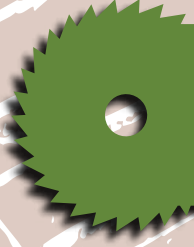


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## “ Be part of a unique trading and sourcing platform for furniture industry ”

- As the world's biggest event to showcase processing machinery and accessories, components, materials and tools for furniture manufacturing in one place; Wood Processing Machinery (WPM) and Intermob connect Eurasia's lucrative furniture industry in Istanbul over 5 days, every year.
- Mid to high-end furniture manufacturers, machinery and product distributors, architects, interior designers and contractors meet to trade and source global and regional products, find industry partners and be part of the most established meeting place for the entire wood and furniture industry in Central Eurasia.
- Substantially covering the supply chain of the sector from machinery and semi-finished products to accessories, forestry products to chemicals, WPM and Intermob combined, is the place to source products that comply with international standards and quality with competitive pricing.

### Facts & Figures

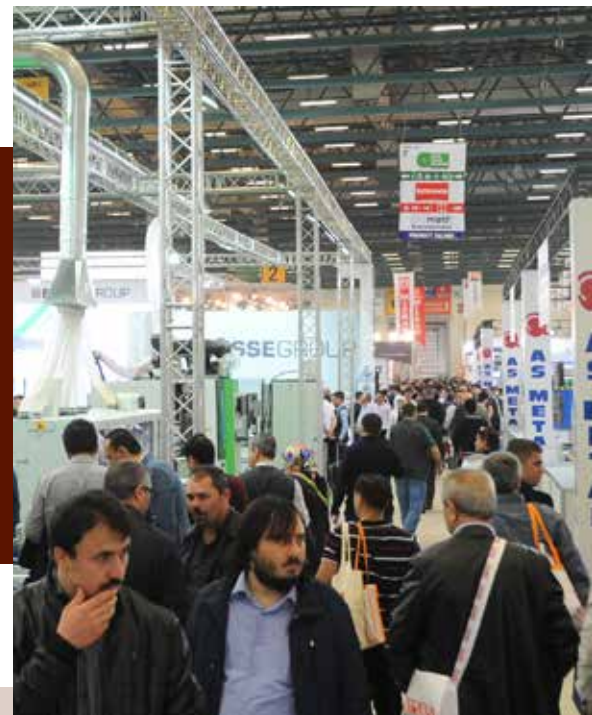
**861** exhibitors and co-exhibitors from **30** countries

**63.883** professional visitors from Turkey

**7.698** professional visitors from **102** countries

**14** Halls & Promatt Hall, **120.000** sqm exhibition area

Hosted Buyers from **28** countries



### Exhibit at WPM & Intermob and benefit from:

- Reaching fast growing emerging markets in Eurasia and increasing sales from CIS and MENA regions
- Exhibiting in Turkey, where you will meet decision makers from emerging markets who can travel to Istanbul without visa restrictions
- Highest visitor quality due to best national and international industry contacts by Reed Tuyap
- A sustainable sales platform that offers a long term solution for market penetration
- An easy access to a modern venue: Tuyap Fair Convention and Congress Center provides you a high quality venue of international standard and strong service orientation

# “Connect with Eurasia’s Lucrative Furniture Industry at WPM and Intermob”

## TURKEY:

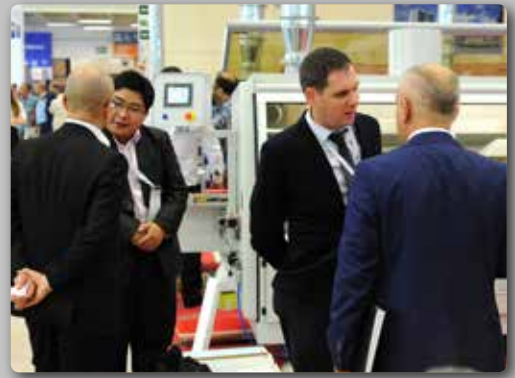
- Turkey is the most dynamic country in the region and has enormous growth potential with 66% of the population under the age of 40 years
- Turkey furniture industry drives production in 41 provinces of Turkey
- One of the fastest growing sectors in Turkey, the furniture industry has about \$ 12.5 billion production value and about \$ 10 billion worth of consumption
- Turkey is expected to take place in the world's top 10 exporter countries of the furniture industry in the next 5 years, targeting \$ 10 billion export and \$ 25 billion production in 2023.
- Turkey is the second biggest importer of furniture and furniture sub industry after Russia in its territory.
- In 2015, Turkey has made imports worth \$ 1.5 billion worth of wood and wood products and worth \$ 1.3 billion worth of furniture and furniture parts.



## MENA Region

- With the increasing demand from the construction sector and the properties investment, the MENA market offers a great opportunity for wood, wood products, wood working machinery and suppliers to build strategic partnerships with potential customers from the Region.
- In 2015, UAE and KSA have made remarkably large amounts of wood and furniture imports, as UAE imported \$ 3.5 billion worth of furniture and furniture parts and \$ 1.2 billion worth of wood and articles of wood. Furthermore, KSA imported \$ 1.2 billion worth of furniture and furniture parts.
- With its strategic location at the crossroads of the East and West, Dubai is in an ideal position to service and access a diverse range of markets spanning the Middle East, North and South Africa, the Asia Pacific and the CIS. Dubai with its world-class infrastructure and convenient air connections provides an extremely well-connected and business-friendly destination.
- The region aggregate furniture demand amounts to \$ 4.6 billion at production prices





## CIS Region

- Russia is the biggest 14th importer in world furniture market.
- Russia overtook Germany and became Europe's largest chipboard market in 2014
- Furniture industry is the biggest purchaser on European chipboard industry by 82% and is expected that 56% of all particle board consumption of Europe will be consumed by Eastern Europe in 2020.
- In 2015, Russia imported \$ 2,3 billion worth of furniture and furniture parts. In addition \$ 709 million worth of wood and wood articles.



## Top 20 Visitor Countries

- Iran
- Macedonia
- Bulgaria
- Tunisia
- Georgia
- Kosovo
- Azerbaijan
- Serbia
- Lebanon
- Egypt
- Jordan
- Iraq
- Albania
- Greece
- Saudi Arabia
- Ukraine
- Algeria
- Romania
- T.R.N.C.
- Bosnia & Herzegovina

## Grow your network and business at WPM and Intermob

- Furniture manufacturers
  - Managers who decide on investments
  - Production managers
  - Production technicians
  - R&D engineers
  - Purchasing managers
- Kitchen furniture manufacturers
- Door and window manufacturers
- Upholsterers & frame manufacturers
- Carpenters
- Forestry products industry professionals
- Machinery distributors
- Spare parts & materials wholesalers
- Construction industry
  - Architects
  - Construction engineers
  - Interiors designers
  - Contractors

# WPM & Intermob covers the supply chain for furniture industry from machinery and semi-finished products to accessories, forestry products to chemicals

## Who Exhibits:

### WPM

- Wood Cutting Machinery
- Wood Processing Machinery
- Furniture Manufacturing Machinery
- CNC and Press Machinery
- Cutting Tools
- Electrical and Mechanical Hand Tools
- Drying Kilns
- Services and Other Products



### Intermob

- Wood and Forestry Supplies
- Furniture Accessories
- Chemicals
- Manufacturing Tools, Equipment and Accessories
- Mattress Manufacturing Machinery
- Mattress Materials
- Services





Istanbul with its position in the heart of Eurasia is the ideal trade platform for the complete region. With a population of 14.1 million, the city is second largest in the Middle East and the fifth-largest city in the world by population within city limits. Its commercial and historical centre lies in Europe, while a third of its population lives in Asia. Istanbul's strategic position along the rail Networks to Europe and the Middle East and the only sea route between the Black Sea and the Mediterranean makes it the most important city in the Turkish economy. Istanbul has two international airports and a competitive advantage in the maritime sector, having three sides to the sea.

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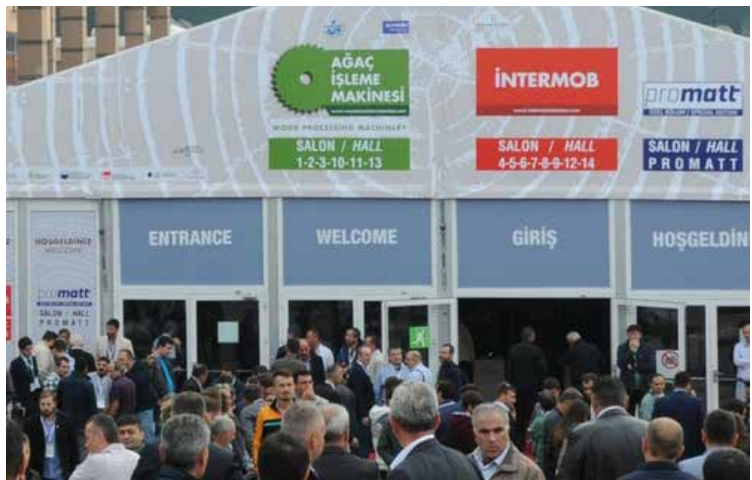
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