²)

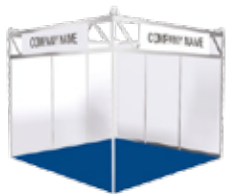
30 Euro + VAT / m² Head Stand*
(3 sides open / min. 70 m²)

45 Euro + VAT / m² Block Stand*
(4 sides open / min. 120 m²)

*If the exhibitors would like to book a corner, head or block stand, these surcharges will be added to the space only price.

OPTION 1: Total cost for a SHELL SCHEME stand includes

- Stand Construction
- Side and Rear Partitions
- Blue Carpet (Standard)
- 1 pcs of 220 Volt - 50 Hz plug
- Signboard with Company Name
- Illumination with 1 Spot Light / 3 m²
- Catalogue Entry
- Exhibitor Passes
- Dismantling



Shell Scheme: 25 Euro + VAT / m²

* Shell scheme can be chosen for stands between min. 12 m² and max. 50 m².
* Drawing is a sample and it could be changed
* The prices are subject to 18% VAT

OPTION 2: Total cost for an EPHEUSUS stand includes

- Shell Scheme



- 1 Lockable Storage
- 1 Table
- 3 Chairs



EPHEUSUS : 55 Euro +VAT / m²

* The stand request has to be minimum 16 m²
* Drawing is a sample and it could be changed
* The prices are subject to 18% VAT

OPTION 3: Total cost for a TROY stand includes

- Shell Scheme



- 1 Lockable Storage
- 1 Table
- 4 Chairs
- 2 Information Desks



TROY : 75 Euro + VAT / m²

* The stand request has to be minimum 16 m²
* Drawing is a sample and it could be changed
* The prices are subject to 18% VAT

INHOUSE

INDIVIDUAL DESIGN CONCEPTS DIFFERENTIATING YOUR STAND

INHOUSE Design is a department of Hannover Fairs Turkey Fuarçılık A.Ş. which was founded to meet your demands for stand design and to assist you in both national and international exhibitions.

Our services as INHOUSE Design:

- Modular stand design and application
- Maxima stand design and application
- Custom made stand design and application
- Product design
- Architectural applications

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Events Worldwide



19-22 April 2017

Izmir, TURKEY



10-13 May 2017

Ankara, TURKEY



19-22 September 2017

Ekaterinburg, RUSSIA



7-10 February 2018

Istanbul, TURKEY

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ITFTURE



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