



ISK-SODEX, Opens Up New Export Opportunities For The HVAC&R Industry

The air conditioning industry, one of the fastest-growing industries in Turkey, showcased its strength at the 14th International ISK-SODEX exhibition, which took place at Tüyap Fair and Congress Center on October 2 – 5, 2019. More than 85 thousand visitors from 107 countries came to the exhibition, which attracted great interest from foreign investors. Welcoming procurement committees from Africa and South America, and especially from EU countries, the exhibition brought Turkish and international manufacturers together with over 85 thousand professional visitors with its high business volume and offered new networking opportunities. *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."*

5th October, Istanbul - ISK-SODEX, the leading air conditioning industry exhibition in Eurasia, brought the industry players together in Istanbul on **October 2–5, 2019**. At the exhibition, organized by Hannover Messe Sodeks Fuarçılık in cooperation with the co-organizers and supporting associations, manufacturers met with procurement committees from more than **44** countries and paved the way for new export cooperation. All industry innovations in fields of HVAC&R were exhibited at the exhibition, which focused on future technologies. Including **1021** exhibitors from **35** countries, ISK-SODEX 2019 hosted **85.371** visitors from **107** countries. One of the main success of the show was besides the number of increase in overseas visitor figures, **60%** increase for online registration was also another indicator which makes the ISK-SODEX as a leading show in its field.

Stating that foreign interest in ISK-SODEX is rising every year, **Hannover Messe Sodeks Fuarçılık General Manager Alexander Kühnel** said the following:

"This year, we had many firsts at ISK-SODEX. The exhibition was incredibly beautiful and productive in terms of both the number of exhibitors and visitors and the business volume it generated. We brought together procurement committees from Africa and South America, and especially from EU countries, which have an important place in the industry's exports, at the same table with Turkish manufacturers. During the four-day period, Turkish manufacturers made good use of the opportunities offered by the exhibition and signed major deals. We hosted an event that will help the industry come closes to achieving its export targets."



Global Giants Brought Together in Istanbul!

This year, ISK-SODEX 2019 brought together more than **1000** brands from **35** countries, primarily from Germany, China, France, India, Italy, South Korea, Thailand, the United Arab Emirates, Lebanon, Pakistan, Spain, Iran, Russia, Greece, the United States, Taiwan and Japan.

ISK-SODEX 2019, organized by **Hannover Messe Sodeks Fuarçılık** in cooperation with the Air-Conditioning Research and Education Foundation (ISKAV), the Association of Natural Gas Appliances Industrialists and Businessmen (DOSIDER), the Air-Conditioning and Refrigeration Manufacturers' Association (ISKID), the Association of Thermal, Sound Insulation and Water Proofing Materials Suppliers and Producers (IZODER), the Turkish Society of HVAC and Sanitary Engineers (TTMD), the Turkish Pump and Valve Manufacturers' Association (POMSAD), the Association of Refrigeration Industry and Businessmen (SOSIAD), the Aegean Refrigeration Manufacturers and Businessmen Association (ESSIAD), the Mechanical Contractors' Association (MTMD), and the Boilers and Pressure Vessels Manufacturers' Association (KBSB), realized one of the industry's most productive meetings.

ISK – SODEX Once Again Proved Its Leadership In Its Field With Innovative Concepts and New Halls!

The ISK-SODEX and Pool Expo was held under the same roof at Istanbul! Exhibitions brought exhibitors together with potential clients to establish new partnerships and provided a platform to share knowledge and experience through a number of forums and conferences organized throughout the exhibition.

For the first time this year, new topic “**Fire Prevention**” systems at Hall 10 and **MEP services (Mechanical Electrical and Plumbing)** at Hall 13 have also had enormous interest from the industry.

In addition to the new topics and showcase areas, the “**ISK-SODEX Masters League 2019**” held for the second time this year and awarded the top three contestants who competed over four days and ranked in the criteria of correct installation, project conformity, and aesthetic with the title of “Best Combi Boiler Installer of Turkey.” As part of the exhibition, the ISK-SODEX visitors had the chance to win a FIAT Fiorino, a combi boiler (six combi boilers in total), a dehumidifier and a set of books (10 sets in total) by ISKAV publications in the raffle.

For more details of the next ultimate trading platform for the HVAC&R industry; 15th International ISK-SODEX; please visit: www.sodex.com.tr/en