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## Press Release

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### All Stakeholders of HVAC-R Industry

#### Meet at ISK-SODEX 2016

As the largest fair of Eurasia region and the third largest exhibition in its field in Europe, the ISK-SODEX exhibition is getting ready to meet with its visitors at Istanbul Expo Center this year between May 04<sup>th</sup>-07<sup>th</sup>, 2016.

The only exhibition of Turkey in areas of Heating, Ventilation, Air Conditioning and Refrigeration (HVAC-R), Insulation, Pumps, Valves, Fittings, Water Treatment and Insulation Exhibition, ISK-SODEX will bring local and foreign sector professionals under the same roof and pave the way for new business contacts. In the last edition of the exhibition in 2014, 881 exhibitors from 45 countries and 84,816 professional visitors from 83 countries, mainly Turkey, Germany, Italy and Taiwan, gathered in a total net area of 53,535 sqm.

Co-organized with **DOSİDER** (Natural Gas Devices Industrialists and Businessmen's Association), **İSKİD** (Air-Conditioning and Refrigeration Manufacturers' Association), **TTMD** (Turkish Society of HVAC and Sanitary Engineers), **İZODER** (Temperature, Water, Noise and Fire Insulators' Association) and **İSKAV** (Foundation for Heating, Cooling and Air-Conditioning Research and Education), ISK-SODEX carries the importance of being the only exhibition that is supported by associations and foundations of the sector. We received opinions of the most important sectoral associations and foundations about ISK-SODEX:



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### **"Great importance for our sector"**

Expressing their happiness for being an exhibitor of ISK-SODEX, **Chairman of ISKAV, Mr. Vural EROĞLU** said, “ By hosting visitors and buyer delegations from all over the world, ISK-SODEX Exhibition contributes to national economy, employment, foreign exchange inflow and creates added value through indirect sectors. Therefore, the exhibition is very important primarily for our country and then to our sector. As of today, internal trading volume of our sector is 11 billion USD and external trading volume of 4 billion USD, which makes a total trading volume of 15 billion USD. It is planned that this volume will be 30 billion USD in internal trading and 25 billion USD in external trading, which will make a total volume of 55 billion USD, in 2023, the 100th anniversary of the Republic of Turkey. The ISK-SODEX exhibitions are one of the reasons for such great current volume of Turkish air-conditioning sector, which had a volume of 100 million USD, thanks to the influence of free market economy adopted by Turkey in 1980s.”

### **“We’ll carry on our efforts”**

**Mr. Süleyman BULAK, General Secretary of DOSİDER**, which registered the trademark ISK (Heating, Cooling, Air-Conditioning, Plumbing, Insulation and Automation) in 1999 together with İSKİD, İZODER and TTMD and made great contribution to the formation of exhibition, stated: “There have been various efforts carried out to make sure the exhibition contributes to our sector, members and all stakeholders and this issue has always been on the agenda of our Promotion and Marketing Committee. We will continue to carry on our works together with all stakeholders in order to increase existing and future contributions of ISK-SODEX exhibition to our sector.”

### **Turkish HVAC-R industry is presented to the entire world**

Underlining that Turkish HVAC-R industry has an important place in the world and has a market share of 13% in Europe in the central and individual air-conditioning sector, Chairman of Board of İSKİD Mr. Cem SAVCI stated his opinion on the sector under consideration saying: “Turkey has grown by 6-7 times in the last 10 years. In individual air-conditioning market, it comes second in Europe after Russia. Big foreign companies are making investments in Turkey due to development level of sector, its dynamism, being regional manufacturing center and powerful export connections. In the VRF



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*(variable refrigerant flow) sector, Turkey comes fifth in the world after China, Japan, South Korea and the US. It is ranked first in Europe and neighboring countries.” SAVCI also highlighted the role of the exhibition in the development of sector: “Today, the only exhibition that is supported by four associations and foundations of the sector is ISK-SODEX, an exhibition organized biennially in Istanbul. Being a member of supporting associations offers benefits for the firms and the exhibition has become worldwide known and recognizable as a result of successful cooperation of non-governmental organizations. Thus, Turkish HVAC-R industry finds the opportunity of being presented to the entire world.”*

#### **A big contribution to the development of sector**

Sustainable development, fighting global warming and energy efficiency are getting increasingly important every passing day. Highlighting that the efficiency of air-conditioning industry, which is self-sufficient and offers service to the world from design to manufacturing and undertaking, is increasing rapidly in Turkey and in the world, **Chairman of Board of TTMD Mr. Sarven ÇİLİNGİROĞLU** said that it is an important leverage to work with strategic planning and target. And about the contribution of fair to this process, he said; *“Together with the International HVAC-R & Sanitary Technology Symposium that we are organizing, the ISK SODEX Exhibition serves as a platform to share latest technological products and services for the players of HVAC-R industry, such as heating, refrigeration, air-conditioning, ventilation, insulation, pumps, valves, fittings, water treatment and solar energy. Also, professional development is offered as part of the exhibition through the organization of symposiums, seminars, courses, panels and workshops which focus on technical knowledge and skills. Making a big contribution to the development of our associations as well as the sector, the ISK-SODEX exhibition is the most important technological meeting point that gathers different disciplines in our country as well as this region.”*

Insulation & climatization has been the most essential parts of HVAC-R sectors stating the **Vice Chairman of Board of İZODER Mr. Ertuğrul ŞEN** continues, *“The ISK-SODEX Exhibition is making important contributions to the development of Heating, Cooling, Ventilation and Insulation sectors. The most important promotional event of HVAC-R industry, ISK-SODEX is an important junction point thanks to its biennial nature and the support of sectoral associations in terms of exhibiting and visiting. Hannover Messe Sodeks Fuarçılık A.Ş. assessed this good long-lasting cooperation with sectoral associations and organized very successful exhibitions. We’d like to express our belief that*



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*they will also organize a very successful exhibition in 2016 and continue their success in upcoming years as well."*

#### **A Big Contribution to Export Targets of Industry**

This is the first time, under the roof of Hannover Messe Sodeks Fuarçılık with a brand new management and team will be organizing ISK-SODEX exhibition which is promoted through local and international efforts. The exhibition aims to reinforce its position as the leading exhibition of heating, refrigeration, air-conditioning and ventilation industries in the Eurasia region by means of international buyer group organizations planned in line with target country-target sector matches, and this year's special B2B bilateral negotiations. With the support of Ministry of Economy, intensive works are being carried out under the buyer and invited editor programme in 51 countries. Also, ISK-SODEX offers a discount up to 20% to exhibitors and visitors in international flights to İstanbul by Turkish Airlines, its official airline company.

**Alexander Kühnel, General Manager of the organizer of exhibition, Hannover Messe Sodeks Fuarçılık** said about the exhibition, *"By bringing together all stakeholders from public and private sectors, we are offering an ideal platform for our exhibitors and visitors, where they can exchange information, cooperate and ultimately develop their businesses. On the other hand, Turkish heating, ventilation, air-conditioning and refrigeration (HVAC+R) industry is a fast developing industry in line with the construction investments in Turkey and in the region. From this perspective, we'd like to underline that the exhibition provides a significant opportunity for companies with desire to increase their market share both in Turkey and neighboring countries and enter new markets, thanks to the international networks it offers."*

Scheduled to be organized at Istanbul Expo Center between **May 04<sup>th</sup>-07<sup>th</sup>**, 2016, **ISK-SODEX 2016** will be a must-see event for professionals who would like to make new business contacts and keep up with the latest developments and technologies in the industry.

#### **For More Information:**

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