

SUMMARY RESULTS OF THE VISITOR SURVEY

**Plast Eurasia Istanbul 2012, International Istanbul
22nd Plastics Industry Fair**

November 29 – December 2, 2012



**TÜYAP Fair, Convention and Congress Center
Büyüçekmece – İstanbul, Turkey**

Plast Eurasia istanbul 2012

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1. SUBJECT

This Executive Summary is prepared for the **22nd International Istanbul Plastics Industry Fair** held with permission from the Union of Chambers and Commodity Exchanges of Turkey (TOBB) at the Tüyap Fair and Convention Center, Büyükçekmece between November 29 and December 2, 2012.

1.1. KEY INFORMATION

NAME OF FAIR	22 nd International Istanbul Plastics Industry Fair
DATES	November 29 – December 2, 2012
VENUE	Tüyap Fair and Convention Center, Büyükçekmece
CITY / COUNTRY	İstanbul / Turkey
ORGANIZER	Tüyap Fairs and Exhibitions Organization Inc.
FREQUENCY	Annual
EXHIBITION AREA	9 Halls / 80.000 m ²
NUMBER OF PARTICIPANTS	1088 companies and representatives / 43 countries
NUMBER OF VISITORS	38.726 professional visitors / 86 countries
WEBSITE	www.plasteurasia.com
NEXT EVENT	December 5 – 8, 2013

1.2. PURPOSE

The purpose of the survey was to collect information from visitors via one-on-one surveys conducted during the fairs and the information cards submitted by foreign and domestic visitors at entrance to establish the overall visitor profile and visitor opinion about the fair, and to collate this information with press coverage information to fair participants, with an ultimate goal of improving and developing future fairs based on visitor opinions.

1.3. METHOD AND SAMPLING

One-on-one surveys were conducted with randomly selected visitors and participants, distributed equally between days and hours, and information forms collected at the entrance as well as professional attendance records and data presented on invitations were used to extract information.

2. SUMMARY OF RESULTS

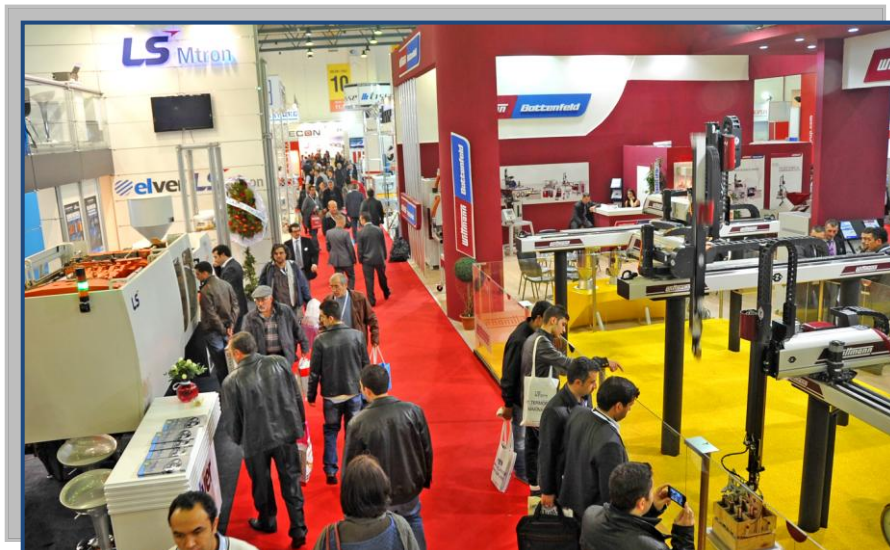
- **9 Halls 80.000 m²** exhibition space
- **43 countries 1088** companies and representatives
- **86 countries 38.726** professional visitors
- **32.853** domestic and **5873** foreign visitors
- **% 85** of visitors domestic, **% 15** foreign

3. PARTICIPANT INFORMATION

1088 companies and representatives from 43 countries participated in **Plast Eurasia Istanbul 2012 Fair**. The countries are listed below:

- Afghanistan
- Austria
- Belgium
- Brazil
- Bulgaria
- Canada
- China
- Colombia
- Czech Republic
- Denmark
- Egypt
- England
- France
- Germany
- Greece
- Hong Kong
- Hungary
- India
- Indonesia
- Iran
- Israel
- Italy
- Japan
- Luxemburg
- Malaysia
- Mexico
- Netherlands
- Pakistan
- Poland
- Romania
- Russia
- Saudi Arabia
- Slovenia
- South Korea
- Spain
- Sweden
- Switzerland
- Taiwan
- Thailand
- Turkey
- U.A.E
- U.S.A
- Vietnam

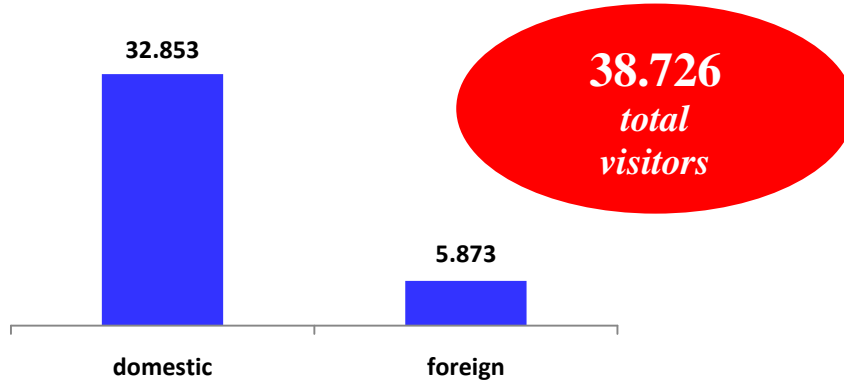
43 Countries



4. VISITOR INFORMATION

4.1. OVERVIEW

Plast Eurasia İstanbul 2012 Fair was held in 9 halls with an exhibition area of 80,000 m² at the Tüyap Fair and Convention Center, Büyükçekmece, with **38.726** professional visitors from **86 countries**.



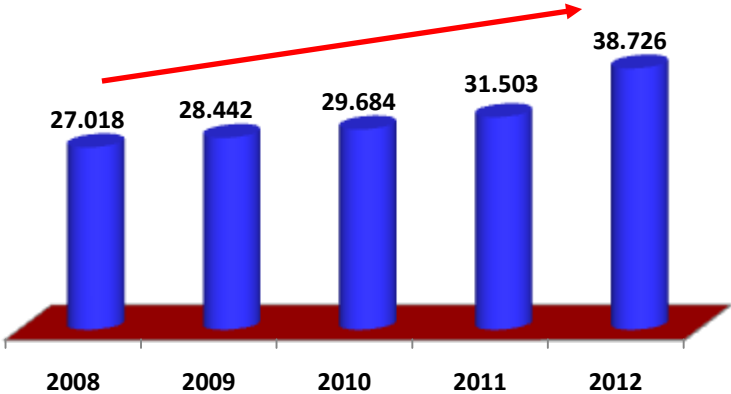
In Plast Eurasia 2012 we would particularly like to point out the plastics industry's outstanding performance in the last years.

Compared to the previous year

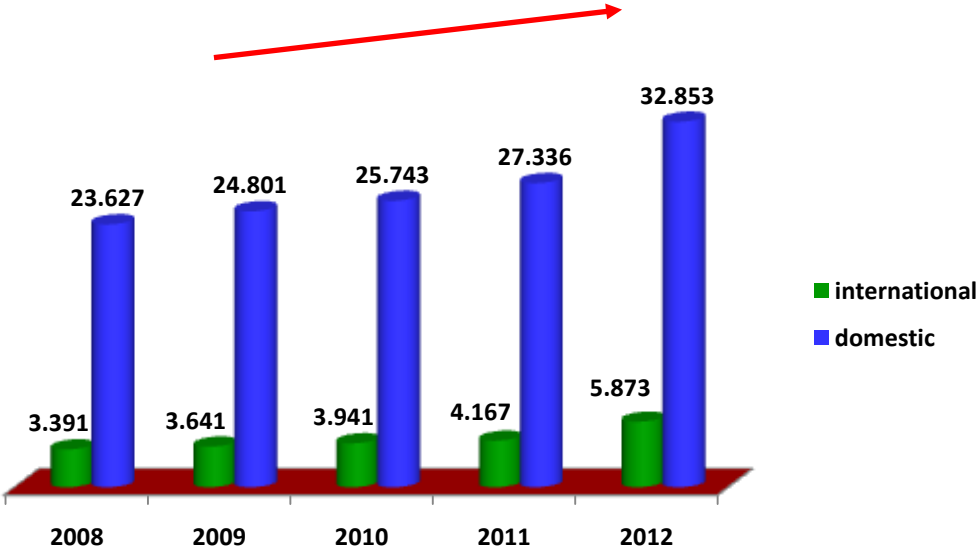
- % 23 increase in visitors
- %10,4 increase in exhibitors
- % 41 increase in foreign visitors
- % 16,5 increase in number of countries



(a) Graph 1. Change in visitors by year



(b) Graph 2. Change in domestic and foreign visitors by year



4.2. FOREIGN VISITORS

(a) A review of the visitor information cards collected at the entrance to the **Plast Eurasia Istanbul Fair** revealed that visitors from 86 foreign countries visited the events. The following table lists the countries from where most foreign visitors came to the event along with percentages. Countries with few visitors are listed without percentages.

Table 2. Breakdown of Foreign Visitors (%)

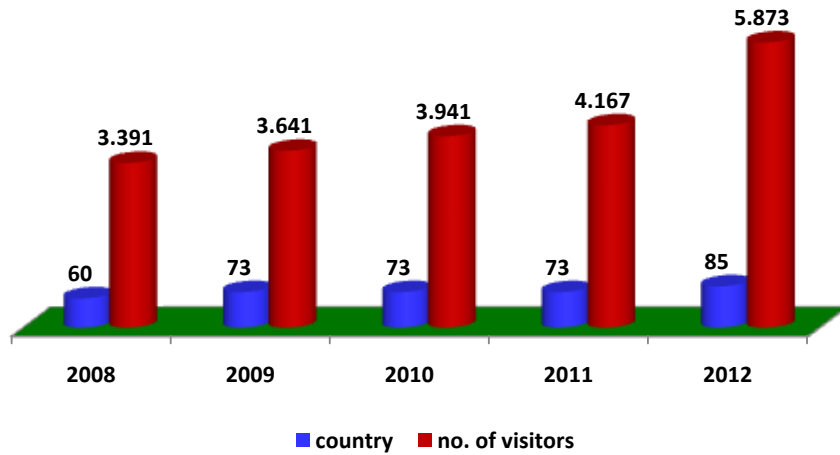
	Countries	%
1	Iran	13,08
2	Russia	8,51
3	Egypt	8,27
4	Bulgaria	6,37
5	Greece	5,82
6	Macedonia	4,86
7	Ukraine	4,64
8	Jordan	4,07
9	Serbia	3,11
10	Germany	2,69

	Countries	%
11	Lebanon	2,62
12	Romania	2,44
13	Georgia	2,42
14	Bosnia Herzegovina	2,29
15	Italy	2,29
16	Tunisia	2,22
17	Morocco	2,17
18	Azerbaijan	2,12
19	Iraq	1,65
20	Libya	1,09

- Afghanistan
- Albania
- Algeria
- Amman
- Angola
- Argentina
- Armenia
- Australia
- Austria
- Belarus
- Belgium
- Canada
- Chad
- China
- Colombia
- Croatia
- Czech Republic
- Denmark
- England
- Estonia
- Ethiopia
- Finland
- France
- Hong Kong
- Hungary
- India
- Israel
- Japan
- Kazakhstan
- Kosovo
- Kuwait
- Lithuania
- Luxemburg
- Mali
- Moldova
- Netherlands
- Nigeria
- Pakistan
- Palestine
- Poland
- Portugal
- Qatar
- Saudi Arabia
- Senegal
- Singapore
- Slovenia
- Somali
- South Africa
- South Korea
- Spain
- Sudan
- Sweden
- Switzerland
- Syria
- Taiwan
- Tajikistan
- Tartary
- Thailand
- TRNC
- Turkmenistan
- U.S.A
- UAE
- Uzbekistan
- Yemen



Graph 3. Change in number of foreign visitors and countries by year



Visitors from 20 different countries in 2012

Angola	Hong Kong	Luxemburg	Slovenia
Argentina	Japan	Mali	Somali
Australia	Qatar	Nigeria	Tartary
Chad	Colombia	Portugal	Thailand
Estonia	Lithuania	Senegal	Yemen

International Purchasing Committees Organization

Purchasing Committees from 22 countries were hosted by Tüyap

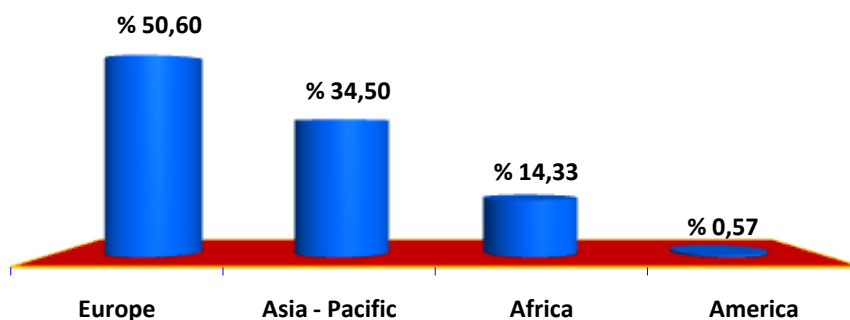
- Azerbaijan
- Belarus
- Bosnia
- Herzegovina
- Bulgaria
- Georgia
- India
- Morocco
- Palestine
- Egypt
- Iran
- Iraq
- Kazakhstan
- Lebanon
- Macedonia
- Moldova
- Romania
- Greece
- Jordan
- Russia
- Serbia
- Taiwan
- Ukraine



(c) GEOGRAPHICAL DISTRIBUTION OF FOREIGN VISITORS

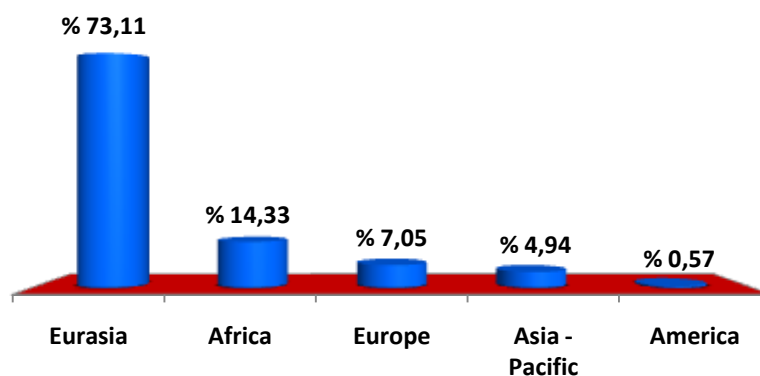
The breakdown of foreign visitors attracted from 86 countries in 4 continents thanks to the intensive marketing efforts towards the industry and the targeted markets throughout the year is given below.

Graph 1. Breakdown by Continents (%)

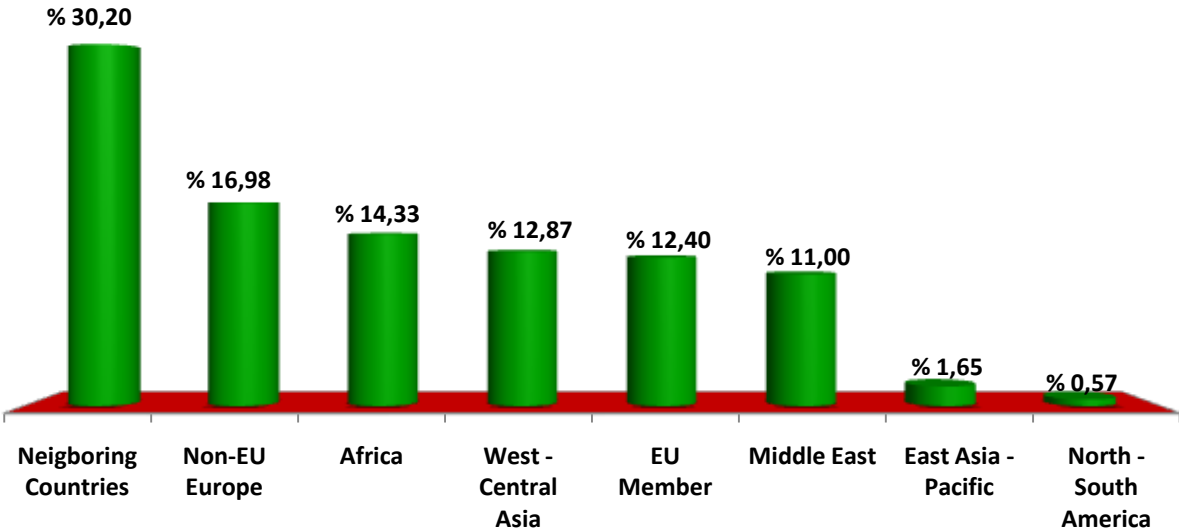


- ✓ Foreign visitors from **68 countries in Asia and Europe** comprise 85.1% of all foreign visitors.

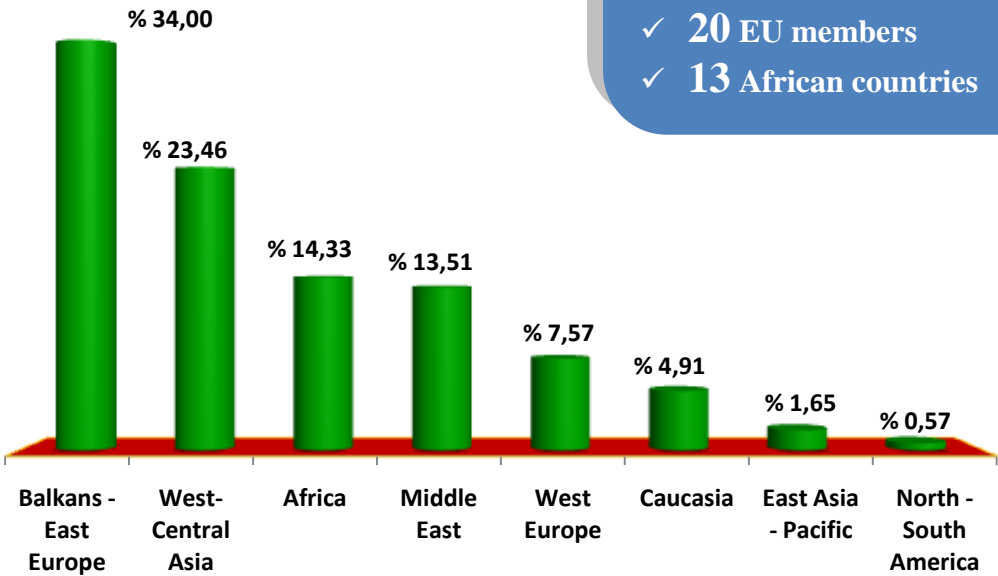
Graph 2. Breakdown by Regions (%)



Grafik 3a. Regional Distribution of Foreign Visitors (%)



Grafik 3b.

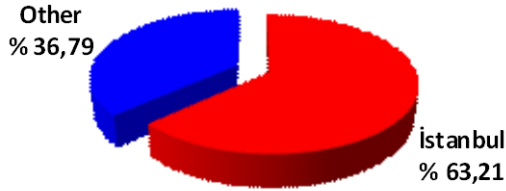


Foreign visitors from;

- ✓ 6 neighboring countries of Turkey
- ✓ 12 countries in the Middle East
- ✓ 16 countries in Eastern Europe and Balkans
- ✓ 20 EU members
- ✓ 13 African countries

4.3. DOMESTIC VISITORS

(a) Of the domestic visitors attending **Plast Eurasia İstanbul 2012 Fair**, % 36,79 were from Istanbul and the remaining % 63,21 from **73 provinces in Turkey**. Provinces from where the most visitors originated are listed below.



	Provinces	%
1	İstanbul	63,21
2	Kocaeli	4,63
3	Bursa	4,52
4	Ankara	4,45
5	İzmir	3,70
6	Tekirdağ	2,29
7	Manisa	2,06
8	Konya	1,64
9	Gaziantep	1,45
10	Kayseri	1,20

(b) Thanks to the intensive marketing efforts for the events, visitors from 12 provinces in the Marmara Region, 9 provinces in the Aegean Region and 13 provinces in the Central Anatolia Region constitute % 93,5 of all visitors.

Graph 4. Breakdown of Domestic Visitors by Regions (%)

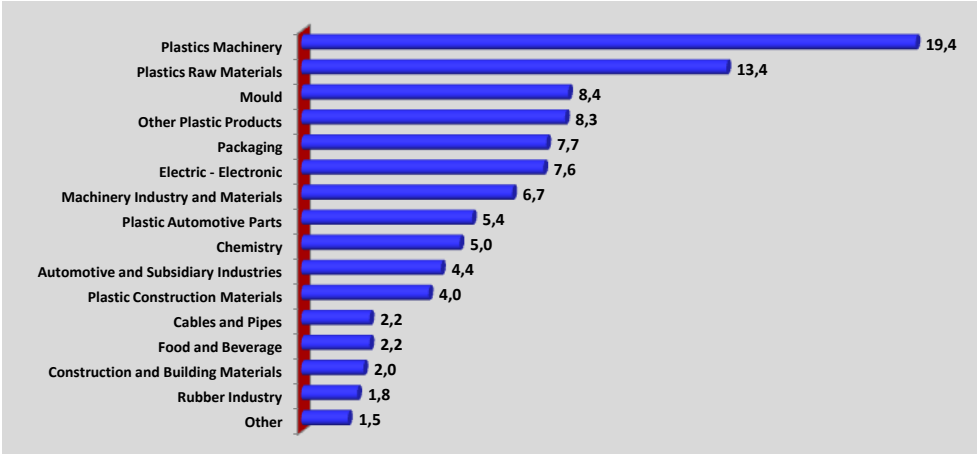
4.4. VISITOR PROFILE



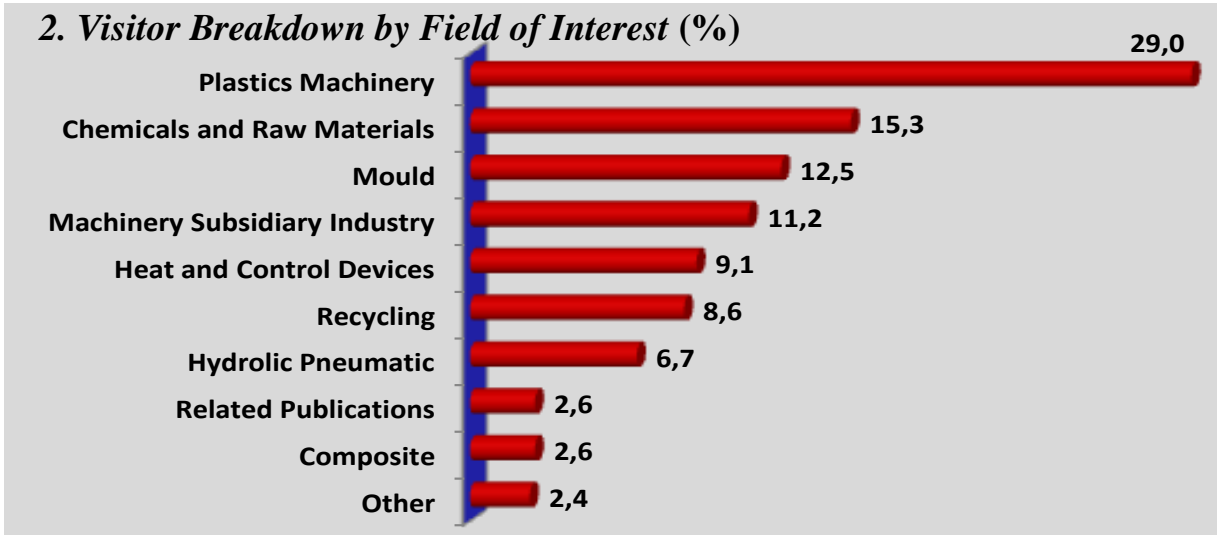
Purchasing committees from 8 provinces were hosted by Tüyap.

Ankara Kocaeli
Çankırı Konya
Eskişehir Manisa
İzmir Yalova

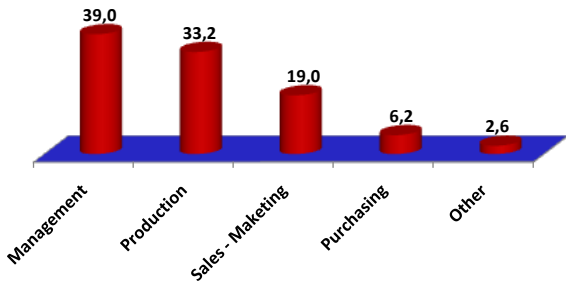
2. Visitor Breakdown by Industry (%)



2. Visitor Breakdown by Field of Interest (%)



3. Breakdown of Visitors by Position-Authority (%)

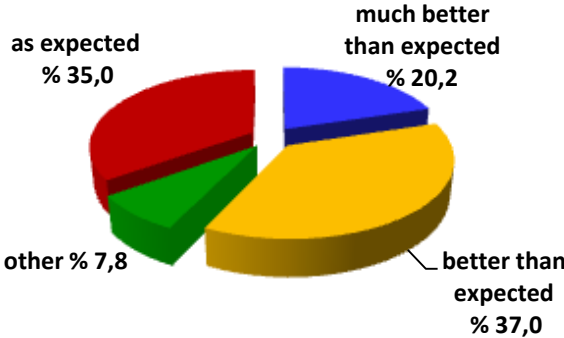


% 60
of visitors have decision authority

4. Level of Satisfaction (%)

98% of visitors were satisfied with the fair, and the percentage of the fair meeting expectations is below.

Graph 7. Meeting Expectations (%)



98% of all visitors were satisfied

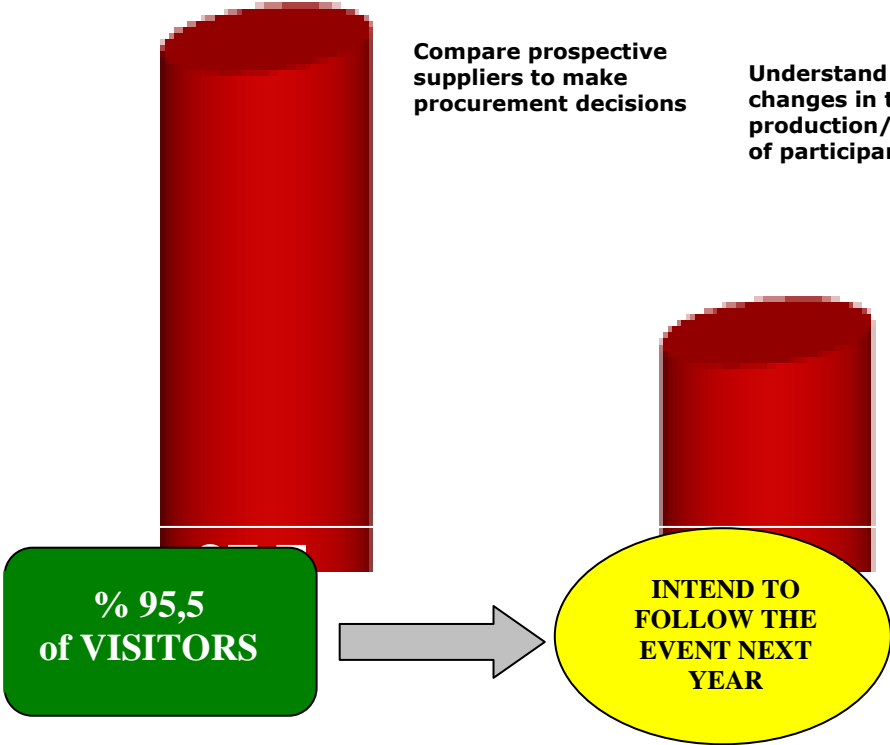
5. Purpose for Visit (%)

See all companies in one place to follow changes and innovation in the market

To collect technical and price information on new products and technologies

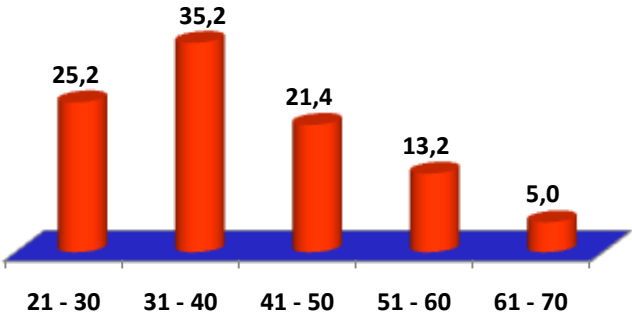
Compare prospective suppliers to make procurement decisions

Understand consistency and changes in the production/sales capacities of participants



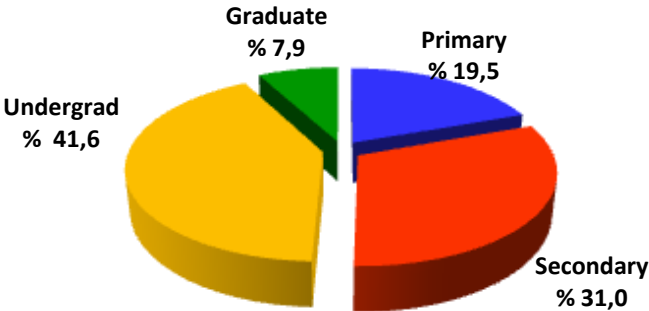
6. Demographics

(a) Visitor Breakdown by Age (%)



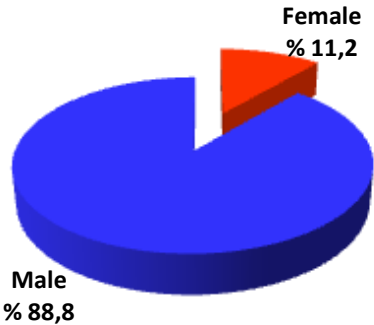
✓ 81,8% of visitors were in the “commercially viable” age range of 21 to 50.

(b) Visitor Breakdown by Level of Education (%)



✓ 49.5% of visitors were primary and secondary school graduates, showing the diversity of the appeal of the events.

(c) Visitor Breakdown by Gender (%)



5. OPENING AND EVENTS



CEO of TÜYAP Fairs and Exhibitions Inc. Mr. Serdar YALÇIN, President of PAGEEV Mr. Mehmet UYSAL, Chairman of Board of İKMİB Mr. Murat AKYÜZ, Ministry of Science, Industry and Technology, Deputy of Industry Directorate Mr. Zühtü BAKIR, İSO President Mr Tanıl Küçük, industry professionals, exhibitors, press members, and guests attended the opening of the 22nd PLAST EURASIA İSTANBUL.

Organized by PAGEEV, “Plastics Technology and Design Competition Award Ceremony” took place within Plast Eurasia Istanbul 2012.



To cement the publicity of Turkish plastics industry on international level, “International Press Meeting” was held with the participation of editors of 12 industry publications from Germany, Taiwan, Italy, Greece, Ukraine, Macedonia, and Turkey.

PLAST EURASIA ISTANBUL ON MEDIA

accessible at the website
www.plasteurasia.com