



Press Release

9 May 2024

## **International Hardware Eurasia Fair and Fastener Expo Eurasia, Have Opened Their Doors!**

**Professionals from hardware and fastener industries meet in Istanbul. Eurasia International Hardware Fair and Eurasia Industrial Fasteners and Fixings Trade Fair Fastener Expo Eurasia have opened their doors to visitors simultaneously on Thursday, May 9th at Tüyap Fair and Congress Center in Istanbul. On the second and third days of the Fair, visitors will have the opportunity to attend the HISİAD Academy Seminars on current topics of the industry.**

Leaders of the hardware and fastener industries come together at the Tüyap Fair and Congress Center in Istanbul between May 9-12. International Hardware Eurasia Fair organized in cooperation with Hardware Manufacturers and Businessmen Association (HISİAD) and Eurasia Industrial Fasteners and Fixings Trade Fair, Fastener Expo Eurasia, organized in cooperation with the Fasteners Industrialists Business People Association (BESİAD) under the organization of RX Tüyap, have opened their doors to visitors at the same time on May 9. More than 300 international and domestic companies providing hardware and fastener products and services offer fair visitors a wide range of hardware and fastener solutions, from electrical hand tools to occupational safety materials, fasteners to surface treatments, all under one roof.

During the opening ceremony attended by the Fasteners Industrialists Business People Association (BESİAD) Chairman Sinan Topuk, Turkish Exporters Assembly (TİM) Deputy Chairman and Hardware Manufacturers and Businessmen Association (HISİAD) Chairman Çetin Tecdelioğlu and TİM Chairman Mustafa Gültepe; RX Tüyap General Manager Berkan Öner said the following about the International Hardware Eurasia Fair and Fastener Expo Eurasia: "This year, we are organizing the third edition of Hardware Eurasia Fair and the second edition of Fastener Expo Fair. We saw more than a 30% rise at these fairs compared to previous year. We notice an increase in visitors from the Middle East, particularly from Saudi Arabia, and Europe. We accomplished this rise through our domestic and international sales and marketing activities. Our fairs, for which we conducted both digital and conventional marketing operations, will help to boost the export potential of both industries. We started our fairs with over 300 exhibiting companies and company representatives. We expect more than 20,000 industry professionals to attend our fairs, which have registered visitors from approximately 100 countries, for four days."

**The Hardware Eurasia, supported by the Turkish Ministry of Trade, has received the title "International"**

With a growth of 30% compared to 2023, the Hardware Eurasia Fair has received the title "International" this year. The Hardware Eurasia and Fastener Expo Eurasia Fairs, which are organized simultaneously are supported by the Republic of Türkiye Ministry of Trade through a participant subsidy and the organization of international purchasing committees, host over 300 companies and company representatives, as well as hundreds of brands. Key hardware stores in Germany have been invited to the fairs, which are expected to host over 20,000 people, including 3000 internationals from almost 100 countries. Additionally, major construction companies from Saudi Arabia will attend.

Within the scope of the Fair, the Tüyap Fair Organization Group's offices in North Macedonia, Georgia, Russia, and Iran work on purchasing committees for industry professionals in these regions. Under the scope of the support of the Turkish Ministry of Trade provided for the fair, Istanbul Mineral and Metals Exporters' Association (İDDMİB) coordinated B2B meetings for more than 60 international VIP purchasers for the first day of the fair in Istanbul. A committee of 400 people will be hosted for four days as part of an international purchasing committee organized specifically for the fair. The international purchasing committee organizations inside the fairs are important for Türkiye's hardware and fastener industries' export potential.

The fairs will be open to visitors between 10.00 - 18.00 on the first three days and between 10.00 - 17.00 on the last day, May 12, Sunday.

For the participant company lists, online tickets and detailed information, please visit: [www.hardwareeurasia.com](http://www.hardwareeurasia.com) and [www.fastenerexpo Eurasia.com](http://www.fastenerexpo Eurasia.com).