



Tüyap Istanbul and Messe Düsseldorf: Global Collaboration for wire Eurasia and Tube Eurasia 2025

wire and Tube Eurasia will be held from 9 to 12 April 2025 at Tüyap Fair Convention and Congress Center in Istanbul. Thanks to their collaboration, Türkiye's leading fair company Tüyap Exhibitions Group and Germany's international fair company Messe Düsseldorf GmbH will make major commercial contributions to the industry.

Significant contributions will be made to the industry to meet its commercial goals because of the international collaboration established for the wire and Tube Eurasia, which feature thousands of products under the headings of iron, steel, pipes, cables and wires and which significantly support our nation's locomotive industries.

The two fairs, which were launched for the first time in 2019 with the industry's demands in mind and expanded their worldwide reach through a collaboration with Messe Düsseldorf in 2023, have become an essential platform for meeting industry expectations. In 2025, the Tüyap Fair Organization Group and Messe Düsseldorf will strengthen their collaboration and present themselves together with concentrated technology competence at the Istanbul location. From here, there are short trade routes to the neighbouring countries and Asia, which means that the most important target countries are addressed.

Synergy of the Tüyap Exhibitions Group and Messe Düsseldorf

The fairs, formerly known as the Tube&Steel Istanbul Fair and the WireTech Istanbul Fair in 2019 and 2023, will be renamed the wire Eurasia Fair and the Tube Eurasia Fair in 2025, respectively. The fairs, which brought together 320 exhibitors and more than 10 thousand buyers in their 2nd year, seek to become a broader sales and marketing platform in 2025, connecting with more than 15 thousand industry professionals from around 400 companies. The two fairs beeing held from 9 to 12 April 2025 and presenting wires, cables pipes, tubes, profiles, steel production and spezialised technologies, will bring together all stakeholders of the metal industry under one roof thanks to its

extensive fair scope. They are expected to attract industry professionals from all over the world, mainly from European nations, as a result of the synergy established by the collaboration of two major fair companies.

wire Eurasia is strongly supported by the associations IWMA (International Wire and Machinery Association Ltd), IWCEA (International Wire and Cable Machine Exhibitors Association) and ACIMAF (Italian Wire Machinery Manufacturer Association). Among the business partners of Tube Eurasia are ITA (International Tube Association), the Turkish Steel Pipe Manufacturers Association (ÇEBİD), while it is supported by important organizations such as the Steel Exporters' Association (ÇİB), Turkish Iron and Steel Producers Association (TÇÜD), Steel Foreign Trade Association, Materials Testing & Innovation Laboratories Co. (MATİL), Stainless Industrialists and Businessmen Association (PASİD), Cold Rolling, Galvanized and Painted Sheet Metal Manufacturers Association (SOGAD), SteelOrbis and Flat Steel Import, Export and Industry Association (YİSAD).

Sharing his views on the fairs, İlhan Ersözlü, General Manager of Tüyap Fairs Production Inc., emphasized the significance of these industries for our country, and he said, "We aim to maximize our country's potential in the pipes, profiles, steel, wire and cable industries through this collaboration, which combines our 45-year fair experience as Tüyap Exhibitions Group with the strength of Messe Düsseldorf in Europe. Both Tube Eurasia and wire Eurasia have a significant potential. Because Türkiye is strong in these industries and serves as a perfect meeting place between the continents of Europe, Asia, and Africa. As global players and mid-sized companies have the chance to introduce themselves to the Turkish market, our local companies will have the chance to expand their reach internationally. The Tube Eurasia Fair and the wire Eurasia Fair will welcome hundreds of international exhibitors and will significantly contribute to the development of new business relationships and the economic expansion of Türkiye by creating export opportunities. The interest and enthusiasm we witnessed in the previous period evidences that we have made the right decision for collaboration. Our goal is to enhance this interest and enthusiasm, making these fairs the most comprehensive showcase of industry innovations and developments in Türkiye and Eurasia.



In this regard, we are extremely satisfied with our collaboration with Messe Düsseldorf and hope that it will continue in the future on many industry projects. In addition, we would like to express our gratitude to all industry stakeholders who have supported us this year, especially our primary partner ÇEBİD, for helping to strengthen our fairs."

Sharing his opinion on the collaboration between Tüyap Exhibitions Group and Messe Düsseldorf, Messe Düsseldorf GmbH Executive Director Bernd Jablonowski said: "After deciding to work together to combine the experience and expertise in fair organization of the Tüyap Fair Organization Group with Messe Düsseldorf's strength in the European market, we had a very successful premiere at wire and Tube Eurasia. Our aim is to take this success one step further in 2025. We really believe in Türkiye, particularly in its potential in the construction and energy industries. We are delighted to collaborate with an expert partner such as Tüyap Fair Organization Group to maximize this potential."

For detailed information on participating the fairs, please visit the Turkish websites under: wireeurasia.com and tubeeurasia.com. or the international websites under: www.wire-eurasia.com or www.tube-eurasia.com

About TÜYAP:

Tüyap was founded by Bülent Ünal in 1979 as the first fair organization company of Türkiye. Tüyap has led the development of fair organization sector in Türkiye, organizing numberless fairs at home and abroad in the past 45 years. At these fairs, it served more than 350 thousand companies from many countries and hosted more than 70 million visitors. Tüyap, which organizes regular specialized fairs with its 5 fair centers in Türkiye and its international offices in 6 countries, also makes long-term collaborations with more than 100 professional organizations with its highly qualified workforce. The company, which organized the first Turkish export products fairs in China, Russia and Africa, still organizes participation of Turkish companies in 10 foreign fairs every year on average. Tüyap, the only private sector fair organization company with its own fair center in Türkiye, continues to organize hybrid fairs

by mobilizing its digital resources. **For information In Türkiye,**
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About Messe Düsseldorf:

Messe Düsseldorf is one of the world's most successful trade fair companies. Around 40 trade fairs, including 20 leading international trade fairs, take place on its 613,000-square-meter site. Every year, international market leaders and top decision-makers from a range of industries come together in the 18 halls to present and discover innovations, exchange ideas and network.

The areas of expertise of Messe Düsseldorf include “machines, plants and equipment” including metallurgy and foundry technology (e.g. drupa, K, interpack, glasstec, wire and Tube), “trade, skilled crafts and services” (EuroShop, EuroCIS, Pro Wein), “Health and Medical Technology” (MEDICA, COMPAMED, REHACARE, A+A), “Lifestyle and Beauty” (BEAUTY, TOP HAIR), “Leisure” (boot, CARAVAN SALON) and “Mobility” (XPONENTIAL, Flotte!). In addition, numerous congresses, corporate events, conferences and meetings are held by the subsidiary Düsseldorf Congress each year. Messe Düsseldorf organizes more than 70 events outside Germany. 77 foreign representatives for 142 countries – including seven international subsidiaries – form the global network of the group of companies.

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