



 **Reed** |  **TÜYAP**  
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 **ASD**  
PACKAGING MANUFACTURERS  
ASSOCIATION

 **AMD**  
Packaging Machinery Association

 **E.S.D.**  
Lawn Machinery Association

 **KASAD**  
2011

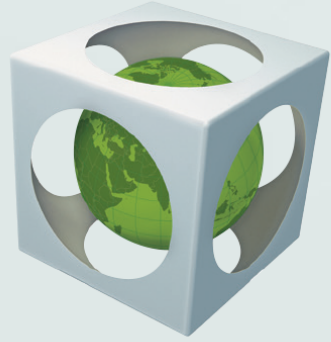
 **MASD**  
Metal Packaging Manufacturers Association

 **GMB**  
Corrugated Board Manufacturers Association

 **SEPA**  
SEPA

**EURASIA PACKAGING FAIR  
POST SHOW REPORT  
OCTOBER 22-25, 2015**





EURASIA  
**PACKAGING**<sup>®</sup>  
İSTANBUL

With more than 1200 exhibitors, an inspiring education programme and live product awards and showcases, Eurasia Packaging Fair is the most attractive and preferred annual event in its region. It's where emerging and established manufacturers of food and non-food goods discover thousands of smart solutions to achieve product 'stand out' whilst considering cost and time effective packaging production from design to completion, to meet market demand.

**Empowered by ASD**



**PACKAGING MANUFACTURERS  
ASSOCIATION**

**Supported By**



# 1. SHOW INFORMATION

21st edition of Packaging Fair

October 22-25, 2015

•Record breaking..

**Visitors:**

**51,217** Visitors from  
**91** Countries

**Participating Exhibitors:**

**1211** Companies and  
Company Representatives from  
**38** Countries

**Show Size:**

**109,000** m<sup>2</sup>  
**12** Halls

## 2. EXHIBITOR PROFILE

**1211 Exhibitors  
From 38 countries**



# EXHIBITOR SURVEY RESULTS

**91 %**  
of exhibitors  
plan  
to exhibit next  
year

**80 %**  
of exhibitors  
were  
successful in  
meeting their  
overall  
objectives

**91 %**  
of exhibitors  
were  
successful in  
strengthening  
the image of  
company

**87 %**  
of exhibitors  
were  
successful in  
improving  
business  
relationships

Top 10 Countries Represented	Companies & Company Representatives
Italy	148
China	86
Germany	75
USA	28
Great Britain	23
South Korea	23
France	22
Taiwan	22
India	20
Spain	17



### 3. 1 EXHIBITOR FEEDBACK

“

We are pleased with the fair. We saw that most of the visitors were industry professionals thus, the fair helped us contact the right people. We will definitely participate as an exhibitor next year. ”

**Ahmet Sezginer - Teknova  
Board Member**

“

As a company which works with many countries, It is satisfying for us to see multinational exhibitors in this fair. We can say that almost all of the visitors are industry professionals. ”

**Murat Mirza - Design Pack  
Sales Manager**



“

The participation was outstanding. We found the potential that we hoped for. We had the chance to enter new markets. Furthermore we are really pleased with the mobile application. We will definitely be here next year. ”

**Taner Özten - Ersanmak  
General Manager**

“

This is our 22nd participation to the fair and our stand is getting bigger each year. The fair became more fruitful especially after it is sectionalised. The fair is huge and there are still companies that we have not met yet. We had the chance to meet right customers from both domestic and international ”

**Cemal Ayla - Aymaksan  
General Manager**

“

We had contacts from Belgium and Spain in this fair which surprised us. Moreover, we met with numerous Turkish firms. We are pleased with the fair. ”

**Miroslaw Angelov Megaport  
General Manager(Bulgaria)**

## 3.2 EXHIBITOR FEEDBACK

“In my opinion, Printpack Section helped us a lot with its plan, design and placement in terms of attracting the right customers to our booth.”

**Ravindra Madam - Winner Screen  
Senior Marketing Executive(India)**



“The fair is going quite busy. We see there are many participants from Middle East and North Africa.”

**Haluk Giray - Sarten  
Marketing Director**

“We observed that the visitor profile is mostly based on Middle east and Europe. Considering these regions are our main target for export, We can say that the fair is going very well for us.”

**Sefa Duman – Rotopaş  
Sales Manager**

“The fair is very fruitful for us. The visitors are really capable and they really know what they want. People are really interested and it has been and efficient fair for us.”

**Tan Yılmaz - Matkim  
Assistant General Manager**

“The fair is going very well. We see that number of visitors has vastly increased. The fair has a profound visitor profile both domestic and international. We will gladly participate next year as well.”

**Kerem Dereli - Dereli Graphic  
Board Member**

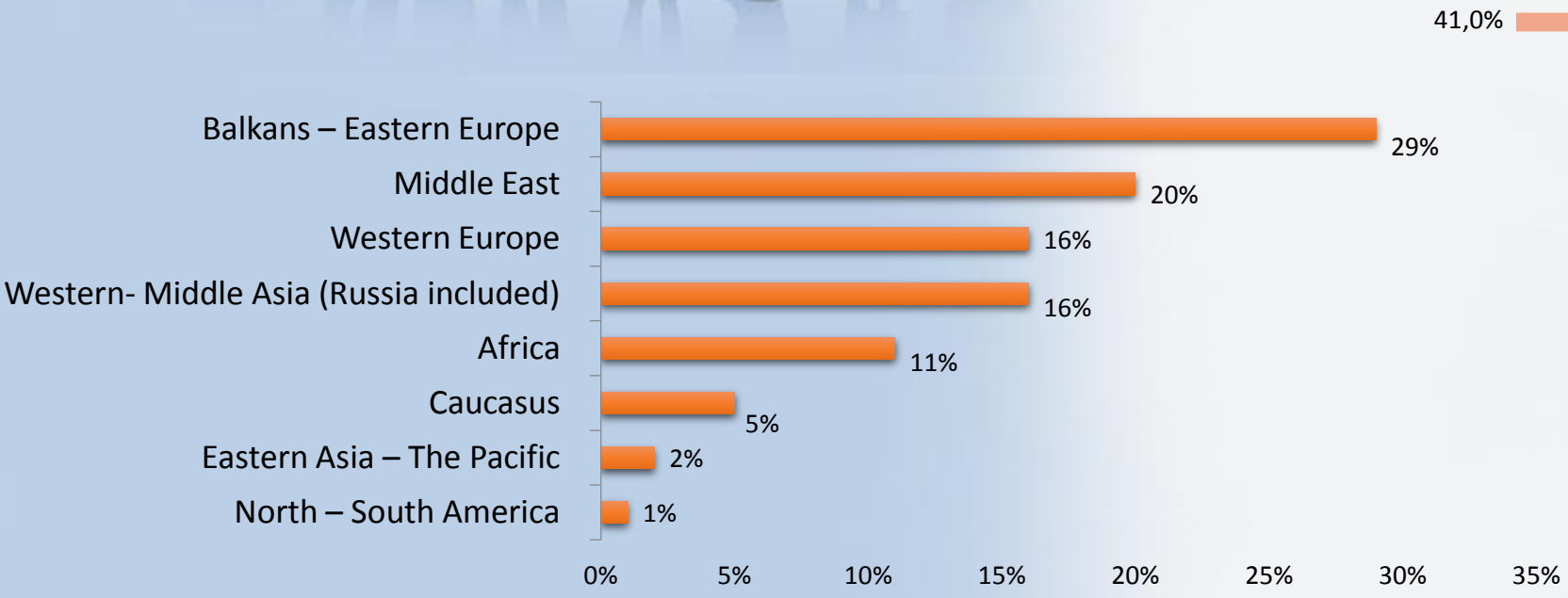
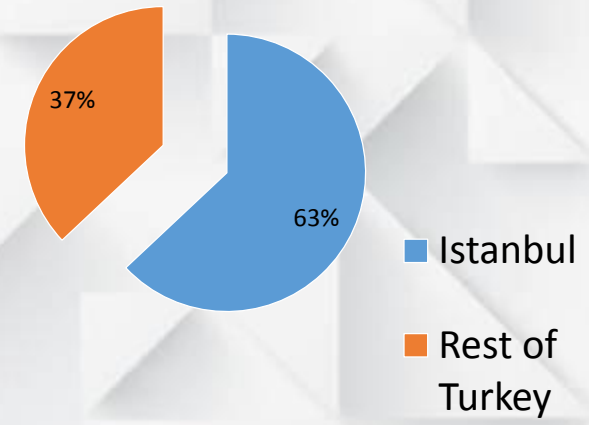
## 4. VISITOR PROFILE



**51.217**  
**TOTAL VISITORS**

**46.205** DOMESTIC VISITORS

**5.012** INTERNATIONAL VISITORS



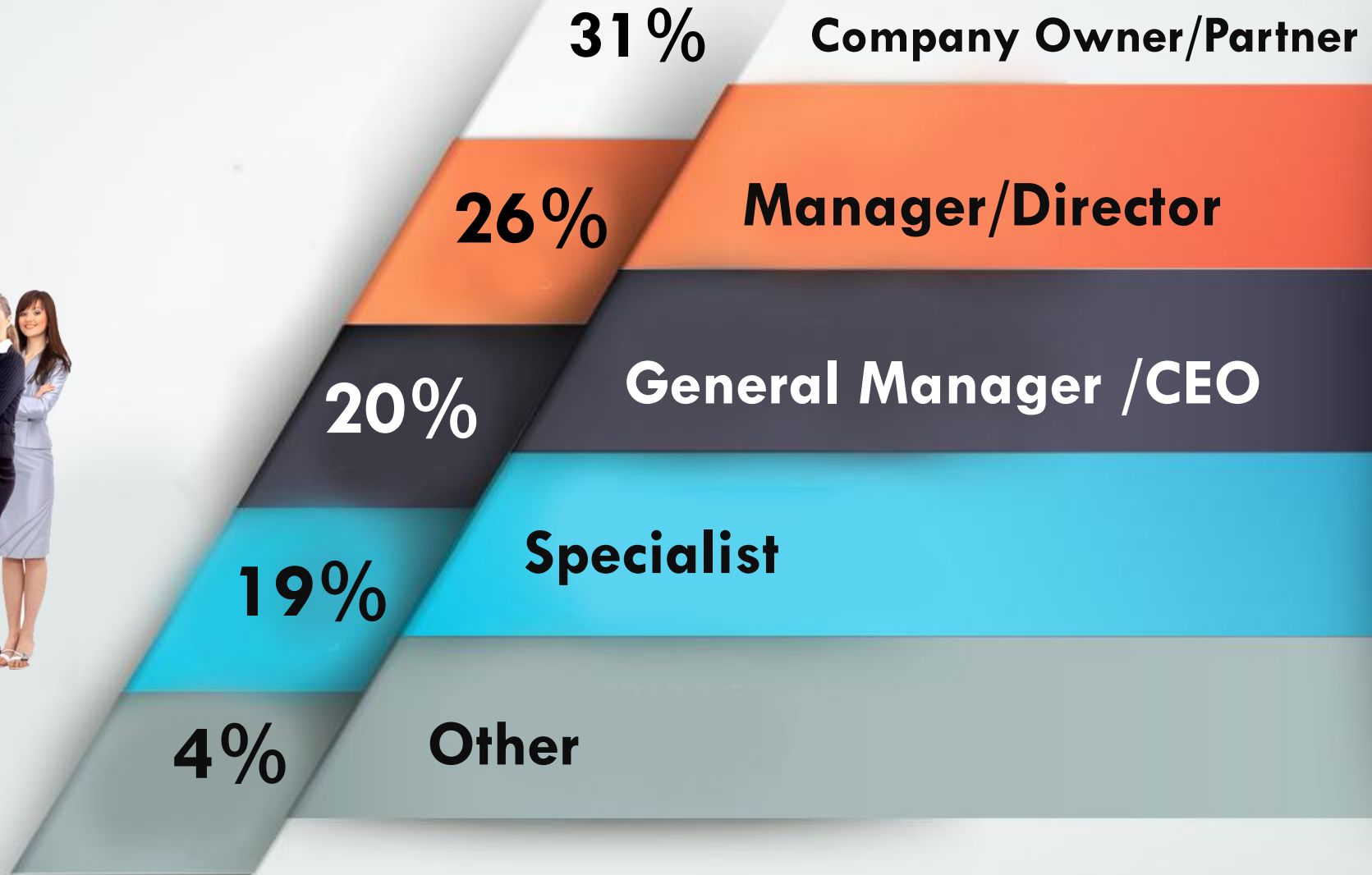


# 5. VISITOR SURVEY RESULTS





## 6. Breakdown of Visitors by Authority (%)



## 7. Elite+ and Hosted Buyer Programme

### Top Visitor Markets hosted from:

- Azerbaijan
- Algeria
- Bulgaria
- Bosnia and Herzegovina
- Egypt
- Georgia
- Greece
- Iran
- Jordan
- Macedonia
- Morocco
- Russia
- Serbia
- Tunisia

This special programme is designed to attract senior level decision makers from international markets (that surround Turkey) to attend.

■ **746** high profile buyers hosted

■ **209** B2B matchmaking meetings arranged



## 8. Ordering

The percentage of orders during the exhibition

The percentage expected to give orders after the exhibition

The percentage claiming to give orders higher than \$100.000

Domestic

**21,2%**

**53,1%**

**7,3%**

International

**30,6%**

**74,3%**

**22,9%**

**TOTAL OF BOTH LOCAL AND GLOBAL EXPECTED SALES REVENUE AROUND**

**\$305.000.000**

## 9. Special Section

# printpack

At its first year, Printing technologies special section **Printpack** became the meeting point of many different sectors like Printing Machines and Technologies, Printing Inks, Cliches, Moulds, Printing Cylinders, Coating, Lamination Products and Systems, Pre-press preparation Technologies, Label printing Machines, Paper producers, Film producers and RFID systems at hall 8&9. In 2016 Printpack is aiming to grow with the addition of corrugated cardboard, paper and carton production technologies.

### What our Exhibitors thought about Printpack:

“The printpack section is really nice and is helping us attract customers to the stalls”  
Ravindra Kadam – Winner Screen

“Printpack is a great idea. By segmenting different sections the interest is increasing.  
I hope this section continues in the upcoming years.”  
Tan Yılmaz - Matkim

“With Printpack the fair targets us more and this makes us delighted”  
Kerem Dereli - Dereli Grafik





## 10. Special Events and Features – Competitions



Organized by **ASD** (Turkish Packaging Manufacturers Association) and **Reed-TUYAP**, 11th National Packaging Design Student Competition aims to contribute to the career of students in the field of the packaging design as packaging professional.

Top three winners as determined by panel of judges were awarded "ASD & TÜYAP Scholarship" and recognized with cash awards as follows :

- 1st - 5000 TL
- 2nd - 3000 TL
- 3rd -2000 TL
- Honorable Mention winners – 1000 TL

A blurred photograph of a large, multi-story building with a prominent 'TÜYAP' sign on its facade. The building has a classical architectural style with a series of windows and a central entrance area.

TÜYAP

## CONTACT

**Reed Tüyap Fairs and Exhibitions Organization Inc.**

Address

Tüyap Fair Convention and Congress Center, Cumhuriyet Mahallesi Eski Hadımköy Yolu Caddesi 9/1, 34500  
Büyüçekmece, İSTANBUL

Phone +90 (212) 867 11 00

Fax +90 (212) 886 93 59

Web [www.packagingfair.com](http://www.packagingfair.com) / [www.reedtuyap.com.tr](http://www.reedtuyap.com.tr)

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