

October 2022

Intermob and WoodTech Fairs, the largest gatherings of their sectors, opened their doors on October 22

WoodTech and Intermbob Fairs, which are among the important meetings of the wood, forestry products and technologies sectors and the furniture sub-industry sector, opened their doors simultaneously once again at Tüyap Fair and Congress Center. Taking place in 14 halls, the fairs will remain open until October 26, and have attracted great interest from the visitors from the first day.

WoodTech, the 35th International Woodworking Industry, Processing Machines, Cutting Tools, Hand Tools Fair organized by Reed Tüyap Fuarcılık with the cooperation of Woodworking Machinery and Sub-industry Businessmen Association (AIMSAD), Furniture Accessories Manufacturers Association (MAKSDER), European Woodworking Machinery Manufacturers Federation (EUMABOIS) and the Turkish Ministry of Commerce, and Intermbob, the 24th International Furniture Sub-industry, Accessories, Forest Products and Wood Technology Fair started to host its visitors on October 22, with all 14 halls full, as in previous years. More than 60 thousand qualified industry professionals from nearly 120 countries are expected to visit the fairs, which attracted great interest from the first day.

Reed Tüyap Fairs General Manager Ali Muharremođlu expressed his happiness with the interest on the first day and underlined that they have received positive results from their effective promotional activities. Muharremođlu said, "We especially welcome visitors from the Balkans, the Middle East, Turkic Republics, and North Africa. With our increasing brand value every year, we become a platform for many new business connections. We are taking firm steps towards our goal of becoming the largest fair of the industry with our innovations. Our fair makes a significant contribution to the export targets and the country's economy every year."

Expressing their great satisfaction with their contribution to the organization of the fairs, **AIMSAD Chairman İsmet Toktaş** said, "WoodTech Fair is the biggest meeting point of the woodworking machinery industry in Turkey. As AIMSAD, we are very pleased to contribute to the organization of the WoodTech Fair. As in previous years, I am sure that we will put our signature under a very successful fair together with our member companies this year, too. I wish all our participants to have an auspicious and profitable fair."

MAKSDER Chairman Tekin ÇINAR said, "First of all, I would like to express our satisfaction as MAKSDER, for our contributions to the Intermbob fair since the day we were founded, and for



our cooperation with Reed Tüyap. It is an effective platform for the Turkish furniture supplier industry to reach global markets and the sector's presence in Eurasia. Intermob fair, which is the biggest specialized fair of our industry, is the biggest meeting point of our sector. Today, our sector is at the point of exporting to over 100 countries. We aim to have a successful fair this year, like we do every year. I wish all our participants to have a better fair than previous years."

More than 60 thousand visitors are expected

Last year, 584 companies and company representatives from 26 countries participated in the fairs which welcomed a total of 52 thousand visitors, including 10 thousand visitors from 112 countries. This year, 425 brands, 673 companies and company representatives, and buying committees from more than 20 countries will participate in the fairs. More than 60 thousand people from different countries, including particularly Germany, Azerbaijan, Bosnia and Herzegovina, Bulgaria, Morocco, Palestine, Georgia, Iraq, Kosovo, Libya, Lebanon, North Macedonia, Egypt, Uzbekistan, Romania, Russia, Serbia, Tunisia, Ukraine and Jordan, are expected to visit the fairs.

With Business Connect Program, potential customers and new business partners are only a click away

WoodTech and Intermob are organized in a hybrid manner, being both physical and online. Participants and visitors can meet both physically at the fair and through an online platform.

Participants and visitors will be able to get together in a digital environment, set meetings and communicate with each other through Business Connect, the online business network platform made available as part of the WoodTech and Intermob Hybrid+. With the Business Connect program, participants and visitors will be able to view the online profiles of each other, submit requests for both on-site meetings at the fair center and digital meetings, and make video calls to communicate with each other. With GLOBAL, which is Tüyap's digital platform, visitors can easily filter the products and services they are interested in, and can reach the right product and company representative for them.

The Fairs will be open for visit between 10.00-18.00 from Saturday, October 22 to Tuesday, October 25, and between 10.00 and 17.00 on Wednesday, October 26.

For details and fair invitation, please visit www.woodtechistanbul.com and www.intermobistanbul.com.