

## Enormous visitor interest to ISK-SODEX 2018 all around the Globe

The HVAC sector, one of the fastest growing industries of the Turkish economy, carried its success to the peak with ISK-SODEX Istanbul 2018. During successful 4 days, 880 exhibitors (220 international exhibitors from 22 countries) created new collaborations with the huge business volume provided by ISK-SODEX.

Drawing attention to the fact that there is a great interest at **ISK-SODEX 2018**, **Alexander Kühnel, General Manager of Hannover Fairs Turkey** said:

*“This year ISK-SODEX was a wonderful event. Walking through the halls I saw busy exhibitors. Both exhibitors and visitors had a smile in their face, they were happy. This smile is a reward for a good job we have done. This success is generated in cooperation with all exhibitors, visitors, press members, associations, sponsors and Hannover Messe Sodeks Fuarcılık. I would like to say big thank you to all of them.”*

### **The most international edition ever!**

ISK-SODEX recorded its most international edition in terms of visitors this year. **84.936** sector professionals from **105** countries visited the fair. Compared with the previous edition, **14%** increase was occurred in overseas visitors. Moreover, in cooperation with Ministry of Economy, ISK-SODEX hosted more than 500 international buyers. They met with exporters through the B2B meetings and generated new collaborations. Exhibitors also mentioned that they signed very important contracts and had orders from all geographies, but mainly from Iran, Iraq, Qatar, North and West Africa as well as Russia, Poland, Germany and Australia.

**Herman Haçaduryan, Deputy General Manager of REFKAR** which was located at Hall 11 stated that “ISK-SODEX is the most important platform for us to promote our products and generate new business contacts. I believe that it is necessary to be here for our industry. I saw that there was a great increase in visitor numbers and quality this year. Especially, B2B meetings provided a wonderful opportunity to create international networks. So far we hosted 162 meetings and among them there were visitors from Thailand, Uruguay, Spain, Czech Republic and Latvia. I am happy to say that this is my most fruitful fair I’ve participated so far in Turkey and abroad.”

## **The future of the HVAC industry**

With more than 50 supporting programs such as forums, panels, contest ISK-SODEX provided a versatile and colorful business platform. Exhibitors and visitors got hundreds opportunities for meeting, networking, sharing knowledge and experiences. Providing a know-how transfer from science to industry, it drew the road map for the future.

In the Forum Area that was created for the first time this year, exhibitors promoted their new products, services and technologies. During the company presentations that lasted 4 days, opportunities for the development, assessment and consideration of R&D activities such as digitization and efficiency were discussed.

## **The best combi technician of Turkey was awarded**

The fair also hosted the Master League of the combi technicians for the first time this year. In order to draw attention to the requirement of the sector for qualified technical personnel, more than 100 technicians applied from all over Turkey. During the 3-days contest sponsored by Borusan Mannesmann, E.C.A., Fıratboru and Rothenberger, technicians showed a great effort to be among the best combi technician of Turkey.

ISK-SODEX provided a new experience for its exhibitors and visitors this year such as new date, new fair ground and new supporting programs. All these new innovative additional values made the fair indispensable for the HVAC industry. ISK-SODEX 2018, once again showed its power as the 3<sup>rd</sup> biggest trade fair of the world in its sector. Not only the enormous numbers but also the high satisfaction of the exhibitors and the visitors proved the important position and improvement of ISK-SODEX as a member of HVAC family.

As a result of this successful 4 days, most of the exhibitors already rebooked their booth for the upcoming event and there is already a wait list for **2 – 5 October 2019**, 14<sup>th</sup> International ISK-SODEX edition.