



REW İSTANBUL 2016 POST SHOW REPORT

From April 28-30, REW İstanbul 2016, the 12th International Recycling, Environmental Technologies and Waste Management Trade Fair, brought together the sectors leading suppliers and buyers from around the world. Supported by the Turkish Ministry of Environment and Urbanisation and organized by İFO Fuarçılık, REW İstanbul 2016 hosted some 240 exhibiting companies from 17 countries who were able to display and promote their latest products and services to **10,865** professionals coming from **46** countries. Covering over 20,000 sqm of the Tüyap Convention Center İstanbul, more than 5% of the professional trade visitors came from outside of Turkey to source for their next recycling, environmental and waste management technology purchases.

For the second time REW İstanbul was held in conjunction with ISG Eurasia, the 2nd Occupational Health and Safety Fair with both exhibitors and visitors able to benefit from this ease of access across both events.

The number of quality high visitors to REW İstanbul continues to increase compared to previous editions and confirms its position as the first and only annual international trade fair in the Eurasian region that has been consistently organized for 12 years. Surveys conducted during the show indicate that 59% of visitors visited to keep updated on product innovations and 20% to source for alternative products and making a purchasing decision. 61% of all visitors stated that they met their objectives at the fair and were satisfied with their visit and representing thousands of sales opportunities for exhibitors worth potentially millions of US dollars in new business.

Confirming the success of this 12th edition, half of the exhibitors in REW İstanbul 2016 said the fair was excellent and 89% of exhibitors have already confirmed their booths for the next edition in 2017.

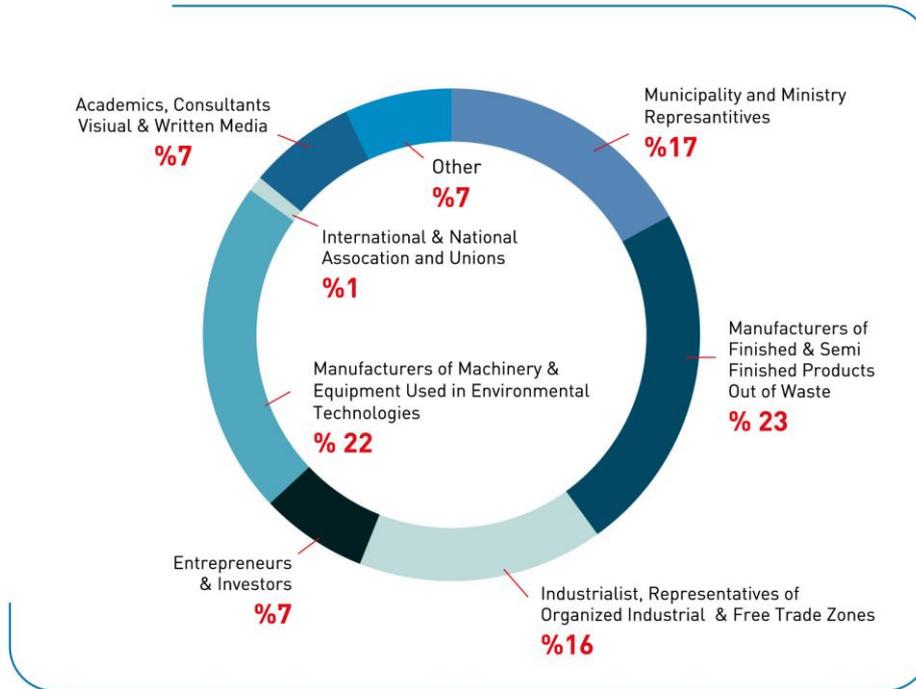
Organization



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VISITORS BY BUSINESS ACTIVITIES



Professional visitors from the categories of “representatives producing finished and semi-finished products from waste”, “representatives from municipalities, ministries and industry”, “organized industrial zones and professional societies and associations”, represented 56% of the total number of visitors. The strong increase in the number of Representatives of Municipalities and Sector representatives producing finished and semi-finished products from waste, reflects the investment plans of Municipalities and was in line with expectations.

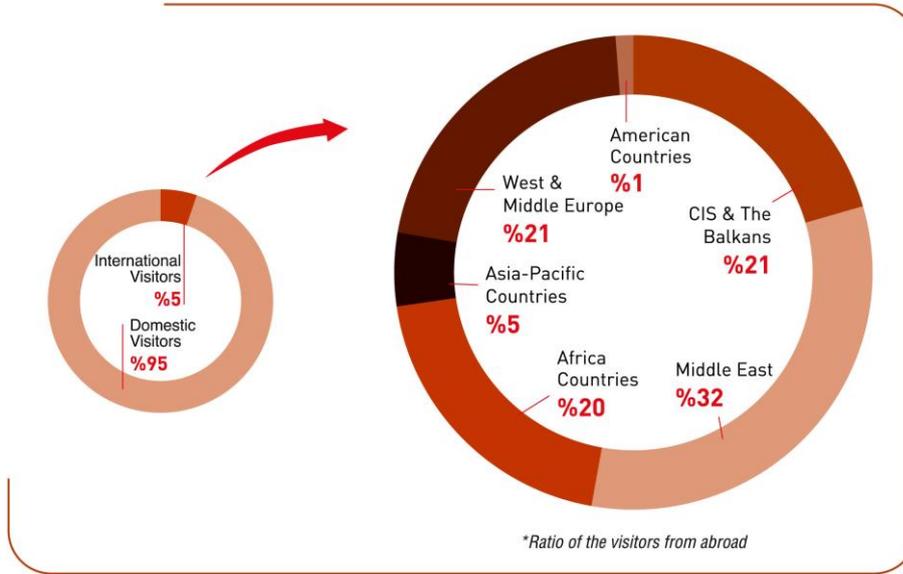
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VISITORS BY COUNTRIES



The significant increase in the number of visitors coming from abroad particularly from the Middle East, gives a clear sign that Turkey is an important hub when planning future investments in this region and that investors consider REW İstanbul as THE trade forum to efficiently view, compare and purchase products. With 21% of international visitors coming from the Balkans and CIS countries, this also indicates the importance given to REW İstanbul and Turkey by these emerging regional markets for recycling, environmental and waste treatment sectors.

Countries from where most visitors originated were Turkey, Iran, Greece, Saudi Arabia, Morocco, Tunisia, Albania, Egypt, Iraq and UAE.

REW İstanbul 2016 Conferences

The Turkish Ministry of Environment and Urbanisation, Chambers of Commerce and industry associations, delivered many educational presentations across a range of important environmental topics.

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The Waste Management Division and Water and Soil Management Division affiliated to the General Directorate of Environmental Management of the Turkish Ministry of Environment and Urbanisation, held an extensive conference program focused on their fields during REW İstanbul 2016. On day one, regulations for "Waste and Solid Waste Management" were discussed in detail and on day two, the topics of "Waste Transport Centers", "Packaging Information Systems", "Solid Pollution Control and Polluted Areas Information Systems", "Waste Water Management in Turkey" were also discussed in depth. The İstanbul Branch of the Chamber of Environmental Engineers, Sinop University, Gebze Technical University, Bioenergy Association and Tora Çevre Company also made a number of highly informative presentations during the REW İstanbul 2016 Conference.

• TV



• Radio



• Newspaper



• Trade Magazine



REW İstanbul 2016 saw the most comprehensive and sophisticated marketing campaign ever using all the relevant tools to reach all target groups directly. As part of its promotional activities, the most powerful local and international magazines in the sector, national radio stations, TV news

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channels, google adwords, LED displays and promotional areas in the Organized Industrial Zones as well as supplements in national newspapers and sectoral journals were used. Extensive telephone marketing was used to directly inform industrial companies, Organized Industrial Zones and Municipalities about the fair. Also REW İstanbul 2016 cemented its position of being Eurasia's leading fair in this field through e-mails, SMS reminders and calling the previous year's visitors by phone and using social media and internet advertisements to extensive database built up over 13 years.

Preparations are already well underway for the 13th edition of REW İstanbul to be held 16-19 March 2017.

We hope to see you next year at a bigger and even more successful REW İstanbul

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