

## **Plast Eurasia Istanbul welcomed more than 60 thousand visitors in its 30<sup>th</sup> year**

The world plastics industry met for the 30<sup>th</sup> time at Plast Eurasia Istanbul which is the most important exhibition of the sector in the region. The fair, organized in cooperation with Tüyap Tüm Fuarçılık Yapım A.Ş and PAGEV, was flooded by the exhibitors and visitors for 4 days. The fair, which brought together 854 exhibiting companies and 60,742 visitors in an area of 120 thousand square meters, was the scene of the important business contacts. It hosted 8,971 visitors from 138 countries, 51,771 visitors from all over Turkey, more than 900 reception delegations from 39 countries representing a wide geography ranging from Russia to the Middle East and Africa and set a record in the number of visitors this year. The fair shed light on the future of the plastic industry through the added value created.

Stating that Plast Eurasia Istanbul has brought a great expansion to the commercial activities of the plastics industry this year as in previous fairs, Bülent Ünal, Chairman of the Board of Directors of Tüyap Fairs Group, said: "Together with the enthusiasm of the 30<sup>th</sup> year, we completed our fair with a greater success than ever before both in terms of the number of exhibitors and visitors and the volume of business we have created. Our fair witnessed some fruitful cooperation for the industry representatives. The plastics sector has brought a qualified value to the annual export balance sheet of the sector through our exhibition,"

**Plast Eurasia Istanbul**, where the newest products and technologies from plastic machinery to machinery sub-industry products, raw materials and chemicals to heat control devices in the field of plastic were exhibited, created an environment which was eligible for the efficient collaborations at an international level between 1-4 December 2021 with a high number of exhibitors and visitors. The fair, which closed its doors with a record number of visitors over 60 thousand, brought the visitors together in a digital environment through the online business network platform Business Connect Program developed by Tüyap in addition to the physical fair environment on an area of 120,000 square meters. Thanks to the program the exhibitors and visitors who started their discussions before the fair, continued their interviews online without interruption during the fair. Exhibitors and visitors will be able to continue their discussions through this platform until December 17. 86% of the visitors who used the online platform stated that they were satisfied with it.

### **"We will bring new success stories to the sector representatives"**

Stating that they brought the world plastics industry together in Istanbul with Plast Eurasia Istanbul, which they have been carrying out uninterruptedly for 30 years, Bülent Ünal, Chairman of the Board of Directors of Tüyap Fair Organization, said "The enthusiasm of our 30<sup>th</sup> anniversary this year was reflected in the number of exhibitors and visitors and the business volume created by the fair. At the last fair we organized, we welcomed a total of 52,361 visitors of which 7,801 from Turkey and 44,560 from the abroad. This year, we managed to get higher than this number. We have set a new record by reaching more than 60 thousand visitors of which 8,971 from 138 countries and 51,771 from all over Turkey. We guided our sector representatives who focused on increasing their export activities to achieve these goals with the business volume they created. The synergy of our foreign offices and our recruitment program has brought a record this year as well. The scope of our fairs has been expanded with MyTüyap through the Business Connect Program. We prepared our industry for 2022 and beyond with our fair where we brought the world plastics industry together under one roof. We believe that this success we have achieved will bring new success stories to our industry representatives,"