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Press Bulletin

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## **5 million dollars of business during Tüyap's first face to face fair**

**33rd International Wood Processing Machines, Cutting Tools, Hand Tools Fair WoodTech 2020, which is the first face-to-face specialized fair under Tüyap's roof, was flooded by domestic and foreign investors during the recent era. Fair organized by Reed Tüyap Fairs Inc. in collaboration with Woodworking Machinery and Side Industries Businessmen Association (AIMSAD), received full marks from its participants. WoodTech 2020, which is an example for the world as to how to organize a fair under pandemic conditions, has been visited by 6,382 business people from Turkey and abroad. While the majority of the visitors consisted of the qualified investors, more than half of the companies participating in the fair experienced the satisfaction of receiving orders during the term of the fair.**

WoodTech 2020, 33rd International Woodworking Machines, Cutting Tools, Hand Tools Fair, which was the first specialized fair held face to face under the roof of Tüyap, after the coronavirus pandemic, was held with great success. The domestic and foreign companies showed great interest in the fair organized on October 10-14 in cooperation with Reed Tüyap Fair Organization, which is one of the group companies of Tüyap Fair Organization, and Woodworking Machinery and Side Industries Businessmen Association (AIMSAD).

### **5 million dollars' worth of business was transacted**

During WoodTech 2020, which was organized with new measures taken due to the coronavirus epidemic; 79 companies and company representatives from 8 countries were exhibited. This year, 6,382 visitors from 60 countries visited the fair, which brought local and foreign professionals together who were operating in the woodworking sector, while nearly a thousand of the participants were foreign visitors.

Business people who want to invest had great interest in the fair, where the procurement committees gathered from 11 countries, including Azerbaijan, Bosnia and Herzegovina, Georgia, Kosovo, Macedonia, Moldova, Uzbekistan, Romania, Russia, Serbia and Ukraine, arrived.

### **5 million dollars worth of trade satisfied the participants**

The first physical fair of the new normal got full points from its participants. According to the survey carried out for the WoodTech 2020 Fair, all of the participants stated that they will attend the fair again next year. While one of every two companies participating in the fair received orders during the fair, the rate of order areas following the fair is over 60 percent.

The establishment of around 5 million dollars business contacts at the fair caused the professionals of the sector to smile.

### **'Contact-free Fair' was experienced for the first time**

The participants and visitors of the WoodTech Fair, which is one of the "pioneering" fairs that will cause the world trade which has shrunk due to the coronavirus pandemic, come back to life experienced a "contact-free fair" for the first time. During the fair which was organized by Tüyap, that is the first and only fair organization company to receive Turkish Standards Institution COVID-19 Safe Service Certificate, on an area of fifteen thousand square meters, many measures were taken, such as the adoption of the hygiene practices of the new period, fever measurement, joint areas suitable for social distance, improvements in ventilation systems and HES codes.

### **"We will cause the shrinking trade with fairs to breathe"**

Tüyap Board Member and Strategic Marketing Vice General Manager Zeynep Ünal Öztop stated that they will organize their fairs in the new period with the motto of "Health comes first, then comes business" and stated, "We carried out WoodTech 2020 in accordance with the guidelines of the Ministry of Health. We are aware of our responsibility as the first and only exhibition company to be awarded Turkish Standards Institution COVID-19 Safe Service Certificate. While we aim to breathe the shrinking trade with fairs, we also care about the health of our stakeholders. We are pleased that there is significant interest in our fairs from Turkey and abroad.

### **"We have set an example for the world"**

The participants of WoodTech 2020, 33. Wood Processing Machines, Cutting Tools, Hand Tools, have also made assessments relating to the fair. The greatest supporter of the fair, Secretary General of Woodworking Machinery and Side Industries Businessmen Association (AIMSAD) Arif Onur Kaçak stated that he stated that the WoodTech Fair, which is the greatest meeting of the wood processing machines industry, which has not had a current account deficit for the last 5 years, has been organized and held for the 33rd time with great interest in pandemic conditions. "Participation of qualified visitors from Turkey and abroad willing to invest which we have been missing and yearning for many years has made us happy," said Kaçak and made the following assessment: "WOODTECH 2020 while pleasing us as a sector, it is also a nice example of how a fair would be organized in a pandemic conditions in Turkey. I hope that many trade fairs will resume to be held again and will make great contributions to the economy without ignoring the measures to be taken. "

### **Beyond our expectations ...**

Unimak General Manager Nizamettin Coşkun stated that they have participating in the WoodTech Fair for 33 years since its establishment, and said, "When it became definite that the fair was to be organized, we decided to participate. In fact, we had decided to participate in the fair in terms of the prestige of our company and this year we kept our expectations low. However, when we completed the fair, we saw that we got results above our expectations. The visitors coming were very professional. There were visitors who had needs to invest and buy. In addition, all the measures regarding the pandemic were taken very well," he stated.

### **“90 percent of them had visited to purchase machines”**

Biesse Turkey Operations Director Yelda Akıncı stated that there were question marks in their heads before the fair but said that they are satisfied and pleased with the results of the fair. Emphasizing that the increasing domestic and foreign demand in the furniture sector since June had a positive reflection on the business connections at the fair, Akıncı stated, “The fair was quite busy during the weekend. Almost 90 percent of the visitors who came during the fair were customers who came to invest in machinery. We, as Biesse Turkey, exceeded our targets. Many of the connections we made were hot sales that were concluded during the fair, whose orders were approved and the down payment was given”.

### **“Our target is to keep our flag flying in the sky”**

Vice General Manager of As Metal, Gürkan Necipoğlu underlined that their participation in WoodTech 2020, which was held under pandemic conditions, is not only material. Necipoğlu stated: “This year we had a more different fair than usual. The management and the participants took all the precautions and measures regarding the pandemic. The fair was held with the understanding of "health comes first, and then comes business". What we mean by profit is not money only. The important thing is to keep our 33-year-old flag flying in the skies without landing. As Turkish wood processing machines manufacturers, we attended the fair to give the Turkish industry the support we can give. ”

### **“WoodTech reassured all parties with its precautions”**

AES Board Chairman İsmet Toktaş stating that the importance of the WoodTech Fair, which is reassuring by virtue of the measures taken, is great for the sector, made the following statements: “On these days on which we are trying to return to our normal lives, while the effects of the coronavirus continue all over the world, WoodTech 2020 fair, was of great importance for us industrialists in terms of both this fair being the greatest fair for our industry and also our biggest fair in Turkey. The fact that all the precautions were taken from the first step to the last moment in this fair, which was organized taking into account the new norms, has given great confidence for the participants and visitors. I hope the WoodTech Fair, where we have achieved sales and new business connections this year, as every other year, will be free from the effects of the pandemic, and will be peaceful and full of sales next year”

### **Note to the EDITOR:**

**About TÜYAP:** *The exhibition industry in Turkey in 1979, has entered into the scope of agenda of Turkey as a regular commercial activity with Tüyap. It has served 316,315 companies from 125 countries and has hosted 60,394,313 visitors from 211 countries with 1,700 domestic and 189 international fairs it has organized since the date of its establishment. It is the only private sector organization has its own fair exhibition center in Turkey. Tüyap Group with more than 700 employees, by collaborating and making long-term partnerships with over 100 professional organization, it organizes specialized exhibition centers and the international offices it owns in 6 countries, regular specialization fairs are prepared.*