



PUTECH EURASIA 2011 2nd POLYURETHANE INDUSTRY EXHIBITION



Polyurethane
is in every part
of life...

www.putecheurasia.com

17-20 November
Istanbul Expo Center

Media Partner | **Putech**
Magazine

Organized by |  **Artkim**
Group
www.artkim.com.tr

This exhibition is organized under the permission of TOBB according to the law 51174



The Leading Polyurethane Industry Exhibition of the Eastern Europe and Middle East

Istanbul is not only a city; it is far more than that. Hundreds of years, Byzantines and The Ottomans were ruling their empires from Istanbul and gave the world their directions and is now one of the most important cities where The Polyurethanes Sector meets EAST and WEST.

The first edition of **PUTECH EURASIA** had organized between October 8-11, 2009. Due to the success of this initial organization, the PU industry is quite excited about the forthcoming event which will be organized between **November 17-20, 2011**.

In 2009, from Eastern Europe to the Middle East, from Turkic Republics to Northern Africa from **44 Countries** **776 Foreign visitors + 3.050 Local visitors** have visited the exhibition and contacted with 70 exhibitors from 17 countries (Austria, Australia, China, Germany, India, Italy, Kuwait, Romania, Spain, Singapore, South Korea, Syria, Taiwan, Turkey, UK, Ukraine, USA).

Why Exhibit?

Meet Your Current and Potential Clients

Over 3,000 visitors from more than 44 countries are looking forward to meet you in the very heart of the trade show.

Stage and Show Your Products

Have the opportunity to stage and show your products right under the spot lights. Take the chance to present your innovations inclusively to your audience in an one-on-one correlation. Be there to present your own expertise or show your commitment with targeted sponsoring.

The Direct Way to Your Customers

Exhibition provides an in-depth, comprehensive overview of advancements in polyurethanes as well as key technological developments. Talk directly to the top decision-makers in international polyurethane industry.

Empower Your Corporate Image

The exhibition gives you the chance to present your corporate identity from a first-hand publication not only to the visitors but also to the global press.

Why Visit?

Meet with the suppliers from all over the world

Just in 4 days, you will be able to meet hundreds of manufacturers and suppliers from all over the world.

Keep Up With the New

Many new technologies and new ingredients are presented to the industry in every two years. Follow up the key technological developments all at once and update to the new era at most convenient way.

Open a Door to New Horizons

Take all the conventional ideas off your mind and take a deep breath. Unreveal the fresh and unique opportunities the industry has to offer. Open your mind to new horizons.

Navigate the Market

It is a great chance to find out the developments in the sector, and design your prospective game plan.

International Exhibitors & Visitors



Product groups on exhibit

- **Pu Chemicals**
Polyols, Isocyanates, Polyol systems, Pre-Polymer, Catalysts, Additives, Blowing Agent, Colorants, Crosslinkers, Extenders, Curatives, Flame Retardants, Mould Release Agents, Reinforcing Agents, Surfactants, Other Chemicals
- **PU Systems**
Coating Systems, Elastomer Systems, Flexible Molded Foam Systems, Integral Skin Systems, Pre-Polymers Rigid Foam Systems, Shoe Sole Systems
- **Polyurethane Mold and Systems**
- **Coatings and Adhesives**
Adhesives, Coatings, Sealant
- **Machinery / Equipment**
Low-High pressure PU machines, Moulds, Automations Controls, Cutting machines, Dispensing Equipment, Laminators, Mixing units, Processing Equipment, Pumps, Spray Equipment, Safety & Testing Equipment
- **RIM-Integral Polyurethane Systems**
- **Composite Materials**
- **Biomedical Polyurethane Materials**
- **Polyurethane Applications**

Visitors Profile

- **Automotive Industry:**
Acoustic Foam, Steering Wheel, Air Filter, Interior Flooring, Carpet, Cable Housings For Door Panels, Cavity Filled With Foam, Foam Filling, Arm Rest, Front and Rear Sets, Front and Side Panels, Custom Cable Sheath, Panels, Instrument Panel (the indicator panel), Spoiler, Sun Roof, Bumpers, Roof Lines, Gear Lever, Wobble Inhibitors, Shock Absorbers, Spring Isolation, Springiness, Stretch Aids
- **Furniture Industry:**
Pillows, Ergonomic Beds, Chairs and Furniture, Hospital Furniture, Polyurethane Skeleton Furniture, Decorative Products Building
- **Construction and Insulation Sector:**
Roof Panels, Spray Insulation Applications, Sound Insulation, Cladding and Frame Systems, Coatings and Flooring, Insulation Poliurea Water (Basis of Swimming Pool, Terrace and Roof), Tank and Pipe Insulation, Solar Energy Systems
- **Shoes and Slippers Sectors:**
Shoes and Soles, PU Slippers, Job Security, Sports Shoe Base, Fuss pad
- **Refrigeration Sector**
Industrial and Household Type Coolers: Refrigerators, Cabinets in the Market, Mini Bar, Thermos, Deep Freezers, Picnic Baskets, Other Applications Cold Room Panel, Refrigerated Boxes, Air-conditioning Systems
- **Coatings and Adhesives:**
Polyurethane Adhesives, Polyurethane Sealant, Filling Material
- **Biomedical Applications**
- **Textiles, Corrugated Cardboard, Iron and Steel, Energy, Mining**



International Visitors **776**

Domestic Visitors **3.050**

3.826 professionals from 44 countries have visited the fair:

What sectors do you serve to? (Multiple reply)

Automotive	33%
White goods	28%
Furniture	27%
Construction	18%
Footware	16%
Cooling	15%
Iron-Steel, Energy, Minerals	10%
Other	6%

"Putech gathers industry leaders"

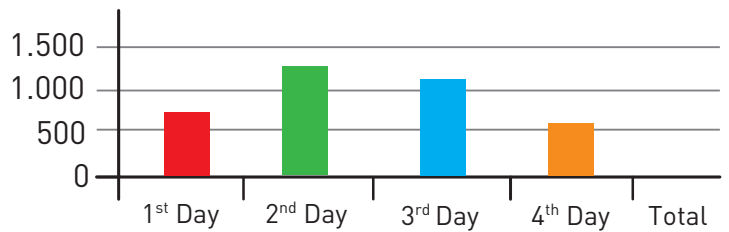
Area of responsibility

Production managers	35.6%
Marketing and sales managers	19.8%
CEO, General managers	18.0%
Purchasing managers	10.5%
Research and development	8.2%
Customer services	2.1%
Other	5.8%

When you analyze the visitors profile of the 3.826 visitors, 4/5 of them were producers and 1/5 was distributor and end user.

Type of company

Manufacturer	69.4%
Distributor / Trader	20.9 %
End user	3.6%
Other	6.1%



2009	733	1.285	1.210	598	3.826
------	-----	-------	-------	-----	-------

WHO are the VISITORS?

Algeria	6	Libia	4
Armenia	10	Macedonia	8
Austria	8	Moldova	2
Azerbaijan	27	Morocco	5
Belarus	7	Netherlands	5
Belgium	4	Northern Cyprus	21
Bulgaria	20	Pakistan	9
China	5	Romania	10
Egypt	10	Russia	32
France	11	Saudi Arabia	19
Georgia	4	South Korea	1
Germany	47	Spain	8
Greece	16	Switzerland	4
Hungary	7	Syria	53
India	24	Tunusia	10
Iran	144	Turkey	3.050
Iraq	29	Turkmenistan	11
Israel	6	UAE	32
Italy	19	USA	4
Jordan	19	UK	5
Kazakhstan	28	Ukraine	14
Kuwait	15	Uzbekistan	37
Lebanon	16		

Geographical distribution of overseas visitors

Middle East:	43,04%
Turkic Republics (and CIS)	21,91%
Eastern Europe	8,12%
Europe (Other)	16,88%
Northern Africa	4,51%
Far East / Africa / America	5,54%

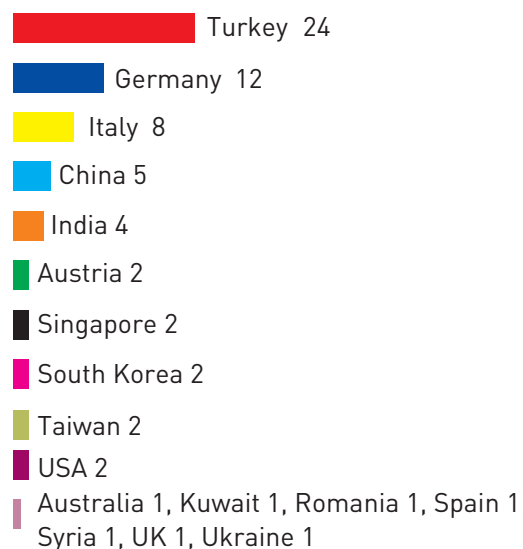
WHO are the

EXHIBITORS?

International Exhibitors **46**

Domestic Exhibitors **24**

Exhibitors





Exhibitor Comments

PUTECH EURASIA 2009



Altuğ Kimya / Altuğ Tuğsuz

The exhibition will be very useful to both the visitors and the participants. Polyurethane is one of the most enhanced and rising sectors in Turkey and we were hoping to have a polyurethane exhibitor here. And I am sure that everybody got what they have expected so far because this is a very good platform for us to express ourselves. Probably you cannot reach to this much customers at this amount of time anywhere else, so we are very grateful.



Kuwait Polyurethane / Taiyab Hamza

It is our first time in the Turkish market. It is very nice that people are coming especially for refrigerators, sandwich panels, and so on. It is a very nice exhibition for polyurethane sector. The students, the manufacturers or traders are coming and asking questions.



Canplast / Kayhan Aydemir

I would like to thank you all for this exhibition in behalf of myself, my company and my country. Why? Because Polyurethane is one of the rising stars in Turkey. Polyurethane is the healthiest products amongs the plastics. Unfortunately, not many people know about it. So, we need this exhibition more than ever to introduce it to Turkey, to Europe, to everyone.



MD Makine / Meral Baysal

The fair satisfies our expectations. Even though it is the first day, it has been very busy. We hope that it will increase by the weekend. We are very contented with the results and hope to participate in the next exhibition.



Coim - Derkim Kimya / Fikret Baydarman

Actually, the exhibition is the Turkish version of a prevalent international exhibition. I think Putech Eurasia can be a big success because there are only three or four more exhibitors like this in biennial sessions. It is very efficient and productive with the participation of high ranking companies.



Pürtiz / Beno Çıkvaşvili

We have seen the good results since the first day of the exhibition and we are very satisfied so far. We didn't expect it to be very crowded as this is the first time of the exhibition, but it is going really well.



Der-Can Plastik / Derya Cimit

First of all, we would like to thank you for organizing such exhibition for the first time and we are very satisfied with the outcome. There has been many visitors coming so far and hopefully there will be many more in upcoming days.



Rimpolymers / Steven Hoong Choon Min

This is our first time to participate in this Istanbul Putech Fair. Today is the second day so we realized that this fair is running in the Turkish market. There are potential, quality customers coming to our booth to talk about equipments, automotive, refrigerators etc. I think the fair is quite well-organized and very good.



Diamond Tools / Jai Pendyal

It is marketed as Putech Eurasia and I hope to see many participants from Eurasia coming in. I feel people from Kazakhstan, Uzbekistan, Armenia, the Middle East, or the people from North Africa to come to Istanbul which has affordable technologies, affordable production processes. I think this was a good fair and wish you good luck in the future.



Sunkist / Willie Huang

I think it is well-organized. We are hoping that there will be even more visitors. Even so it is the first time that you are hosting this exhibit, the results are satisfying so far.



Dut Korea / Kwang-Hee Cho

This is my first time visiting Istanbul. This exhibition is very successful. Yesterday and today we have met with many customers. Many business will be realized in the future.



Tecmac / Massimo Monchiero

I think it is a good exhibition. It was quite well organized, especially taking it to consideration that it is the first time you are doing such kind of exhibition. I believe there is quite good interest. At the moment there are some customers coming over. I think it is a positive result.



Elastogran / BASF Group / Adnan Şanlısoy

It is better than what we have expected. We were a little nervous at the beginning but now we are very pleased with the results. We are satisfied with the interest of the customers and potential clients. We hope to see more of the exhibition.



Teknik Kimya / Koray Kocasakal

This exhibition has been quite beneficial for us, especially in terms of the development of polyurethane because Turkey is a polyurethane consumer to a great extent. Therefore, the sector needed a special fair to fulfill the demand due to the potential. As a local manufacturer, I am sure this exhibition will help us very much indeed.



EMA Polyurethane / Gülüm Selan Kabil

I am pretty sure this exhibition will contribute to polyurethane sector great deal. Yet, there are different fairs in this sector all over the world, and we are glad to have one here, in Turkey. I am sure the exhibition will exceed more and attract many people.



Yang Yu Foaming Machinery / KC Chen & Zach Lin

Turkey, especially Istanbul has a very good location: Africa is right here, Asia, Middle East is right here, East Europe is right here. So, the location is very good, maybe the best in the world because there is a huge potential market. If they have the exhibition again, maybe in 2011, and it will contribute to polyurethane sector a lot.

Istanbul - Turkey



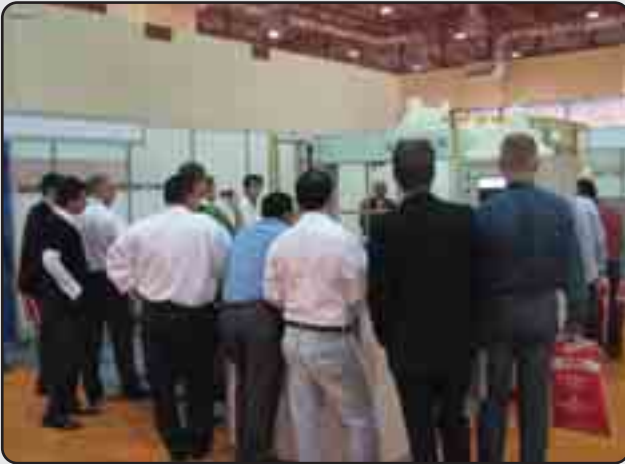
Istanbul is the only city in the world that spans over two continents. Europe and Asia. The city embodies mystery, intrigue, and glamour which left most other cities long ago. While the museums, palaces, great mosques, and bazaars seem inexhaustible, there's also an unexpected natural beauty. From the shores of the Bosphorus at sunset, the red evening light reflects in the windows on the opposite shore and you understand what attracts people to this glorious city.

Located in the center of the Old World, Istanbul has a history of over 2,500 years, and ever since its establishment on this strategic junction of lands and seas, the city has been a crucial trade center. It has been the capital of three great empires, the Roman, Byzantine and Ottoman empires, and for more than 1,600 years over 120 emperors and sultans ruled the world from here. No other city in the world can claim such a distinction. Up to the Turkish conquest of Istanbul by Mehmet II in 1453, the city was the center of the Byzantine Empire. After that date it became the center of the Ottoman Empire. After the founding of the Turkish Republic in 1923, the capital of Turkey became Ankara.

Fortune provided such advantages to Istanbul as a location at a junction where the main overland routes reach the sea, an easily defensible peninsula, an ideal climate, a rich and generous nature, control of the strategic Bosphorus, and a central geographical position in the ancient world. Istanbul is the largest city in the Republic of Turkey. It is located on the shores of the Bosphorus, and is bordered to the north by the Black Sea.

The city, whose population is about 13 million, is a major port and trade center. It is the most important city in Turkey, possessing a number of universities, high schools, libraries and cultural centers. The city is an impressive sight, situated, as it is, on a site dominating both the Golden Horn and the Bosphorus, and brimming with fine monuments and artifacts of the Byzantine and Ottoman era.

Shopping in Istanbul is most likely the least expensive in entire Europe, food is varied and exquisite combining unique tastes of European, Mediterranean and Middle Eastern cuisines -thanks to the Ottoman Empire once spanned from eastern Europe to Northern Africa and desserts of Arabia, and the seven million who live here mingle with a wide variety of humanity walking its streets.



Exhibitor Services:

PUTECH EURASIA team will provide you the professional support you need. Our team is personally committed to respond to your wishes, needs and suggestions.

We are at your service 24/7 even with the most "impossible" task. You will be offered about services ranging from exhibit sales, visitors services, supplies, logistics, marketing and accommodation.

Sponsorship Opportunities:

From Eastern Europe to the Middle East, from Turkic Republics to East Mediterranean, from North Africa to South America, from more than 70 countries, PUTECH EURASIA is the place where the attendees are looking for new suppliers, potential partners, new ideas, latest trends and technologies.

To maximize your companies impact at PUTECH EURASIA, our sponsorship opportunities will provide you a wide range of possibilities to achieve brand awareness and market increase. Our marketing department will provide you professional support to develop your ideas.

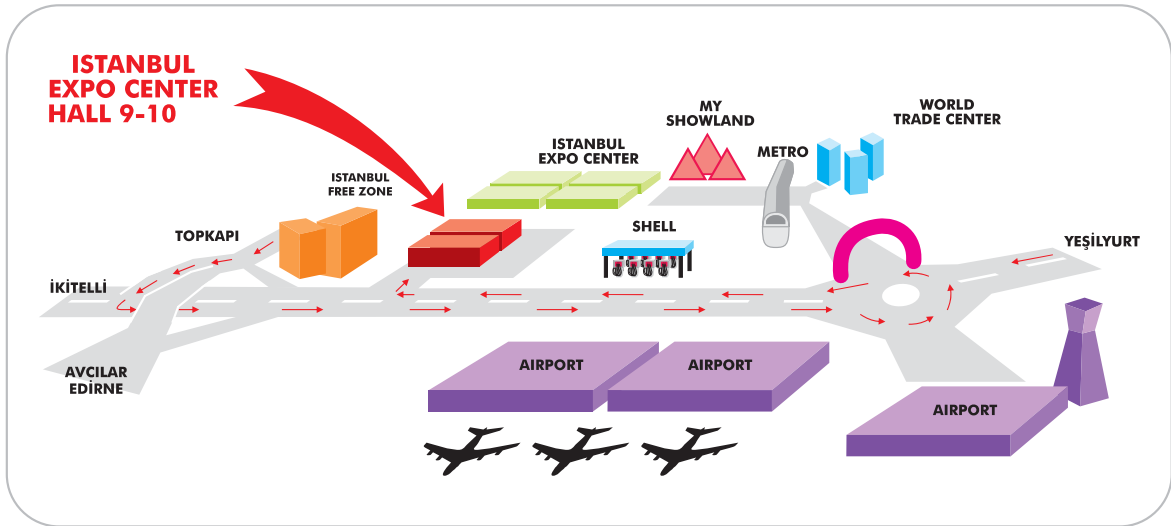
Phone: +90 212 324 00 00 ext. 112
marketing@artkim.com.tr



Global Network:

To help you in your own language and provide you upmost service, our agents around the world will assist you.

They will offer you support on on any aspect of the exhibit, with individual service and extensive visitor aquisition that will make your presentation a success.



Exhibition and promotional opportunities:

Visiting info:

Artkim Fuarçılık Tic. Ltd. Şti.
Phone: +90 212 324 00 00
Fax: +90 212 324 37 57
E-Mail: sales@artkim.com.tr
Web: www.artkim.com.tr

Group Sales Manager
Demir Büyükoçkan
Phone: +90 212 324 00 00 ext. 123
demir@artkim.com.tr

International Sales Executive
Haluk Yavuz

Phone: +90 212 324 00 00 ext. 121
haluk@artkim.com.tr

Marketing Executive
Başak İldız

Phone: +90 212 324 00 00 ext. 112
marketing@artkim.com.tr