

Stating that Turkey's HVAC&R industry is aiming for over \$5 billion in exports in 2019, Hannover Messe Sodeks Fuarçılık General Manager Alexander Kühnel said the following:

"Turkish manufacturers signed major deals during the exhibition. We hosted an efficient event that will help the industry to achieve its export targets. This success belongs not only to us as the organizer but also to the Turkish manufacturers."



ISK-SODEX ISTANBUL 2019

Post Show Report



Innovations & Highlights

- ▶ ISK-SODEX Masters' League
- ▶ Forum Area & Conferences
- ▶ New Hall "Fire Prevention"
- ▶ "Keynote Speaker" Economist, Journalist Emin Çapa



Supporters



Co-Organizers & Supporting Associations



For more details of the next ISK-SODEX ISTANBUL, please visit: www.sodex.com.tr

Follow us!



Organizer

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ISK-SODEX ISTANBUL 2019 at A Glance

85.371
trade visitors from
106 countries

Enormous
Visitor
Interest

12%
of the total visitors
were international
4%
increase in
overseas visitors

1021
exhibitors including
co-exhibitors

Extensive
Business
Connections

31%
of them were
international
exhibitors

44.804
SQM net area

Fully
Sold
Out!

In total of
14 halls

44
different
countries

Effective
B2B
Meetings

163
buyers
attending
International
Buyer Mission
Program

B2B Meetings were organised
with the support of



ISIB TURKISH
HVAC-R

Visitor Overview



93% of visitors will again
visit next editions

93%

93%

93% overall visitors satisfaction



84% of visitors are
decision makers

84%

61%

61% of visitors visited
the exhibition more than twice



65% of visitors will recommend
the exhibition to a colleague

65%

Top 5 Visitor Countries

- 1 Iran
- 2 Iraq
- 3 Italy
- 4 Azerbaijan
- 5 Morocco

Top 5 Visitor Sectors

- 1 Heating
- 2 Refrigeration
- 3 Air Conditioning
- 4 Ventilation
- 5 Installation

Top 5 Visitor Occupations

- 1 Machinery Engineer
- 2 Sales
- 3 Maintenance / Repair
- 4 Purchasing
- 5 Marketing

Exhibitor Overview



95% overall exhibitor satisfaction

95%

89%

89% exhibitors are satisfied with the
visitor quality/decision makers



85% exhibitors are satisfied with the
number of new contacts created

85%

85%

85% exhibitors are satisfied with the
number of international visitors



78% exhibitors will recommend
the exhibition to a colleague

78%

International Visitor Breakdown by Continents

