

Press Bulletin

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ISK-SODEX 2018: The most significant event for HVAC-R industry players

- New Place, New Date, New Product Groups!
- 50% of sales completed

ISK-SODEX Istanbul, the leading and biggest exhibition in Eurasia for HVAC-R industry, has been showing the way for the development of the industry and highlighting the industrial innovations since 1997. ISK-SODEX 2018 will be organized at TÜYAP Exhibition and Convention Centre between February 7 and 10, 2018. At its new place and on a new date, ISK-SODEX promises a highly unique and more powerful experience than ever.

This year, new product groups in dedicated Energy Efficiency and Building Automation showrooms will be displayed and new products and services are showcased in heating, ventilation, air-conditioning, pumps, fittings, water treatment and insulation fields.

On the other hand, ISK-SODEX's contributions to the industry are not merely limited to those presented innovations: bilateral business talks and conference programs that are simultaneously organized are also very helpful for the industry. Bilateral meeting talks, which pave the way for meetings between international procurement officers and Turkish exporters, represent significant opportunities for new business deals and agreements. Conferences, organized in cooperation with more than 10 national and international industrial associations where local and foreign field experts will be entertained as speakers, offer an exceptional platform for discussing current hot topics in the industry.

ISK-SODEX is a biannual event organized by Hannover Messe Sodeks Fuarçılık in association with ISKAV, DOSIDER, İSKİD, İZODER, TTMD, POMSAD, SOSİAD, ESSİAD, MTMD and KBSB. 1294 companies from 47 countries participated in ISK-SODEX 2016 and had the chance to meet 83.764 visitors. The year 2018 indicates that this success story will continue by getting stronger than ever thanks to special visitor programs run by Deutsche Messe's representative offices in more than 100 countries, programs in target countries that address professional procurement officers, cooperation with associations, societies, chambers of commerce and media agencies as well as more than 100 Anatolian committees from different provinces.

Pointing out the fact that 50% of the exhibition space has been sold although the exhibition is still 7 months away, Mr. Alexander Kühnel, the Managing Director of Hannover Messe Sodeks Fuarçılık, notes the following: "In its new place and on its new date, ISK-SODEX Istanbul will offer brand new opportunities for both our participants and visitors."