

Istanbul, Türkiye

Post
Show
Report
2023

9 - 12 April 2025



Steel and
steel manufacturing
technologies

Supported by



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Messe
Düsseldorf



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2025**

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Türkiye



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 Exhibitor Facts & Figures*

10.513 professional visitors
from **74** countries

Exhibitor list:



322 exhibitors
from **19** countries

* incl. Tube & Steel and Wire TECH Istanbul



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Distribution of visitors according to titles:



Specialists



Managers



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%**



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Exhibitor interviews:

We 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

We 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 next 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 planning to participate in the next year.

Demirsan Group

Contact details for exhibitors

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- reserve space of _____ sqms (without any obligation)
- receive visitor information

- receive more information on **wire EURASIA 2025**
- receive more information on **Tube EURASIA 2025**

Contact (Name/Title)

Company Name

Address

City/Zip-Code

Country

Phone

Fax

E-mail

Website

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