

# HARDWARE eurasia

**MAY 9-12, 2024**



# HARDWARE EURASIA

Hardware Eurasia Fair brings together all the components of the industry with the international experience of RX Tüyap and the industry wisdom of the Turkish Hardware Industrialists and Businessmen Association (HISİAD) at Tüyap Fair and Congress Center in Istanbul.

- ✓ Fasteners
- ✓ Hand Tools
- ✓ Power Tools
- ✓ Furniture Accessories & Components
- ✓ Cutting Tools & Abrasive Products
- ✓ Locks & Accessories
- ✓ Bearings
- ✓ Welding Equipment & Materials
- ✓ Construction Materials
- ✓ Chemical Products & Finishing Materials
- ✓ Occupational Safety Materials

are all in the scope of the Hardware Eurasia Fair. The trade show moves forward with the aim of contributing to the global trade volume of the hardware industry not only in Türkiye but also in the wider region. On the occasion of the trade show, senior executives, engineers, purchasing officials and other industry professionals meet directly with the representatives of the participating companies face-to-face, find new suppliers, strengthen existing partnerships and create new business opportunities.

Hardware Eurasia Fair enables the establishment of strong business connections with the intense interest of representatives from the construction market, white goods, energy and power generation, and automotive sectors. 2024 marks the third edition of Hardware Eurasia and the show continues with the mission of being the business hub for the entire hardware industry professionals.



## HARDWARE EURASIA FAIR 2023 IN NUMBERS

\*CO-LOCATED WITH FASTENER EXPO EURASIA 2023 FAIR.

# Exhibitors

# 186

## Companies and Company Representatives

### 91%

Considers to Exhibit in the Next Edition



### 83%

Exhibitor Satisfaction

### 90%

Target Audience Compliance



## Take your place now at Hardware Eurasia Fair and co-locating Fastener Expo Eurasia Fair!



**TÜYAP FAIR & CONGRESS CENTER - ISTANBUL**

May 9-12, 2024

Visiting Days and Hours

May 9-10-11, 2024: 10:00-18:00

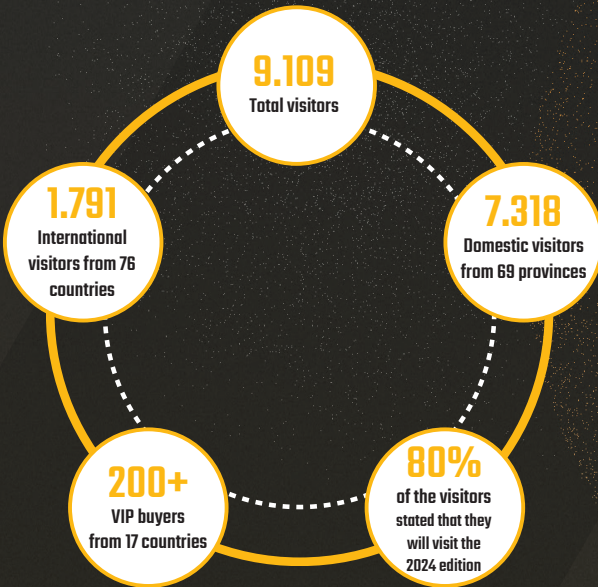
May 12, 2024: 10:00-17:00



## Geographical Distribution of

# Visitors

**35%** Middle East **16%** Balkans **13%** Asia & Oceania  
**14%** Africa **20%** Europe **2%** North & South America

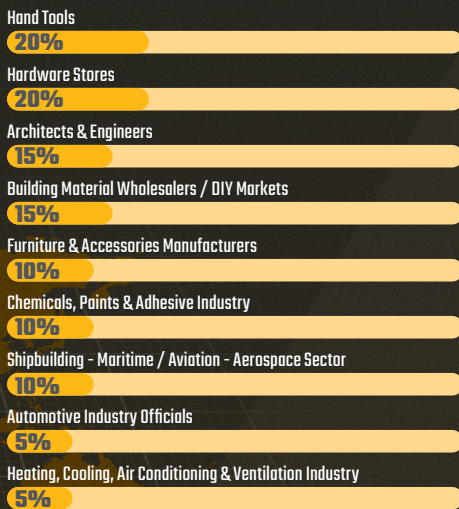


### Top 25 Visitor Countries

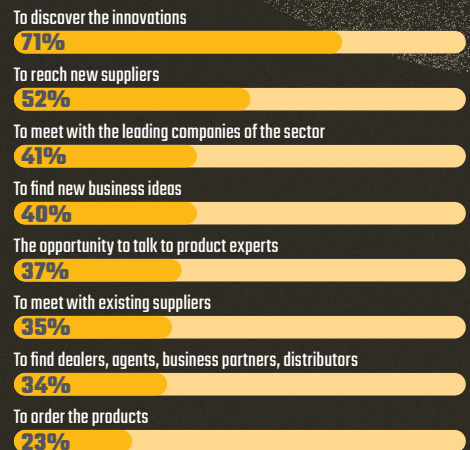
In alphabetical order (excluding Türkiye)

- Albania
- Algeria
- Azerbaijan
- Bulgaria
- China
- Egypt
- Georgia
- Germany
- Iran
- Iraq
- Israel
- Italy
- Jordan
- Kosovo
- Lebanon
- Macedonia
- Morocco
- Palestine
- Romania
- Russia
- Saudi Arabia
- Serbia
- Tunisia
- United Arab Emirates
- United Kingdom

## Sectoral Distribution of Visitors



## Purpose of Visit



# What did the exhibitors say?

"Hardware Eurasia Fair, which we organized for the second time, is of great importance for the hardware industry in Türkiye. Türkiye currently has a share of 12 billion dollars of a 500-billion-dollar worldwide hardware market.

As Turkish Hardware Industrialists and Businessmen Association, our main goal is to further increase this share through Hardware Eurasia Fair. Therefore, we act to make Istanbul the business hub for the hardware industry. Additionally, by co-locating the Eurasia Industrial Fasteners and Fixings Trade Fair Fastener Expo Fair along with the Hardware Eurasia Fair, we want to create an inter-industrial synergy in a way that both industries support each other.

For the 2024 edition of Hardware Eurasia, we expect a growth of at least 40% in both the exhibition area and the number of exhibitors. We fully believe that our trade show will have more exhibitors and visitors next year. Hardware Eurasia Fair offers great opportunities for all hardware industry players who want to get a fair share of this important market and expand their business to new regions. Therefore, we highly recommend to those companies to become an exhibitor at this trade show in order to achieve their objectives."

## ÇETİN TECDELOĞLU

Turkish Hardware Industrialists and Businessmen Association (HISİAD)  
Chairman of the Board

"We exhibited at this fair for the first time. We are very pleased that we participated in the Hardware Eurasia Fair, as the fair exceeded our expectations. We had the opportunity to welcome visitors from nearly 20 countries, including the UK, USA, Slovenia, Croatia, Lebanon and Iraq, at our stand. We would like to attend the fair in the upcoming years as well. Since this trade show is manufacturer-centered, we recommend this show to those companies in the hardware manufacturing industry in particular to participate. We think that Hardware Eurasia Fair will make a positive contribution to the exports of our company, as it allows us to cooperate in brand new markets, and will have a significant impact on the export figures of Türkiye in the long run."

## YAPARLAR İNŞAAT VE TARIM ALETLERİ SANAYİ VE TİCARET A.Ş.

"Hardware Eurasia has been a very productive trade show for our company. Therefore, we are very pleased with this year's show and would like to participate in the coming edition. Visitors mainly from Russia and Kazakhstan came to our stand in the first place. We think that this is a must-visit trade fair since it hosts numerous manufacturing companies in the hardware industry."

## PERÇİNSAN BAĞLANTI ELEMANLARI A.Ş.

"The fair has been quite busy and productive for our company. We had visitors from various countries, especially from Moldova, Hungary, Arab Countries as well as Russia. We will continue to participate in this fair in the coming years. We recommend the Hardware Eurasia Fair to other companies in this industry as it welcomes visitors from Türkiye and abroad. In addition, we think that the international visitor profile will make a significant contribution to Türkiye's economy."

## KANCA EL ALETLERİ DÖVME ÇELİKE VE MAK. SAN. A.Ş.



"It is possible to find the leading hardware manufacturers at the Hardware Eurasia Fair. During this show we had the opportunity to meet and network with various potential customers, as well. We plan to attend the fair in the coming years."

## OMNİ METALURJİ END. TİC. LTD. ŞTİ.

"We are a company that exports to over 50 countries and have seen intense interest from international visitors to the Hardware Eurasia Fair. In this respect, we also had visitors mainly from Lebanon, Iraq, Morocco, Libya, Palestine and Israel as well as from Tanzania and the Maldives. Our partners with whom we do business abroad are also taking part in this fair and they expressed their satisfaction with the show. We think that the fair will make great contributions to the exhibiting companies and to Türkiye's overall economy."

## YEŞİL RULO FIRÇA PLASTİK İNŞ. SAN. İÇ VE DIŞ TİC. LTD. ŞTİ.

"As a well-known company in Türkiye, we are here to find new export opportunities. We operate as the domestic market leader in the dowel and bolt market. We are glad that high-profile visitors from countries such as Germany, Russia, Italy and the USA have visited this show. This is a chance to reach our export targets. We will also participate in the coming years. We believe that participating in such an organization, increasing our business opportunities, and communicating with potential partners are vital gains for us."

## KARBOSAN ZİMPARA TAŞI SAN. A.Ş.



# What did the visitors say?

"We highly recommend this trade show to those who are willing to find business partners in Türkiye that is constantly growing in the hardware industry, as one can find all leading manufacturers under one roof."

**ISRAEL**

"This is the first time visiting this show. This has been a great opportunity to follow the latest trends in the hardware industry. I have also noticed that there is a quite a lot of visitors from countries ranging from China to Europe."

**GERMANY**

"I have visited Hardware Eurasia Fair to have a closer look at various products, which can be sold at building supply stores, fasteners in particular. I believe that the exhibitors and visitors will participate in the fair, get a chance to contribute to their job opportunities and have positive experiences. I would recommend Hardware Eurasia to anyone involved in this industry."

**GERMANY**

"I am glad that I have visited Hardware Eurasia Fair. The reason why I visited this trade fair was to follow the latest trends in the fastener industry. I can highly recommend this trade show to all those who are interested in visiting, as they can find all sorts of hardware solutions under one roof."

**IRAN**

"We visited Hardware Eurasia Fair last year and will continue to visit this show in the coming years. Thanks to Hardware Eurasia Fair, we had the opportunity to reach all our suppliers under one roof."

**PALESTINE**

"I am visiting the fair for the first time. We are a company operating in the field of e-commerce and selling construction market and hardware products. I am pleased with the density of exhibitors and the variety of products. I easily found all the products I was looking for at the fair. We visited the fair to add new companies to our portfolio while strengthening relations with our current partners. In this sense, I can say that our contacts were very satisfying. This fair is of vital importance for companies doing business in this industry and should definitely be visited."

**TÜRKİYE**

"I believe that those who work in purchasing and production departments must visit the Hardware Eurasia Fair as they can follow the latest trends and have the opportunity to examine the products onsite."

**TÜRKİYE**

"We believe that it is a well-organized trade fair. We had the opportunity to easily find the products that we were looking for as well as network with the representatives of the leading hardware manufacturers and follow the latest trends. We have also observed that there are a lot of international visitors. This is very important in terms of increasing Türkiye's export volume. We will participate in the fair in the coming years to follow the current developments in the industry and to develop job opportunities."

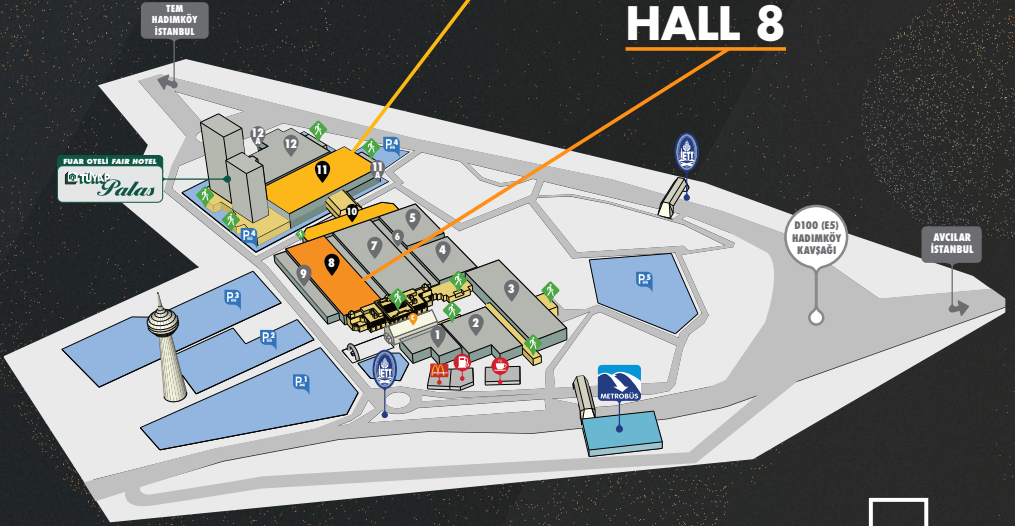
**TÜRKİYE**



# Floor Plan

## HARDWARE Eurasia HALL 10-11

## FASTENEREXPO Eurasia HALL 8



# Product Groups

- Fasteners
- Hand Tools
- Power Tools
- Furniture Accessories & Components
- Cutting Tools & Abrasive Products
- Locks & Accessories
- Bearings
- Welding Equipment & Materials
- Construction Materials
- Chemical Products & Finishing Materials
- Occupational Safety

THIS FAIR IS ORGANIZED WITH THE AUDIT OF TOBB (THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO. 5174.

### Contact

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