

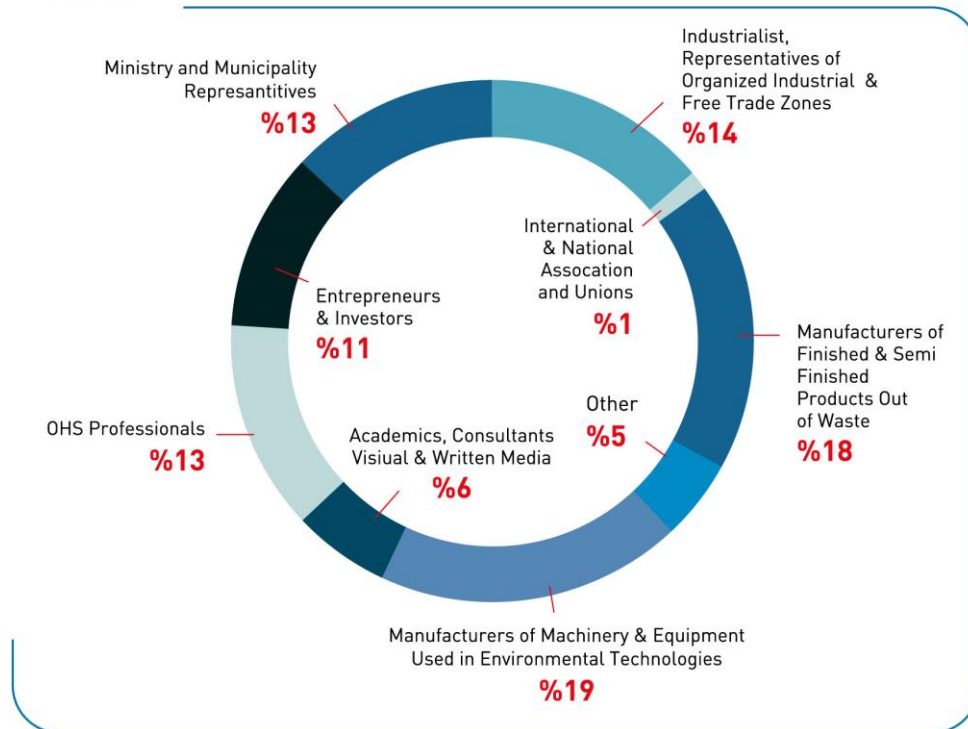
## REW ISTANBUL 2015 POST SHOW REPORT

With the support of the Turkish Ministry of Environment and Urbanization and KOSGEB, REW Istanbul 2015 brought the sectors of recycling, environmental technologies and waste management together for the 11<sup>th</sup> time from 11 – 13 June in Istanbul. Located in halls 7, 8 and 9 of TUYAP Fair and Congress Center, REW Istanbul 2015 hosted **322** exhibiting companies from **22** countries. Over three hectic days **10,582** trade professionals visited the fair, **8%** of which were international buyers coming from a total of **49** countries. This represented an increase of 3.8% in the number of visitors compared to the previous fair.

Co-located alongside REW Istanbul 2015 was the first edition of ISG Eurasia – The Occupational Health and Safety Fair, launched to address the urgent need for improvements in employee safety in the workplace in both Turkey and the wider region.



### VISITORS BY BUSINESS ACTIVITIES



Organization



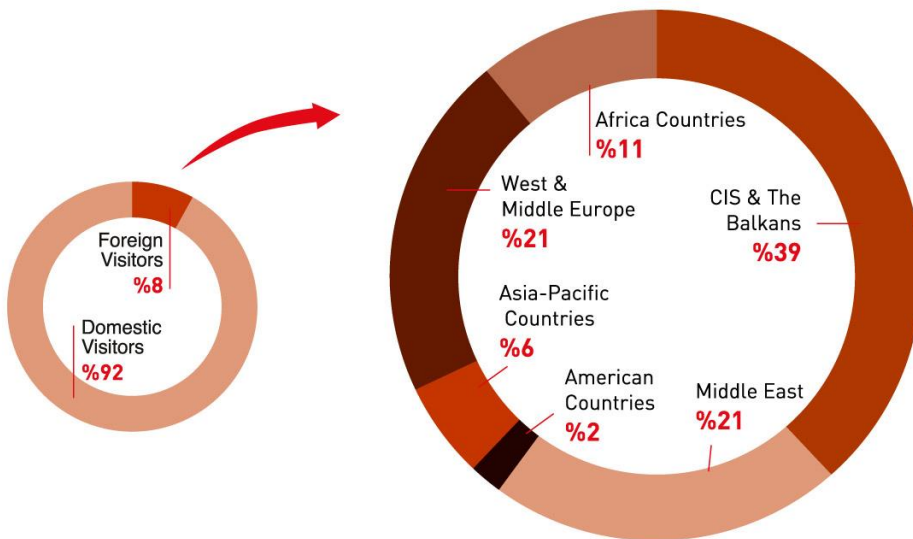
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REW Istanbul 2015 confirmed its position as the premier and only dedicated annual international trade fair for the Eurasian region. Surveys conducted during the fair showed that 58% of the attendees visited the fair to follow up on innovations, 24% of them to find alternative products and 18% of them to make a purchasing decision. 61% of all visitors stated that the fair met their expectations.

Considering the distribution of professional visitors by business activity, three different groups represented 45% of the visitors: "Sector representatives producing finished and semi-finished product from waste", "Industrialists, Organized Industrial Zones, Civil Society Association Representatives", "Ministry and Municipality Representatives". 13% of the visitors also came to visit the ISG Eurasia Fair, unsurprising as many organisations have personnel with dual responsibility for both their environmental and occupational activities. The combination of REW Istanbul and ISG Eurasia ensured that exhibitors met with large-sized industrial firms which have not visited the fair before.



## VISITORS BY COUNTRIES



*\*Ratio of the visitors from abroad*

Organization



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## 11<sup>th</sup> INTERNATIONAL RECYCLING, ENVIRONMENTAL TECHNOLOGIES AND WASTE MANAGEMENT TRADE FAIR

**11-12-13 June 2015** Tüyap Fair & Congress Center, Istanbul

60% of the foreign visitors came from the Middle East, CIS Countries and Balkans, an indicator that environmental issues are a growing priority in these emerging markets and with 21% of foreign visitors coming from Europe, it is a clear indication of Turkey's growing importance as a trading hub for this sector.

Particularly well represented were visitors from Turkey, Bulgaria, Greece, Hungary and Iran although there was a noticeable increase in the number of visitors from North Africa compared to the previous event.

The percentage of visitors from Anatolia also increased compared to the previous show particularly from the Aegean and Central Anatolia regions with large numbers coming from Istanbul, Kocaeli, Tekirdağ, Ankara, Bursa and İzmir cities.

### REW Istanbul 2015 Conferences

REW Istanbul 2015 hosted conferences which will set the agenda for these sectors over the coming years. In the scope of the three day conference program, sessions focused on topics such as "Disinfectants Used in the Industry and their Environmental Impacts", "Training on Awareness in Workplaces Before, During and After Disaster", "Waste Management, Legislation, Problems encountered in Practice", "Potable Water Disinfection Methods", "Recycling of Medical Wastes", "Disposal of Expired Rubbers" and "OHS Culture and Training".

#### • Newspaper



#### • TV



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• Radio



• Trade Magazine



REW Istanbul 2015 undertook intensive and effective media planning and promotional activities both before and during the event, including in national newspapers, the most respected domestic and foreign sector magazines, national radio stations, TV news channels, google adwords and LED Display channels at Ankara Esenboğa airport.

In addition, REW Istanbul 2015 created comprehensive sector-specific awareness with sms reminders and e-mails sent to its unrivalled database of professionals built up over a decade of staging REW Istanbul. One-on-one phone calls were also made to the visitors from previous years to invite them to the fair along with activities through portals and relevant associations and all complemented by intensive social media and internet promotions. With direct communications to the Organized Industrial Zones and its outdoor advertising activities, it was of little surprise that REW Istanbul 2015 set a new benchmark for the level of high quality trade visitors attending.

**The planning is already underway to organise an even more  
successful REW Istanbul Fair in 2016.**

Organization



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