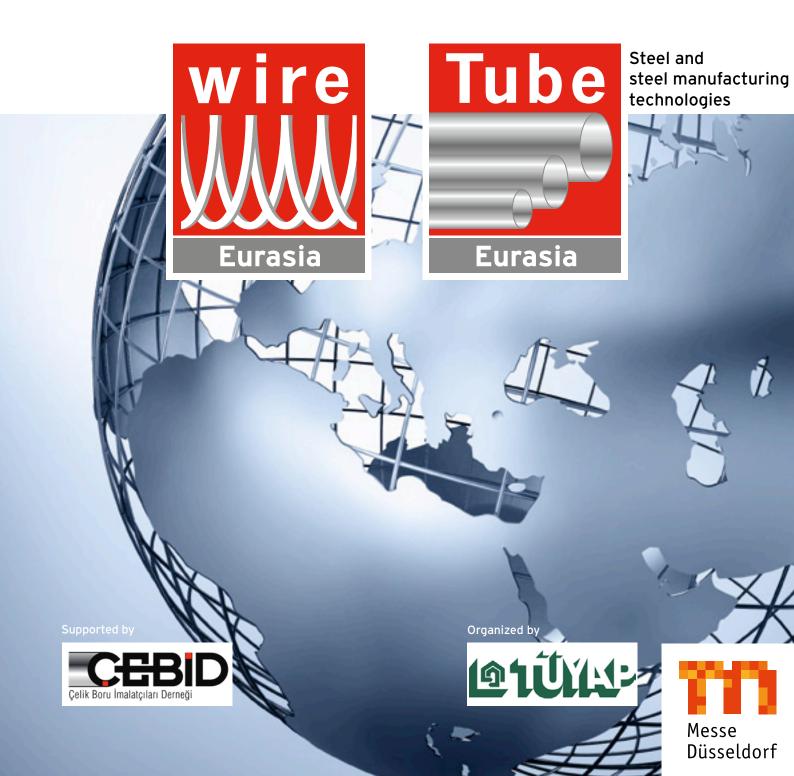
Türkiye I wire-eurasia.com I tube-eurasia.com

Istanbul, Türkiye

Post Show Report 2023

9 - 12 April 2025





Great premiere in Istanbul: wire and Tube Eurasia celebrate successful first event

With 322 exhibitors on a total area of 10,000 net square meters, the premiere of the joint trade fair appearance of Wire TECH Istanbul, Tube & Steel Istanbul and wire and Tube Eurasia came to a successful end after four days full of great expectations.

Together with Tüyap, the organiser of the two Turkish trade fairs for wire, cable, tubes and pipes, the newcomers wire and Tube Eurasia went to the starting line for the first time.

In total, more than 10,500 top customers from Türkiye and neighbouring countries took the opportunity to find out about innovations and trends in the industries from the players in these key technologies at the Tüyap Fair Convention and Congress Center.

In 2025, wire and Tube Eurasia will present themselves together for the second time with concentrated technology competence at the Istanbul location. From here, there are short trade routes to the neighbouring countries and Asia, which means that the most important target countries are addressed.

In just five months of preparation, the Messe Düsseldorf team and the Turkish organiser Tüyap - Fair & Exhibitions Organization - have succeeded in organising a compact industry platform for Türkiye and the surrounding regions that reflects the market of the wire, cable, tube and pipe industries.

2023 Exhibiton Facts & Figures*

10.513 professional visitors from **74** countries

Exhibitor list:



322 exhibitors from **19** countries



Distribution of visitors according to titles:









Decision makers



Senior executives

Main reason for visiting:

Reaching out new suppliers 67%

Keep up to date with new products and innovations 65%

Connect with the leaders of the sector 47%

Meet with existing suppliers 38%

Meet with product experts 38%

Getting new business ideas 37%

Visitor feedback:

Plan to visit the show next year again 91%

Are satisfied with the show 94%

Recommend the exhibition 87%



Exhibitor interviews:

are exhibiting
in this fair for the
first time. We are very
pleased with the wide range
of products, the high number of
exhibitors and visitors from various
countries. Everything is quite good
and we have no complaints. We will
definitely participate in the next fair.

Koch Machinery & Technology are exhibiting
for the first time
this year. We were very
pleased with the intense
participation of exhibitors and
visitors. Especially the number
of foreign visitors shows that
the fair was promoted very well.
We are definitely planning to
participate in the nex fair.

Mac Bending

The fair met our expectations in terms of business potential and meeting new customers. In general, we are satisfied with everything. We are planing to participate in the next year.

Demirsan Group

Contact details for exhibitors

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Phone: +49 211 45 60 478

E-Mail: BagciC@messe-duesseldorf.de		
reserve space of sqms (without any obligation)		
receive visitor information		
Contact (Name/Title)		
Company Name		
Address		
City/Zip-Code		
Country		

Data protection

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