

SUMMARY RESULTS OF THE VISITOR SURVEY

December 5 – 8, 2013

Plast Eurasia
istanbul 2013

23rd INTERNATIONAL İSTANBUL PLASTICS INDUSTRY FAIR



Plast Eurasia istanbul 2013

23rd INTERNATIONAL İSTANBUL PLASTICS INDUSTRY FAIR

TABLE OF CONTENTS	PAGE
1. SUBJECTS OF SURVEY	3
1.1. KEY INFORMATION	3
1.2. PURPOSE	3
1.3. METHOD AND SAMPLING	3
2. SUMMARY OF RESULTS	4
3. EXHIBITOR INFORMATION	4
4. VISITOR INFORMATION	5 - 12

1. SUBJECT

This Executive Summary is prepared for the 23rd 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 December 5-8, 2013.

1.1. KEY INFORMATION

NAME OF FAIR	PLAST EURASIA İSTANBUL 2013, 23 rd International Istanbul Plastics Industry Fair
DATES	December 5 – 8, 2013
VENUE	Tüyap Fair and Convention Center, Büyükçekmece
CITY / COUNTRY	İstanbul / Turkey
ORGANIZER	Tüyap Fairs and Exhibitions Organization Inc.
FREQUENCY	Annual
EXHIBITION AREA	90.000 m ²
NUMBER OF EXHIBITORS	1078 companies and representatives / 40 countries
NUMBER OF VISITORS	40.383 professional visitors / 93 countries
WEBSITE	www.plasteurasia.com
NEXT EVENT	December 4 – 7, 2014

1.1. 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.

1.2. 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

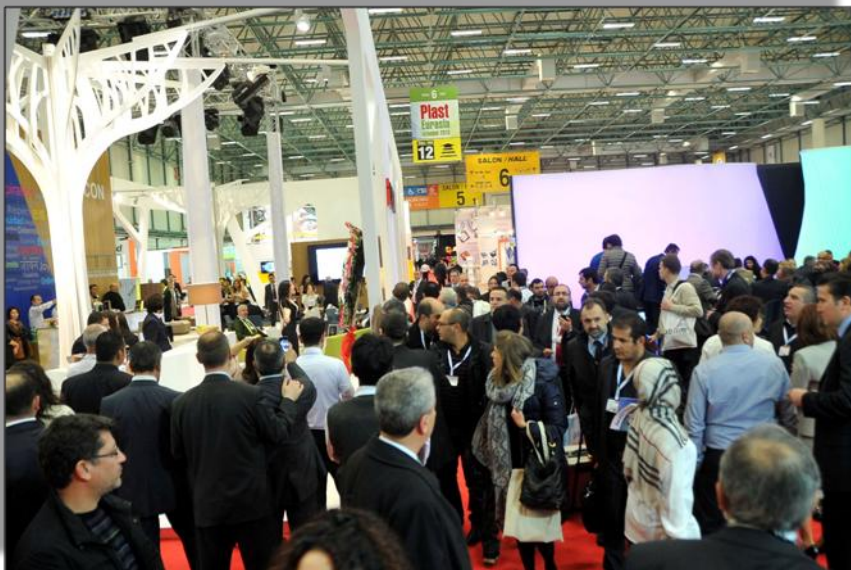
- **90.000 m²** exhibition space
- **40** countries **1078** companies and representatives
- **93** countries **40.383** professional visitors
- **34.430** domestic and **5.953** foreign visitors
- **% 85,3** of visitors domestic, **% 14,7** foreign

3. EXHIBITOR INFORMATION

1078 companies and representatives from 40 countries

Exhibitor companies countries

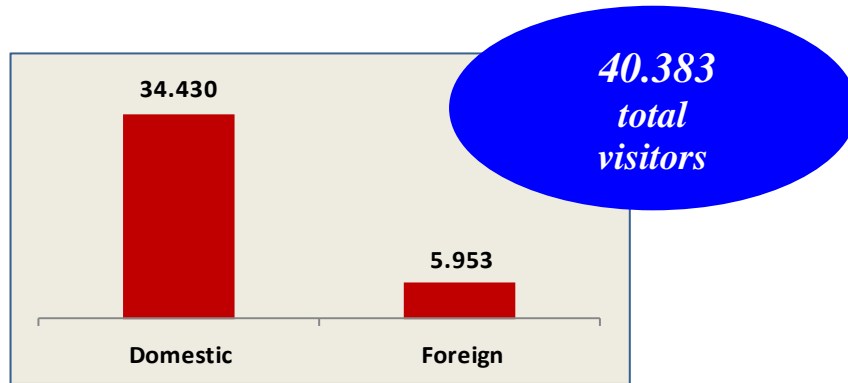
- Austria
- Belgium
- Brazil
- China
- Denmark
- Egypt
- England
- Finland
- France
- Germany
- Ghana
- Greece
- Hong Kong
- Hungary
- India
- Indonesia
- Iran
- Israel
- Italy
- Japan
- Luxemburg
- Malaysia
- Netherlands
- Poland
- Portugal
- Romania
- Russia
- San Marino
- Saudi Arabia
- Singapore
- Slovenia
- South Korea
- Spain
- Sweden
- Switzerland
- Taiwan
- Thailand
- Turkey
- U.A.E
- U.S.A



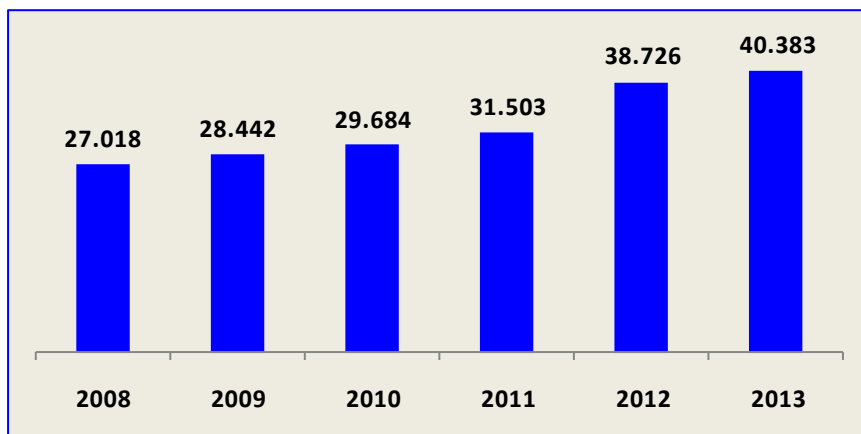
4. VISITOR INFORMATION

4.1. OVERVIEW

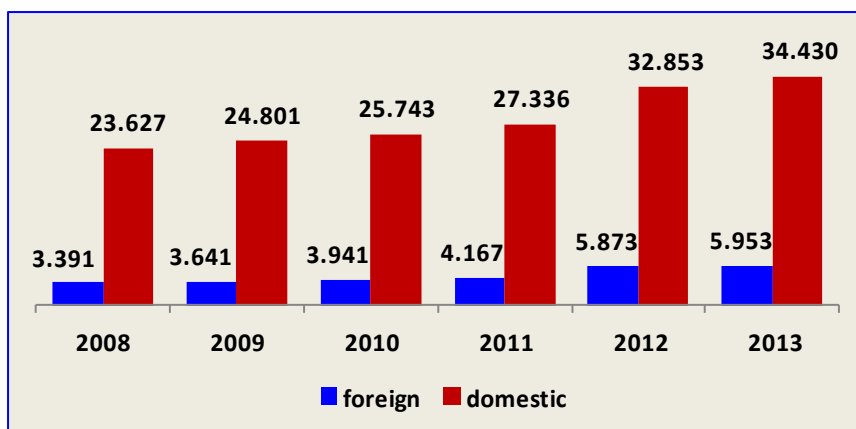
Plast Eurasia İstanbul 2013 Fair was held at the Tüyap Fair and Convention Center, Büyükçekmece/İstanbul, with **40.383 professional visitors from 93 countries**.



Change in visitors by year



Change in domestic and foreign visitors by year



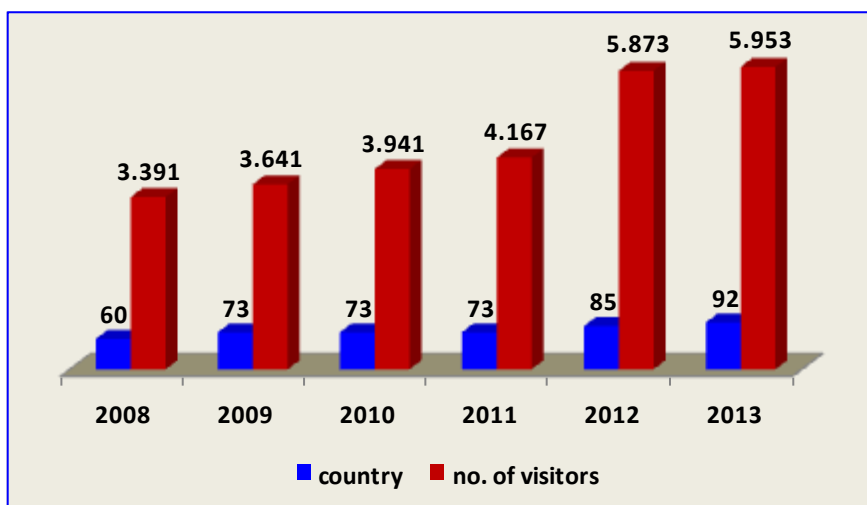
4.2. FOREIGN VISITORS

A review of the visitor information cards collected at the entrance to the **PLAST EURASIA İSTANBUL 2013 Fair** revealed that visitors from **92** countries visited the event.

- Afghanistan
- Albania
- Algeria
- Argentina
- Armenia
- Australia
- Austria
- Azerbaijan
- Bahrain
- Bangladesh
- Belarus
- Belgium
- Benin
- Bosnia Herzegovina
- Brazil
- Bulgaria
- Burkina Faso
- Canada
- Cameroon
- China
- Congo
- Croatia
- Czech Republic
- Egypt
- England
- Ethiopia
- Finland
- France
- Gabon
- Gambia
- Georgia
- Germany
- Ghana
- Greece
- Hong Kong
- Hungary
- India
- Morocco
- Netherlands
- Iraq
- Iran
- Israel
- Italy
- Jordan
- Kazakhstan
- Korea
- Kosovo
- Kuwait
- Liberia
- Libya
- Lebanon
- Macedonia
- Mali
- Mongolia
- Moldova
- Mauritania
- Nepal
- Nigeria
- Oman
- Pakistan
- Poland
- Philippines
- Palestine
- Portugal
- Romania
- Russia
- Saudi Arabia
- Senegal
- Serbia
- South Africa
- South Korea
- Sierra Leone
- Singapore
- Slovakia
- Slovenia
- Spain
- Sweden
- Switzerland
- Syria
- T.R.N.C
- Tajikistan
- Thailand
- Taiwan
- Togo
- Trinidad & Tobago
- Tunisia
- Turkmenistan
- U.A.E
- U.S.A
- Uganda
- Ukraine
- Uzbekistan

**Foreign Visitors from
92 countries**

Change in number of foreign visitors and countries by year



Purchasing Committees from **24** countries were hosted by Tüyap.

- Algeria
- Armenia
- Azerbaijan
- Bosnia Herzegovina
- Bulgaria
- Croatia
- Egypt
- Georgia
- Greece
- Jordan
- Iraq
- Iran
- Kazakhstan
- Kosovo
- Lebanon
- Macedonia
- Moldova
- Palestine
- Romania
- Russia
- Serbia
- Syria
- Tunisia
- Ukraine

**International Purchasing
Committees Organization**

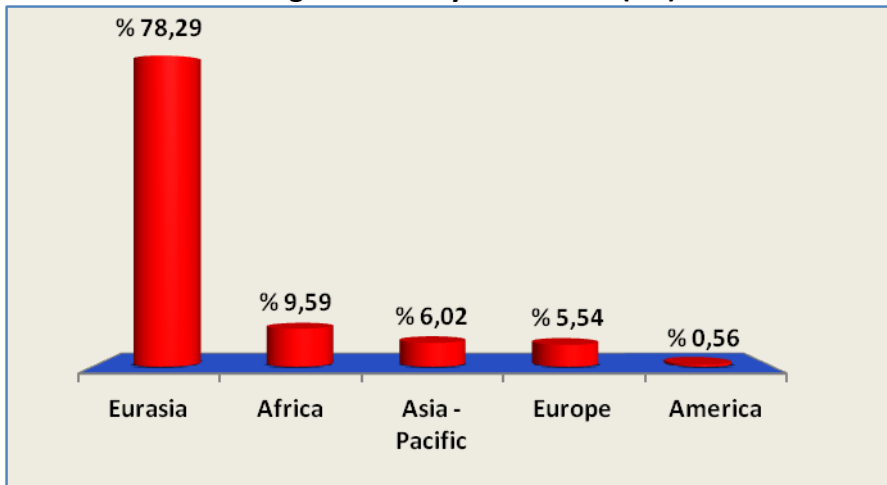


Bahrain, Bangladesh, Benin, Brazil, Burkino Faso, Cameroon, Congo, Gabon, Gambia, Ghana, Liberia, Mongolia, Mauritania, Nepal, Philippines, Sierra Leone, Slovakia, South Korea, Togo, Trinidad & Tobago, Uganda

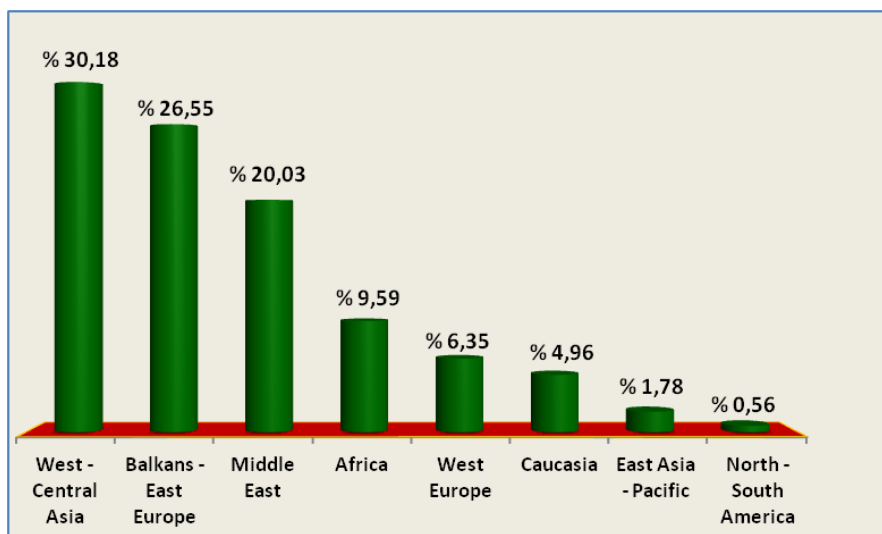
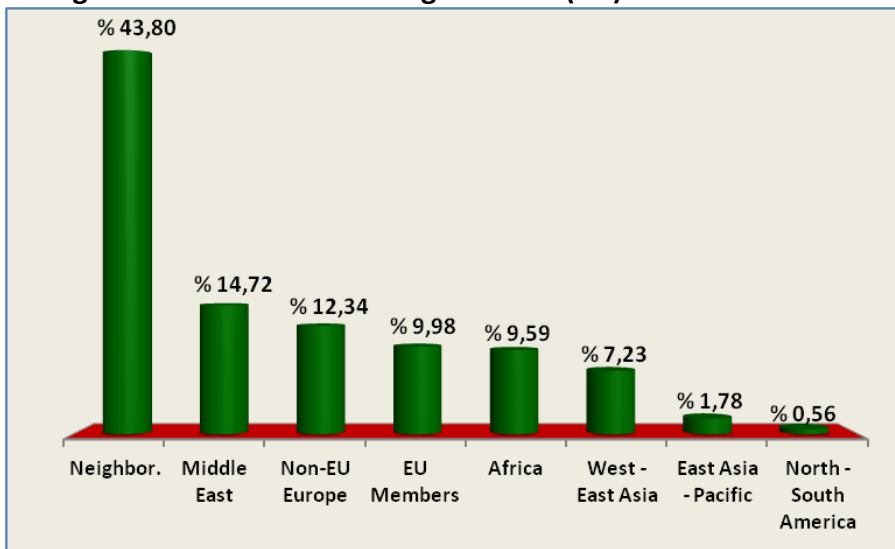
**Visitors from 21 different
countries in 2013**



a. Breakdown of foreign visitors by continents (%)



b. Regional distribution of foreign visitors (%)



4.3. DOMESTIC VISITORS



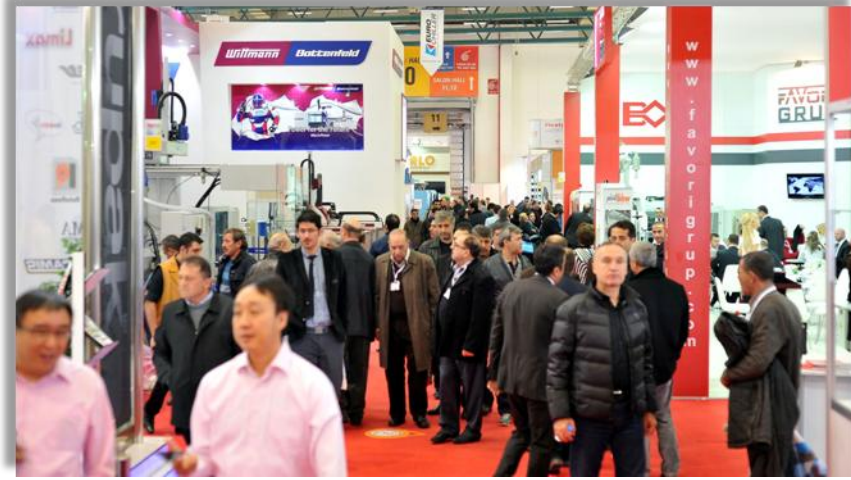
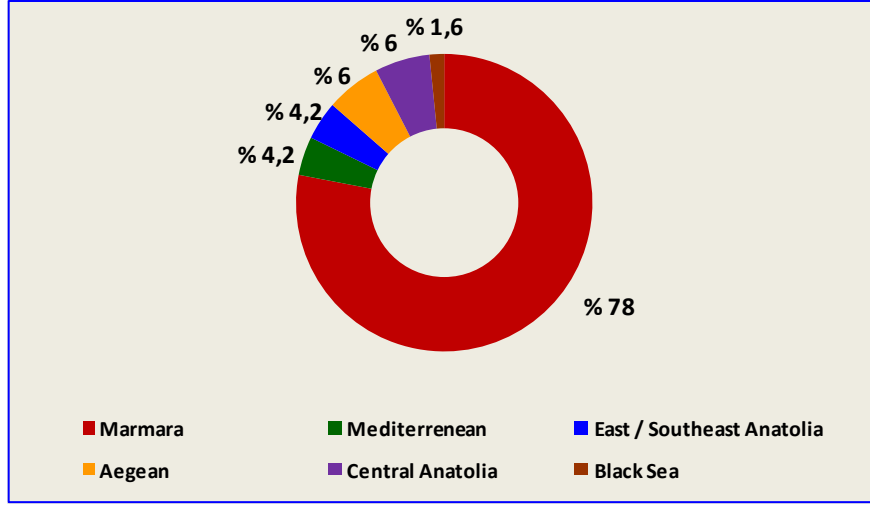
Top 10 provinces that visitors came from

	Provinces	%
1	İstanbul	67,0
2	Kocaeli	4,0
3	Bursa	3,7
4	İzmir	3,6
5	Gaziantep	3,1
6	Ankara	2,2
7	Tekirdağ	2,2
8	Adana	2,3
9	Kayseri	1,4
10	Konya	1,2

Provinces of domestic visitors

Adana	Çorum	Kars	Osmaniye
Adıyaman	Denizli	Kastamonu	Rize
Afyon	Diyarbakır	Kayseri	Sakarya
Aksaray	Düzce	Kırıkkale	Samsun
Amasya	Edirne	Kırklareli	Siirt
Ankara	Elazığ	Kırşehir	Sinop
Antalya	Erzincan	Kilis	Sivas
Artvin	Erzurum	Kocaeli	Şanlıurfa
Aydın	Eskişehir	Konya	Şırnak
Balıkesir	Gaziantep	Kütahya	Tekirdağ
Bartın	Giresun	Malatya	Tokat
Batman	Hatay	Manisa	Trabzon
Bilecik	İğdır	Mardin	Uşak
Bitlis	Isparta	Mersin	Van
Bolu	İstanbul	Muğla	Yalova
Burdur	İzmir	Muş	Yozgat
Bursa	Kahramanmaraş	Nevşehir	Zonguldak
Çanakkale	Karabük	Niğde	
Çankırı	Karaman	Ordu	

Breakdown of domestic visitors by regions (%)



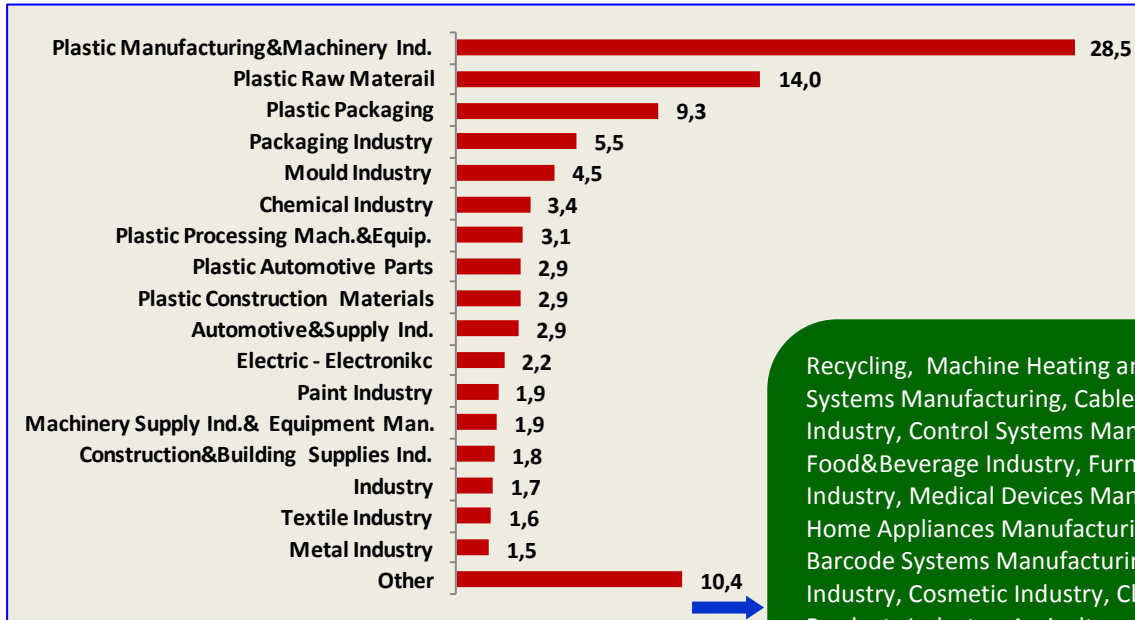
Purchasing committees from 12 provinces were hosted by Tüyp.

- | | |
|-----------|---------|
| Adana | İzmir |
| Ankara | Kocaeli |
| Bursa | Konya |
| Çankırı | Manisa |
| Eskişehir | Uşak |
| Gaziantep | Yalova |



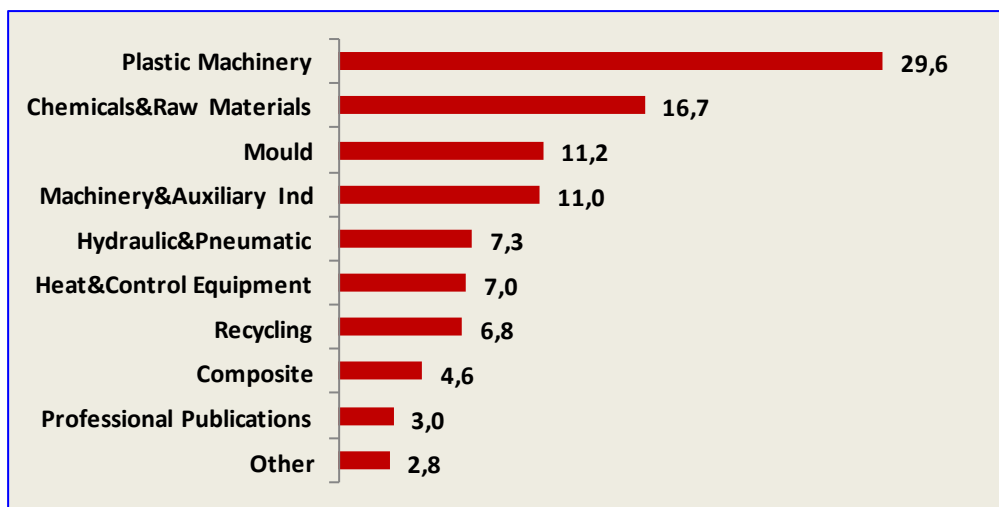
4.4. VISITOR PROFILE

a. Visitor breakdown by industry (%)

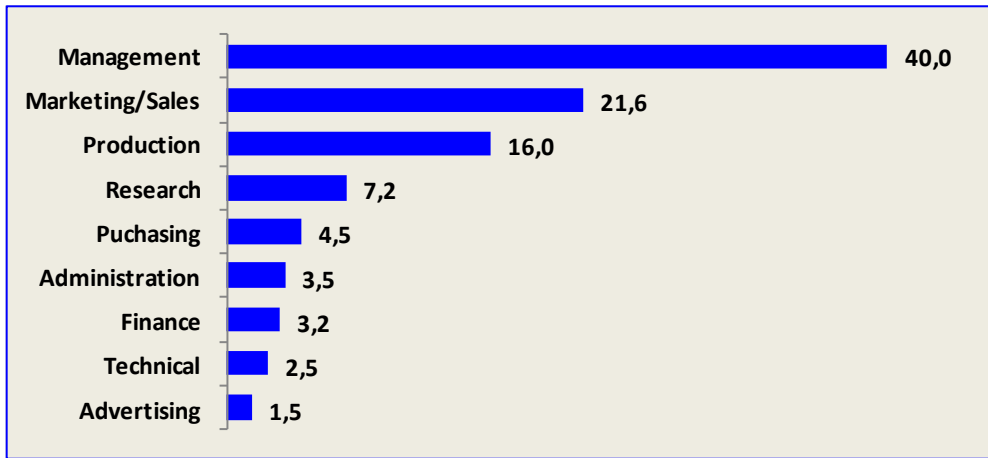


Recycling, Machine Heating and Cooling Systems Manufacturing, Cable and Pipe Industry, Control Systems Manufacturing, Food & Beverage Industry, Furniture Industry, Medical Devices Manufacturing, Home Appliances Manufacturing, Label – Barcode Systems Manufacturing, Printing Industry, Cosmetic Industry, Cleaning Products Industry, Agriculture – Stockbreeding Industry, Pharmaceutical Industry

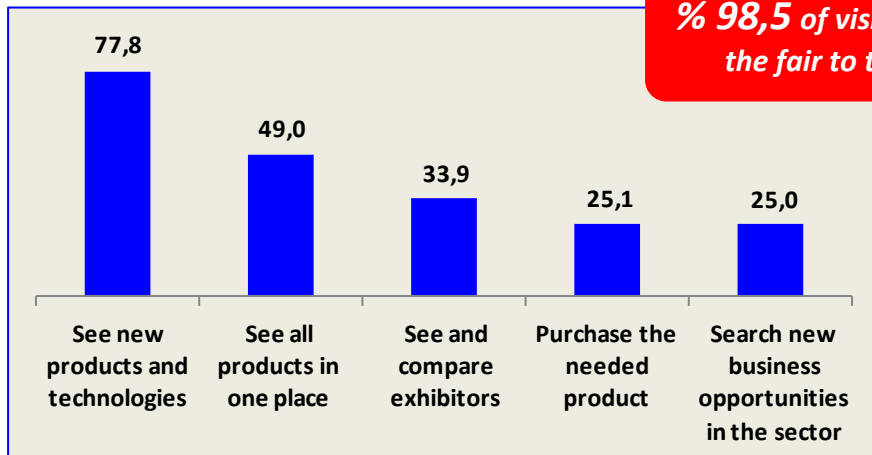
b. Visitor breakdown by field of interest (%)



c. Breakdown of visitors by position-authority (%)

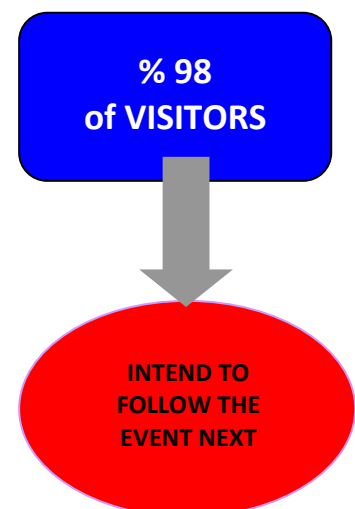
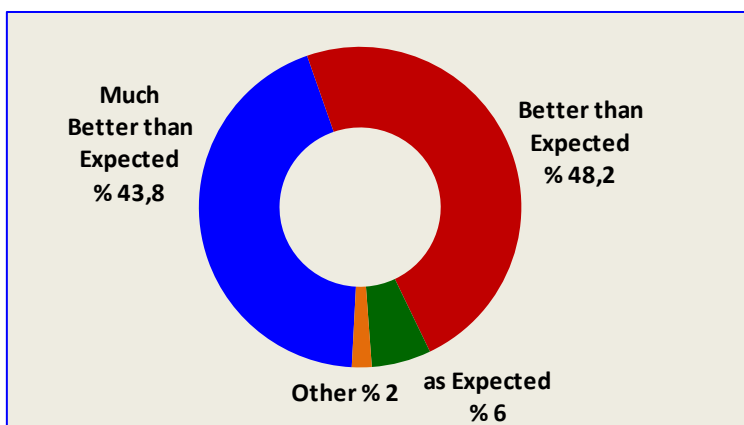


d. Purpose for visit (%)



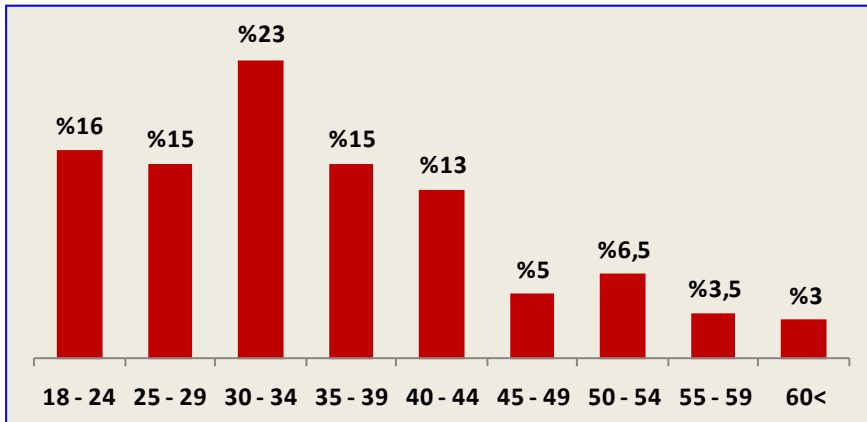
% 98,5 of visitors recommend the fair to their network

e. Level of satisfaction (%)

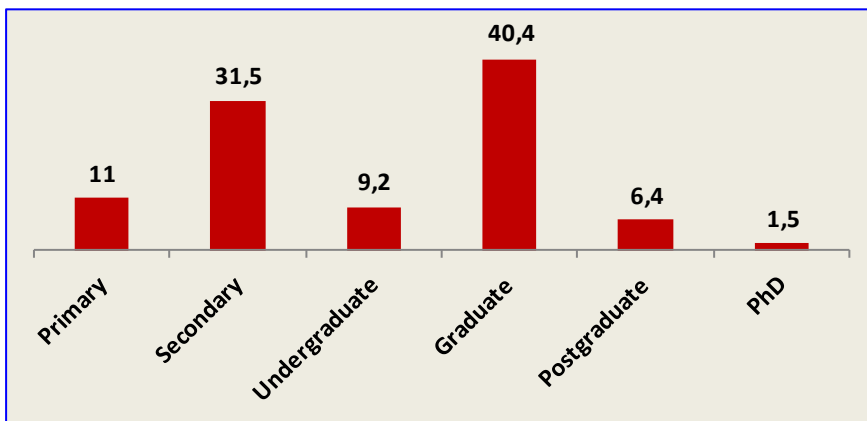


4.5. Demographics

(a) Visitor breakdown by age (%)



(b) Visitor breakdown by level of education (%)



(c) Visitor breakdown by gender (%)



PLAST EURASIA İSTANBUL ON MEDIA

**accessible at the website
www.plasteurasia.com**