



END OF SHOW REPORT



ANKIROS 2008

9th International Iron-Steel & Foundry Technology,
Machinery and Products Trade Fair



ANNOFER 2008

8th International Non-Ferrous Metals Technology,
Machinery and Products Trade Fair



TURKCAST 2008

3rd Foundry Products Trade Fair



Hannover-Messe
Ankiros Fuarçılık A.Ş.

The Deutsche Messe AG Group of Companies



16-19 October 2008 Tüyap Beylikdüzü, İstanbul
ANKIROS – ANNOFER – TURKCAST 2008
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Ankara, October 2008

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Name of the Event:

Ankiros – 9th International Iron-Steel & Foundry Technology, Machinery and Products Trade Fair
Annofer – 8th International Non-Ferrous Metals Technology, Machinery and Products Trade Fair
Turkcast – 3rd Foundry Products Trade Fair

Date & Time:

16 – 19 October 2008 Thursday – Sunday 09:30 – 18:30

Venue:

Tüyap Beylikdüzü Fair & Congress Center, İstanbul

Exhibitors:

786 exhibitors in total: 314 local, 472 international from 38 countries

Visitors:

14,058 visitors from 49 different countries

Concurrent Congresses:

- 4th International Foundry Congress by TUDOKSAD – Foundrymen's Association of Turkey where 26 oral lectures were presented by lecturers from 9 different countries.
- 14th International Metallurgy and Materials Congress by UCTEA Chamber of Metallurgical Engineers where 200 oral lectures were presented by lecturers from 14 different countries.

Organizer:

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AN OVERVIEW OF ANKIROS-ANNOFER-TURKCAST 2008:

ANKIROS 2008 – 9th International Iron – Steel & Foundry Technology, Machinery and Products Trade Fair, **ANNOFER 2008** – 8th International Non Ferrous Metals Technology, Machinery and Products Trade Fair and **TURKCAST 2008** – 3rd Foundry Products Trade Fair were held between 16-19 October 2008 at Tüyap Exhibition and Congress Center in İstanbul.

This year, the exhibitions have performed beyond the expectations especially when the number of exhibitors, the extensive range of exhibit groups that were showcased during the exhibitions and the number and profile of the visitors are considered. The exhibitions again proved that this is the leading business platform of the Eurasian metallurgy industry.

The opening ceremony which was on the 16th October 2008 was honored by Minister of States For Foreign Trade, **Mr. Kürşad TÜZMEN**, Chairman of 4th International Foundry Congress- President of TUDOKSAD- The Turkish Foundrymen's Association, **Mr. Yaylalı GÜNAY**, Chairman of the 14th Metallurgy and Materials Congress, **Prof. Dr. Cüneyt ARSLAN**, President of UCTEA – Chamber of Metallurgical Engineers, **Mr. Cemalettin KÜÇÜK**, General Secretary of D.Ç.Ü.D.- Turkish Iron&Steel Producers Association, **Mr. Veyssel YAYAN**, Chairman of the



board of directors of Hannover Messe Ankiros Fuarçılık, **Mr. İbrahim ANIL**, General Secretary of CECOF / CEMAFON and director of EUNITED, **Dr. Gutmann HABIG**, Chairman of the board of directors of Deutsche Messe A.G, **Dr. Wolfram V. FRITSCH**, Member of the board of directors of Deutsche Messe A.G., **Dr. Andreas GRUCHOW**, and the representatives of the metallurgy industry. There was huge national and international participation and interest both in the opening ceremony and in the two concurrent congresses, one being organized by the Foundrymen's Association of Turkey and the other by UCTEA Chamber of Metallurgical Engineers.

As it is seen in the exhibitors' surveys, both visitors and exhibitors are very much satisfied with the outcomes of the exhibitions.

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The following report summarizes the detailed information and evaluations about ANKIROS – ANNOFER - TURKCAST 2008 Exhibitions. The statistics and figures concerning the exhibitions show that the successful trend of the exhibitions has been continuing especially in terms of meeting the needs of the industry. The show is now the leading trade platform which has the ability to shape the trends of the metallurgy industry, of course with the full support of sector institutions

EXHIBITORS:

ANKIROS – ANNOFER – TURKCAST 2008 Exhibitions were organized on an area of net 15,006 m², with the participation of 786 companies from 38 different countries and the total area covered by the exhibitions were 30,000 m². The distribution of exhibitors by their origin is as follows:

DISTRIBUTION OF THE EXHIBITORS BY ORIGIN

EXHIBITORS PROFILE	# of Companies	%
DOMESTIC	314	40
INTERNATIONAL	472	60
TOTAL	786	

The ratio between domestic and international exhibitors has been approximately the same for a couple of years. So it can be concluded that this ratio is the best indicator of the situation in the Turkish metallurgy industry.

The exhibitions hosted companies from 38 different countries. There was strong international participation especially with country pavilions from Germany, China, Italy, Spain and the new comers Czech Republic and Iran. The list of countries of origin of the companies exhibited at the show is as follows:

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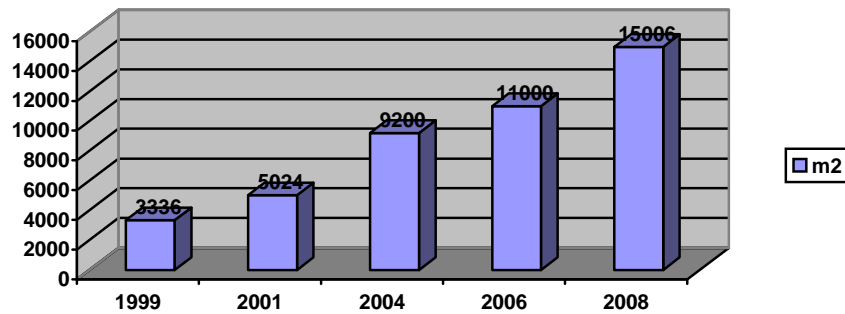
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Australia	Czech Republic	Iran	Norway	South Africa	Unrited Arab Emirates
Austria	Denmark	Israel	Pakistan	Spain	United Kingdom
Belgium	Estonia	Italy	Poland	Sweden	Usa
Brazil	Finland	Japan	Republic of Belarus	Switzerland	
Bulgaria	France	Korea	Romania	The Netherlands	
Canada	Germany	Luxembourg	Russia	Turkey	
China	India	Macedonia	Slovenia	Ukraine	

The increasing trend in total stand area, which has dramatically moved up in the 2004 event has continued in 2008. This statistics has shown a 36 % increase when compared to the 2006 Exhibition's data.

The increase in the net stand area in years is given below.

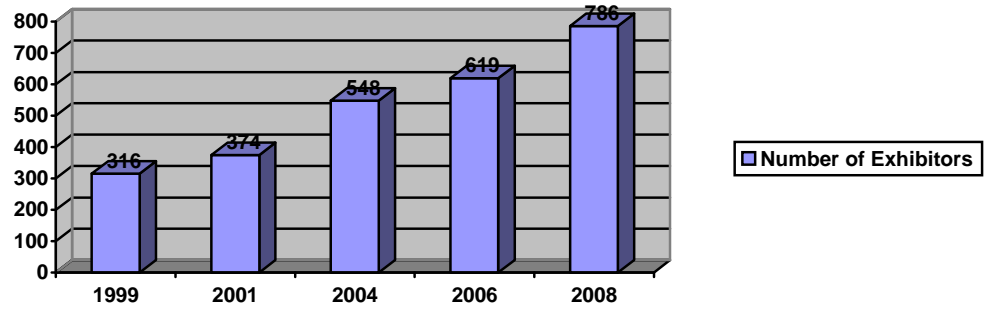
NET STAND AREA



The same trend with the stand area statistics can be observed for the number of exhibitors' statistics. The number of exhibitors, which changed dramatically in 2006 has continued to increase in 2008 and has shown a 26% increase when compared to the 2006 data. The bar chart below shows the trend in the number of exhibitors in years.

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NUMBER OF EXHIBITORS



The exhibitors were highly satisfied with their participation in the fair. The number of high quality visitors and the smooth, professional way in which the event was organized were the top reasons for exhibitors to indicate that they will return to exhibit again.



During ANKIROS – ANNOFER - TURKCAST 2008, surveys were conducted to obtain feedback from exhibitors. The results are as follows:

- ◆ The major aim of exhibitors was to establish new business connections. In addition to this, representing company image and establishing market recognition on the complete product range was the following aims of the exhibitors in participating ANKIROS – ANNOFER - TURKCAST 2008. Therefore, they have measured

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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:

96% of exhibitors rated the exhibition as being “very successful” and “successful”.

91% of exhibitors described the event as “fruitful”.

- ◆ The services of the organizer have been evaluated by the exhibitors in terms of both general and technical aspects;

92% of exhibitors rated the services provided by the organizer as “very good” and “good”.

- ◆ The exhibitors have also evaluated the visitor profile.

79% of exhibitors rated the quality and quantity of professional visitors as “very good” and “good”.

98% of exhibitors described the visitors as “highly related to the industry”

When the survey results of the 2008 event is compared to previous results, it can be concluded that there is a continuing exhibitor satisfaction.

VISITORS:

14.058 visitors visited the exhibitions. The number of visitors has increased 2,9 % when compared to the 2006 event data whereas the ratio of distribution of visitors by their origin has stayed the same. The distribution of visitors by origin is given below.

DISTRIBUTION OF VISITORS BY ORIGIN

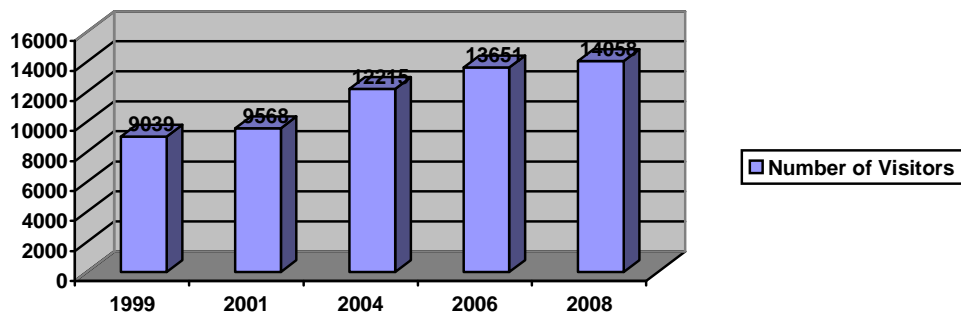
VISITOR PROFILE	# of Visitors	%
Domestic	12,455	88,6
International	1,603	11,4
TOTAL	14,058	



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NUMBER OF VISITORS



The variety of the countries that the visitors have come from is impressive. 14,058 visitors from 49 countries have visited the exhibitions and this is the best indicator of the international characteristic of the exhibition plus the success of the national and international promotion campaign.

Albania	Denmark	Italy	Portugal	The UK
Algeria	Egypt	Israel	Romania	The USA
Argentina	France	Japan	Russia	Tunisia
Austria	Georgia	Kazakhstan	Serbia	Ukraine
Azerbaijan	Germany	Kuwait	Slovenia	United Arab Emirates
Bulgaria	Greece	Lebanon	South Korea	
Canada	Holland	Libya	Spain	
Chile	Hungary	Luxembourg	Sweden	
China	India	Macedonia	Switzerland	
Croatia	Iraq	Morocco	Syria	
Czech Republic	Iran	Pakistan	Taiwan	

As in the past, ANKIROS – ANNOFER – TURKCAST 2008 has targeted a wide variety of sector professionals as visitors. As it is seen in the below given table showing the distribution of visitors by their fields of business, and when compared to the same statistics of the past exhibitions, it can be concluded that the aim of reaching sector members from all the segments of the metallurgy industry, from managers to engineers, technicians, workers, from

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government authorities to universities, technical schools is again reached. This is the indication that the exhibition is well-known among sector members.

DISTRIBUTION OF VISITORS BY THEIR PROFESSIONS

VISITOR PROFILE	# of Visitors	%
Management	4,217	30
Production+Maintenance	4,780	34
Purchase	1,687	12
Sales	1,125	8
Planning+Finance	703	5
Other	1,546	11
TOTAL	14,058	

The visitor profile according to industry groups is as follows:

DISTRIBUTION OF VISITORS BY METAL GROUPS

VISITOR PROFILE	# of Visitors	%
Iron – Steel	7,873	56
Non – ferrous	5,342	38
Other	843	6
TOTAL	14,058	

DISTRIBUTION OF VISITORS BY INDUSTRY GROUPS

VISITOR PROFILE	# of Visitors	%
Bof/Eaf Mill & Rolling Mill*	4,639	33
Foundry	5,904	42
Metals Working / Heat Treatment	2,390	17
Other	1,125	8
TOTAL	14,058	

*Integrated iron and Steel Mills, Electric Arc Furnace Mills and Rolling Mills

The ratios of distribution of visitors by metal and industry groups have resulted in approximately same amounts for the last three editions. This, same as the distribution of exhibitors by origin, shows that these ratios are the indicators of the situation in the Turkish metallurgy industry.

Moreover, buying missions were conducted to visit the exhibitions from Croatia, Holland, Israel, Kuwait, Pakistan, Tunisia and Greece within the scope of the support given by The Undersecretariat of the Prime Ministry For Foreign Trade.

SUPPORTERS:

ANKIROS – ANNOFER – TURKCAST Exhibitions are fully supported by the whole metallurgy sector in Turkey since the beginning. This support has always helped the organization especially in strengthening the international power of the show. With having this support behind, the show is accepted as the unique sector activity in Eurasia. The organizations that supported ANKIROS – ANNOFER – TURKCAST Exhibitions in 2008 are as follows:

- *TÜDÖKSAD (Foundrymen's Association of Turkey)*
- *UCTEA (Chamber of metallurgical Engineers)*
- *KOSGEB (Small and Medium Industry Development Organization)*
- *DÇÜ (Iron and Steel Producers Association)*
- *DTM (Undersecretariat of the Prime Ministry for Trade)*
- *CECOF (European Committee of Industrial Furnace and Heating Equipment Associations)*
- *CEMAFON (European Committee for Materials and Products for Foundries)*
- *EUNITED (European Metallurgical Equipment Association)*
- *AMAFOND (Italian Association for Foundry Machinery Producers)*
- *VDMA (Verband Deutscher Maschinen- und Anlagenbau - German Engineering Federation)*
- *FESA (Foundry Equipment & Supplies Association)*
- *MC-CCPIT (Metallurgical Council of CCPIT- China)*
- *FUNDIGEX (Castings Exporter's Association of Spain)*

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INDUSTRIAL ACTIVITIES SUMMIT:

As a sign of the support by the national sector organizations, ANKIROS – ANNOFER - TURKCAST 2008 was organized in conjunction with 2 important sector activities first of which is the “**4th International Ankiros Foundry Congress**” and the second is the “**14th International Metallurgy and Materials Congress**”. Within these concurrent organizations’ context, professionals came together to discuss topics chosen with care, with the experts of the industries.

4. International Ankiros Foundry Congress

Concurrent to exhibitions, the congress was held by **Foundrymen’s Association of Turkey**. This year’s theme was “**Cooperation For Global Competition**”. The most significant activity was Main Theme Session.

According to latest registration figures, **138** delegations, 11 % of which were internationals, were welcomed and they had chance to visit ANKIROS ANNOFER TURKCAST 2008 Exhibitions. Within the scope of the Congress, **26** lectures from different **9** countries were presented. The private part of the Congress was

“**Foundrymen’s Night**” held concurrently with “**Opening Cocktail**” and the participants lived a memorable Fair Night

14. International Metallurgy and Materials Congress

Concurrent to ANKIROS ANNOFER TURKCAST 2008 Exhibitions, the **14. International Metallurgy and Materials Congress** was organized by **UCTEA Chamber of Metallurgical Engineers**. **200** papers from **14** countries presented during the congress and **23** sessions were held. In addition to these sessions, two panels were held within the names of “**The Effects of Globalisation to Turkish Metallurgy Sector**” and “**The Situation of Iron and Steel Industry in both Turkey and the World and Expectations**” Delegations from Germany, Azerbaijan, Algeria, France, the United Kingdom, Iran, Spain, Japan, Kosovo, Macedonia, Norway, Poland and Russia participated to the congress. Topics related to metallurgy sectors were discussed. All the representatives of the exhibiting companies and visitors had chance to benefit from the panels and to visit the exhibitions.