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2017

5th International
Aluminium Technology,
Machinery And Products
Trade Fair

5-7 October 2017
Istanbul Expo Center

END OF SHOW REPORT

Concurrent Symposium

8th Aluminium Symposium

Organized by:

TALSAD - Turkish Aluminium Industrialists Association

TUBITAK Marmara Research Center

UCTEA Chamber of Metallurgical and Materials Engineers

Supporters



TÜRKİYE CUMHURİYETİ
EKONOMİ BAKANLIĞI

TALSAD
TÜRKİYE ALUMİNYUM SANAYİCİLERİ DERNEĞİ



UCTEA
CHAMBER OF METALLURGICAL
AND MATERIALS ENGINEERS



Deutsche Messe

Hannover-Messe
Ankiros Fuarçılık A.Ş.

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END OF SHOW REPORT

Name of the Event

ALUEXPO 2017 – 5th International Aluminium Technologies, Machinery and Products Trade Fair

Date & Time

Thursday October 05- Saturday October 07, 2017 (10:00 – 18:00)

Venue

Istanbul Expo Center, Halls 9 -10 -11

Exhibitors

319 exhibitors in total: 162 local, 157 international from 33 countries

Visitors

From 82 different countries, 1.726 international and 9.595 local, total of 11.421 visitors

Net Stand Area

Exhibits were available on 8.471 m² net stand area of over 20.000 m² exhibition venue

Concurrent Symposium

8th Aluminium Symposium by TALSAD - Turkish Aluminium Industrialists Association, UCTEA Chamber of Metallurgical and Materials Engineers and TUBITAK Marmara Research Center

Organizer

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OVERVIEW OF ALUEXPO 2017

ALUEXPO 2017 – 5th International Aluminium Technology, Machinery and Products Trade Fair took place between October 5 -7 at Istanbul Expo Center.

During the grand opening of Aluexpo Trade Fair; names in order, Mr. Ibrahim ANIL (Hannover Messe Ankiros Fairs General Manager), Mr. Wolfgang LENARZ (Deutsche Messe AG Senior Vice President) Goksal Gungor (8th Aluminium Symposium Chairman Of The Organizing Committee), Prof. Dr. Metin Usta (Tubitak Marmara Research Center Materials Institute Manager), Mr. Tuncay Sulan (Uctea Chamber Of Metallurgical And Materials Engineers Chairman Of The Board Of Directors) and Mr. Ali Kibar (Turkish Aluminium Industrialists Association Chairman Of The Board Of Directors) took place with their speech and presentations.



ALUEXPO 2017, being the gathering platform of global aluminium industry, brought together the leading exhibitors of the industry, the international companies who want to take advantage of Turkey's potential opportunity for their investments and the local companies who want to cooperate with the companies from various countries.

By reaching out to the aluminium producers, the users of finished and semi-finished aluminium products from different industries; ALUEXPO 2017 broke a new record as the result of an intense campaign of potential buyers and aluminium producers visiting the exhibition. Thousands of aluminium industry representatives, aluminium users and the professionals of aluminium trade from all over the world visited the fair which was organized in three halls during three days. International buyer commissions brought more efficiency to ALUEXPO. Not only the business deals and sales during the fair but also with the after fair arrangements, a great deal of export potential came off. ALUEXPO 2017 closed its doors with a great satisfaction of all local and international exhibitors and visitors.

EXHIBITORS

With the great deal of attention ALUEXPO 2017 hosted 319 exhibitors from 33 countries on the net stand area of 8.471m². In Hall 9; Aluminium producers mainly TALSAD – Turkish Aluminium Industrialists Association members showcased aluminium products, semi-finished and semi fabricates such as profiles, tubes, plates, folio, ingots, bars and aluminium products like windows, doors, roofing systems for different industries. In halls 10 and 11 the supplier and producer companies of global aluminium industry showcased the latest technology, machinery, equipment, industrial furnaces, consumables and aluminium production technology.



Also melting, casting, heat treatment, reheating technology, pressure die-casting machinery and equipment, refractories and insulation, rolling mill technology, sheet fabrication technology, metal construction work, packaging technology, extrusion, environmental protection, measurement and testing, scrap processing which are used in aluminium production technology and surface treatment technology were showcased in the exhibition.

ALUEXPO 2017 has proven to be the leading aluminium trade fair of Eurasia and the only one in Turkey when the large product scale and the number of visitors are considered.

EXHIBITOR PROFILE

This year at ALUEXPO 2017, 162 being from Turkey and 157 international total of 319 exhibitors showcased their products. Mainly being aluminium producers, suppliers, there was also associations, chambers, universities, local and international industrial media supported the fair by exhibiting.

NATIONALITY	#	%
NATIONAL	162	51
INTERNATIONAL	157	49
TOTAL	319	100

EXHIBITORS BY COUNTRY

The exhibition hosted companies from 33 different countries. The list of countries of origin of the companies exhibited at the show, along with the number of companies coming from those countries is as follows:

COUNTRY	#	COUNTRY	#	COUNTRY	#
AUSTRIA	2	IRELAND	1	SOUTH KOREA	1
BELGIUM	7	ISRAEL	1	SPAIN	2
BULGARIA	1	ITALY	22	SWEDEN	2
CANADA	2	NEDERLANDS	2	SWITZERLAND	2
CHINA (PRC)	10	NORWAY	1	TAIWAN	4
DENMARK	1	POLAND	1	THAILAND	1
FRANCE	5	QATAR	1	TURKEY	162
GERMANY	44	RUSSIA	4	UNITED ARAB EMIRATES	2
GREECE	2	SINGAPORE	1	UNITED KINGDOM	9
INDIA	5	SLOVENIA	1	USA	12
IRAN	6	SOUTH AFRICA	1	UZBEKISTAN	1

It was noticeable that a exhibitors came from different geographic areas such as from America, Europe, Middle East and Far East.

STAND AREA

Exhibits were available on 8.471 m² net stand area of over 20.000 m² exhibition venue.



Exhibitors were able to showcase their products and services in a large fair ground

EXHIBITOR SURVEY

The organizer company Hannover Messe Ankiros Fairs conducted an Exhibitor Survey during ALUEXPO 2017 which will allow evaluation and lightened to serve better in the future fairs. The results of the survey results can be found below.

The major aims of the exhibitors were resulted as;

21% promoting existing business connections
23 % establishing new business connections
9 % making sales talks and negotiations
5 % concluding sales connections
19 % representing corporate image, assessing company presence
9 % promoting a new product or technological development
14 % establishing market recognition on the complete product range



Therefore, they have measured the success of the show with the opportunity to meet the right target customers, quality of the contacts made and the business concluded during the exhibition. According to this objective and success criteria:

91 % of exhibitors satisfied with the quality of visitors who visited their stands
89 % of the exhibitors rated general satisfaction level for ALUEXPO 2017 by taking into consideration: fair location, participant companies, all of the concurrent events satisfied and very satisfied
90 % of exhibitors stated that they would be exhibiting at ALUEXPO 2019.
83% of exhibitos achieved their objectives when they rate the overall success of the show
84 % of exhibitors declare that 3 days duration is convenient for next editions of Aluexpo

The exhibitors of ALUEXPO 2017 finished the fair with a high satisfaction.

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VISITORS

ALUEXPO 2017 lightened up with the local and international visitors. This year AUEXPO pre-registration system broke a record. The visitors used the pre-registration service to save time at the entrance of the fair ground. Visitors from various industries such as construction, automotive, white goods, packaging, defense, energy, aviation, transportation, aluminium kitchen utensils and much more had the opportunity to meet the leading companies of aluminium production industry. In this platform, the visitors had a chance to do trade arrangements as well as getting information about the latest technology, industrial tendency, production and treatment solutions. This year the total visitor number increased by 7.34% comparing to ALUEXPO 2015. Especially international visitor number affected this increase the most which showed a growth rate of 34.53%.

VISITORS BY COUNTRIES

ALUEXPO 2017 trade fair hosted 9.695 local, 1726 international total of 11.421 visitors from 82 countries.

The ratios for domestic and international visitors can be examined from the table below.

NATIONALITY	#	%
NATIONAL	9.695	85
INTERNATIONAL	1.726	15
TOTAL	11.421	100





The variety of international visitor number was very impressive this year. ALUEXPO 2017 has proven that it is not only Turkey's, but also a global decision making point of aluminium industry.

The visitor's country profile has shown in below chart.

COUNTRY	#	COUNTRY	#	COUNTRY	#	COUNTRY	#
AFGHANISTAN	10	GEORGIA	12	MACEDONIA	9	SOUTH AFRICA	7
ALBANIA	16	GERMANY	97	MAURETANIA	4	SOUTH KOREA	4
ALGERIA	25	GREECE	52	MOLDOVA	4	SPAIN	31
AUSTRALIA	4	GUINE	3	MOROCCO	14	SUDAN	23
AZERBAIJAN	27	HONGKONG	2	NEDERLANDS	19	SWEDEN	33
BAHRAIN	28	HUNGARY	5	NIGERIA	8	SWITZERLAND	8
BANGLADESH	5	INDIA	32	NORWAY	2	SYRIA	12
BELGIUM	38	IRAK	53	OMAN	12	TAIWAN	6
BOSNIA	12	IRAN	172	PAKISTAN	11	TAJIKISTAN	7
BULGARIA	45	ISRAEL	21	PALESTINE	41	TUNUSIA	26
CANADA	15	ITALY	71	POLAND	11	TURKEY	9695
CHINA	36	JAPAN	3	PORTUGAL	5	TURKMENISTAN	9
COLOMBIA	2	JORDAN	67	QATAR	55	UKRAINE	38
CZECH REPUBLIC	10	KAMEROON	6	ROMANIA	7	UNITED ARAB EMIRATES	37
EGYPT	17	KAZAKHISTAN	8	RUSSIA	68	UNITED KINGDOM	43
ESTONIA	8	KENYA	4	SAUDI ARABIA	34	UNITED STATES OF AMERICA	31
ETHIOPIA	7	KUWAIT	11	SENEGAL	5	URUGUAY	2
FINLAND	6	LEBANON	40	SERBIA	15	UZBEKISTAN	23
FRANCE	39	LETONYA	2	SIERRA LEONE	2	YEMEN	11
GAMBIA	3	LIBYA	8	SLOVAKIA	13	TOTAL: 11421	
GHANA	10	LITHUANIA	2	SOMALI	2		

Below chart indicates the distribution of what city the local visitors came from;

CITY	#	CITY	#	CITY	#
ADANA	77	ELAZIĞ	129	MARDİN	4
ADIYAMAN	7	ERZURUM	6	MERSİN	155
AFYON	23	ESKİŞEHİR	206	MUĞLA	75
AKSARAY	2	GAZİANTEP	46	NEVŞEHİR	2
ANKARA	521	HATAY	6	NİĞDE	5
ANTALYA	31	İSTANBUL	6238	ORDU	8
AYDIN	5	İZMİR	377	OSMANİYE	10
BALIKESİR	22	KAHRAMANMARAŞ	18	SAKARYA	121
BARTIN	2	KARABÜK	6	SAMSUN	2
BİLECİK	5	KARAMAN	2	ŞANLIURFA	15
BOLU	4	KASTAMONU	12	SİNOP	6
BURSA	289	KAYSERİ	67	SİVAS	7
ÇANAKKALE	9	KIRIKKALE	78	TEKİRDAĞ	261
ÇANKIRI	4	KIRKLARELİ	21	TRABZON	11
ÇORUM	13	KOCAELİ	480	VAN	4
DENİZLİ	6	KONYA	124	YALOVA	7
DIYARBAKIR	28	KÜTAHYA	10	ZONGULDAK	18
DÜZCE	29	MALATYA	6	TOTAL: 9695	
EDİRNE	3	MANİSA	72		



The data shows that ALUEXPO 2017 is the only aluminium platform where aluminium producer and the user companies of Turkey meet.

VISITOR PROFILE ACCORDING TO THEIR JOB FUNCTIONS

The visitor profile according to their job functions is as follows:

JOB FUNCTION	#	%
Management	4796	42
Purchasing - Trade	3083	27
Production – Manufacturing - Engineering	1827	16
Maintenance	343	3
Research & Development	572	5
Academic	115	1
Student	685	6
TOTAL	11.421	100

The chart indicates that most of the visitors are high level managers who are the main decision makers.

VISITOR PROFILE ACCORDING TO THEIR COMPANIES' OPERATION FIELD

Most being aluminium producer and suppliers, ALUEXPO 2017 was visited by the aluminium users from construction, automotive, white goods, defense, transportation, packaging, energy, aluminium kitchen utensils and many more industries.

The distribution of the visitors of ALUEXPO 2017 according to their companies' operation field is as follows:

OPERATION FIELD	#	%
Aluminium Primary Metal Products	4225	37
Aluminium Semi-Finished Products, Semi-Fabricates, Profiles, Sheets, Castings	1827	16
Aluminium Products for Special Applications	1713	15
Surface Treatment	1028	9
Aluminium Production, Processing and Purification	573	5
Services and Consultancy	571	5
Extrusion Presses and Molds	457	4
Industrial Furnaces and Metal Injection Presses	455	4
Recycling	343	3
Other	229	2
TOTAL	11.421	100

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VISITORS UNDER THE BUYERS MISSION PROGRAM

Other than the advertisements and announcements that were made in order to introduce ALUEXPO 2017; with the buyers mission program which is organized by the Republic of Turkey Ministry of Economy, a lot of interested visitors were able to visit the exhibition. Also with the delegation programs organized by the Hannover Messe Ankiros Fairs, the international visitor number has grown by 34.53% comparing to previous exhibition in 2015.

ALUEXPO 2017 Regional Visitor Activities

Hannover Messe Ankiros Fairs has cooperated with leading chambers of industry and trade, organized industrial zones related to aluminium in Turkey and provided free visitor services and plane tickets who wanted to participated in ALUEXPO 2017.

Furthermore announcements were made to Metallurgy and Materials Engineering departments of Universities for academicians and student to be able to visit the exhibition. This way the students had a chance to get information about the industry by meeting the leading companies.

SUPPORTERS

ALUEXPO 2017 is supported by the Ministry of Economy of Republic of Turkey, TALSAD - Turkish Aluminium Industrialists Association, UCTEA Chamber of Metallurgical and Materials Engineers, The Ministry of Economy of Republic of Turkey and KOSGEB.



The Ministry of Economy of Republic of Turkey



Turkish Aluminium Industrialists Association



TMMOB
METALURJİ VE MALZEME
MÜHENDİSLERİ ODASI

UCTEA Chamber of Metallurgical and Materials Engineers



KOSGEB



8th Aluminum Symposium was held in Istanbul Fair Center, Yeşilköy-Istanbul on 05-06 October 2017 in cooperation with Turkish Aluminum Industrialists Association, TÜBİTAK Marmara Research Center and TMMOB Chamber of Metallurgy and Materials Engineers.

The aluminium production technologies and all aspects of aluminium sector met together with the academic world at the same platform of The Aluminum Symposium. The aim of symposium was explaining the sector in economic, technological and scientific fields and informing about new developments. It is aimed to create a vision for Turkey's place and future in the aluminum world.

Turkish Aluminum Industry Association, TÜBİTAK Marmara Research Center, TMMOB Chamber of Metallurgy and Materials Engineers and Hannover-Messe Ankiros Fuarçılık A.Ş. the symposium and exhibition, which were held concurrently by the alliance, together with the largest alliance of the aluminum industry. This union is an organization that meets the expectations of all participants. The aluminum industry is making great contributions to its development.

After the opening speeches of 8th Aluminum Symposium: Main Sponsors; Achenbach, Asaş Aluminum, Assan Aluminum and Marmara Metal, Sponsors; Acarer Metal, Çuhadaroğlu Aluminum, Salico, SAP and Şahinler Metal, Bank Sponsor; ING Bank companies and Hannover Messe Ankiros Fairs Inc. were given a plaque of thanks for their symposium contributions.

The most comprehensive alliance of the industry is realized with the symposium and fair realized simultaneously by Turkish Aluminum Industry Association, TÜBİTAK Marmara Research Center, TMMOB Chamber of Metallurgy and Materials Engineers and Hannover Messe Ankiros Fuarçılık A.Ş..

In this Symposium; 50 papers were presented as 6 invited guests, 36 oral and 8 poster presentations in totally 13 sessions under the titles of Special Sessions, Aluminum Casting Processes, Heat Treatment, Work Safety and Human Health, Recycling and Sustainability, Shaping and Aluminum Usage Processes.

The second day of the symposium Poster monitoring committee visited the posters published in the Symposium poster area. Poster owners informed the committee about their presentations and answered their questions.

8th Aluminum Symposium was held as a successful symposium with the quality of the submitted reports and the high participation rate.