

## SUMMARY RESULTS OF THE VISITOR SURVEY

December 4 – 7, 2014

**Plast Eurasia**  
**istanbul 2014**  
*24<sup>th</sup> INTERNATIONAL ISTANBUL PLASTICS INDUSTRY FAIR*



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## 1. SUBJECT

This Executive Summary is prepared for **PLAST EURASIA İSTANBUL 2014, 24<sup>th</sup> International İstanbul Plastics Industry Fair** held with permission from the Union of Chambers and Commodity Exchanges of Turkey (TOBB) at Tüyap Fair Convention and Congress Center Büyükçekmece between December 4-7, 2014.

### 1.1. KEY INFORMATION

<b>NAME OF FAIR</b>	PLAST EURASIA İSTANBUL 2014, 24 <sup>th</sup> International İstanbul Plastics Industry Fair
<b>DATES</b>	December 4 – 7, 2014
<b>VENUE</b>	Tüyap Fair and Convention Center, Büyükçekmece
<b>CITY / COUNTRY</b>	İstanbul / Turkey
<b>ORGANIZER</b>	Tüyap Fairs and Exhibitions Organization Inc.
<b>FREQUENCY</b>	Annual
<b>NUMBER OF EXHIBITORS</b>	1067 companies and company representatives / 41 countries
<b>NUMBER OF VISITORS</b>	43.756 professional visitors / 94 countries
<b>WEBSITE</b>	<a href="http://www.plasteurasia.com">www.plasteurasia.com</a>
<b>NEXT EVENT</b>	December 3 – 6, 2015

### 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

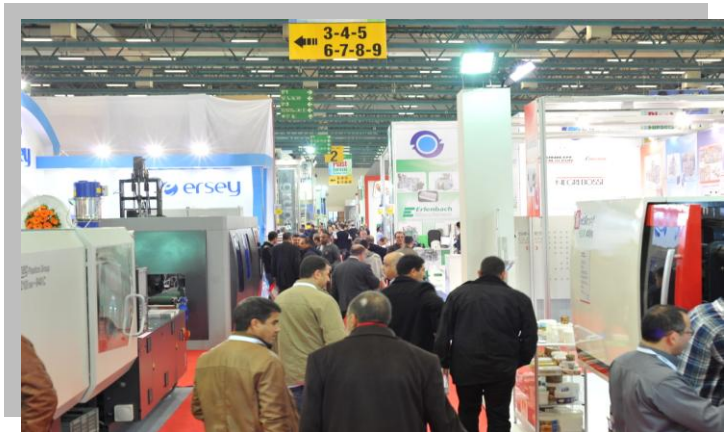
<b>41</b>	<b>exhibitors countries</b>
<b>1067</b>	<b>companies and company representatives</b>
<b>94</b>	<b>visitors countries</b>
<b>43.756</b>	<b>professional visitors</b>
<b>% 82,6</b>	<b>domestic visitors</b>
<b>% 17,4</b>	<b>foreign visitors</b>

## 3. EXHIBITOR INFORMATION

**1067 companies and company representatives from 41**

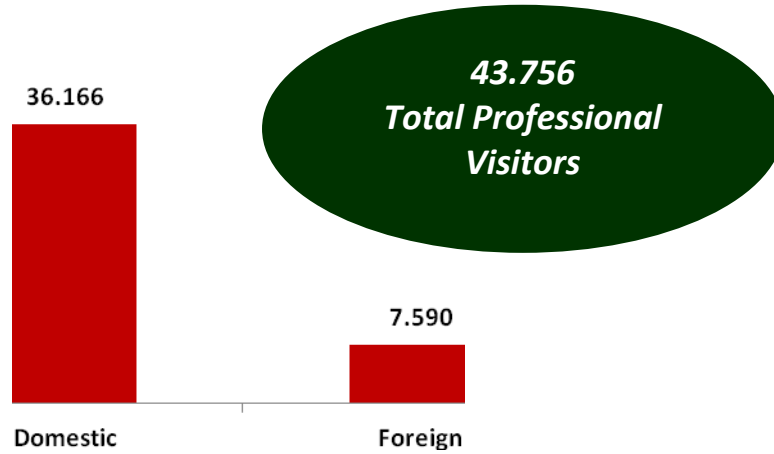
### Exhibitor companies countries

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

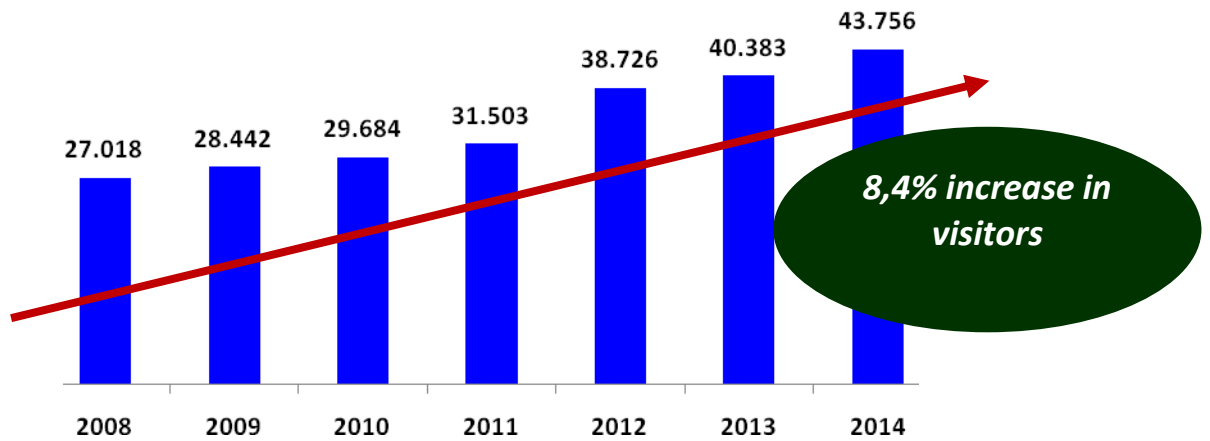


#### 4. VISITOR INFORMATION

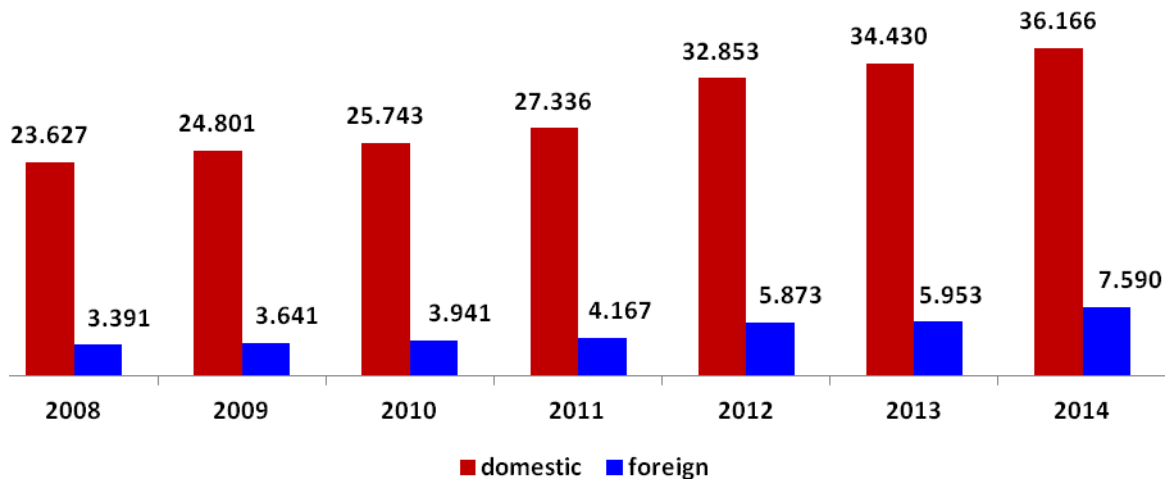
##### 4.1. OVERVIEW



Change in visitors by year



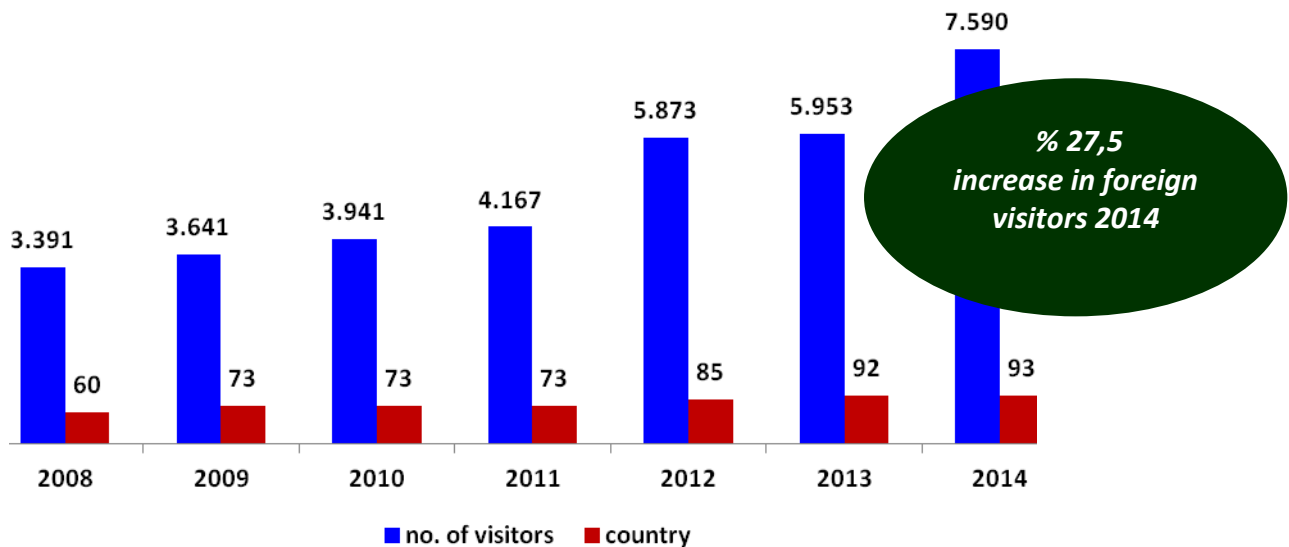
Change in domestic and foreign visitors by year



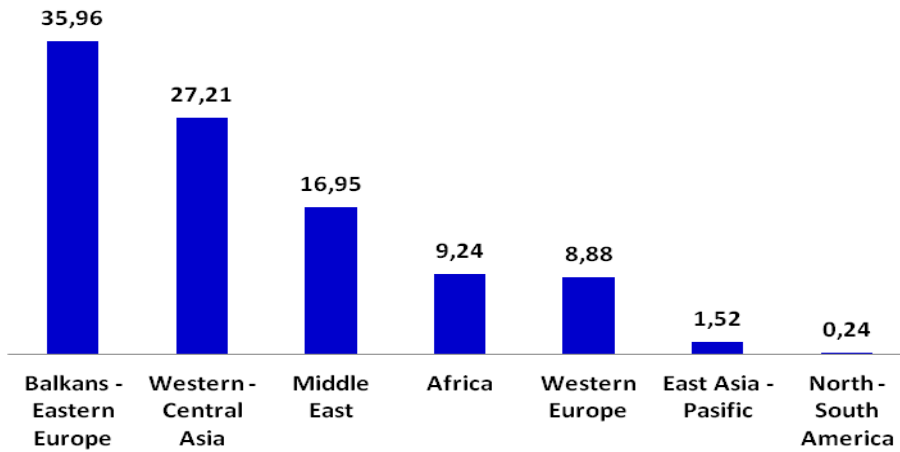
## 4.2. FOREIGN VISITORS

### Foreign Visitors from 93 countries

- Afghanistan
- Albania
- Algeria
- Armenia
- Austria
- Azerbaijan
- Belarus
- Belgium
- Bosnia Herzegovina
- Bulgaria
- Byelorussia
- Cameroon
- Canada
- Chile
- China
- Croatia
- Czech republic
- Denmark
- Egypt
- Esthonia
- Ethiopia
- Finland
- France
- Georgia
- Germany
- Ghana
- Greece
- Holland
- Hungary
- India
- Iran
- Iraq
- Ireland
- Israel
- Italy
- Japan
- Jordan
- Kampuchea
- Kazakhstan
- Kenya
- KKTC
- Korea
- Kosovo
- Kuveyt
- Kyrgyzstan
- Lebanon
- Libya
- Lithuania
- Macedonia
- Malaysia
- Moldova
- Moldova
- Monegasque
- Mongolia
- Montenegro
- Morocco
- Mozambique
- Nigeria
- Norway
- Oman
- Pakistan
- Peru
- Philistine
- Poland
- Portugal
- Qatar
- Romania
- Rusia
- San Marino
- Senegal
- Serbia
- Slovenia
- South Africa
- South Korea
- Spain
- Sudan
- Suudi Arabia
- Swaziland
- Sweden
- Switzerland
- Syria
- Taiwan
- Tajikistan
- Tanzania
- Tatarstan
- Tunis
- Turkmenistan
- U.S.A.
- UAE
- Uganda
- Ukraine
- United Kingdom
- Uzbekistan



**Breakdown of Foreign Visitors by Regions ( % )**



**International Purchasing Committees Organization from 21 Countries**

- Azerbaijan
- Bosnia Herzegovina
- Bulgaria
- Canada
- Croatia
- Egypt
- Georgia
- Greece
- India
- Iran
- Italy
- Jordan
- Kosovo
- Macedonia
- Moldova
- Philistine
- Romania
- Rusia
- Serbia
- Syria
- Ukraine

**Most 10 countries that visitors comes from**

- Bosnia Herzegovina
- Bulgaria
- Egypt
- Greece
- Iran
- Macedonia
- Rusia
- Serbia
- Suudi Arabia
- Syria

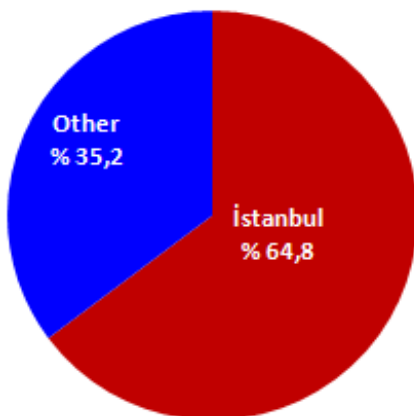


### 4.3. DOMESTIC VISITORS

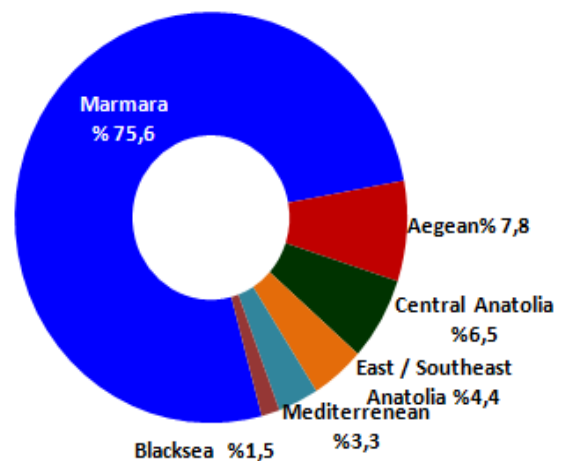
#### Visitors From 75 provinces

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

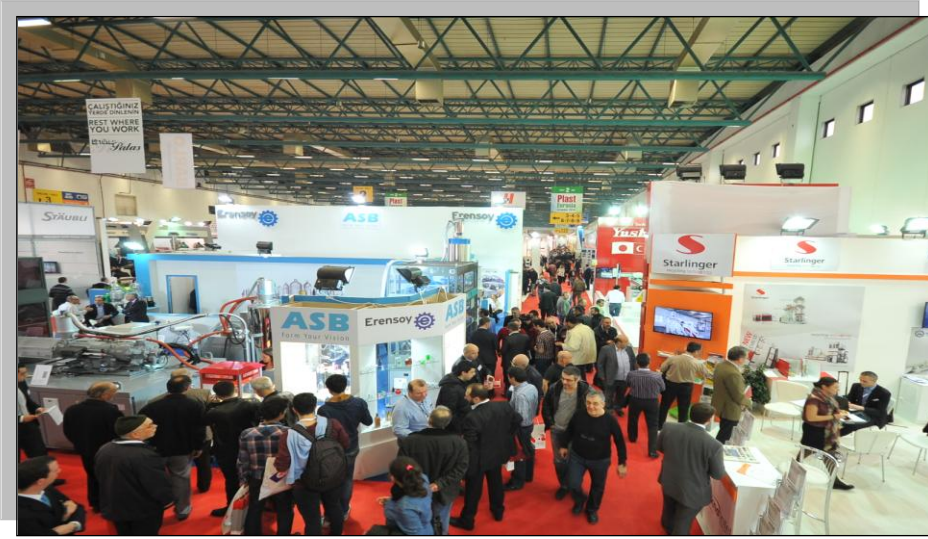
#### Breakdown of İstanbul- Other Cities



#### Breakdown of domestic visitors by regions







**Purchasing committees from  
Aksaray, Ankara, Bolu, Bursa, Eskişehir, Gaziantep,  
İstanbul, İzmir, Kocaeli, Konya, Manisa, Uşak and Yalova  
were hosted by Tuyap**



#### 4.4. VISITOR PROFILE

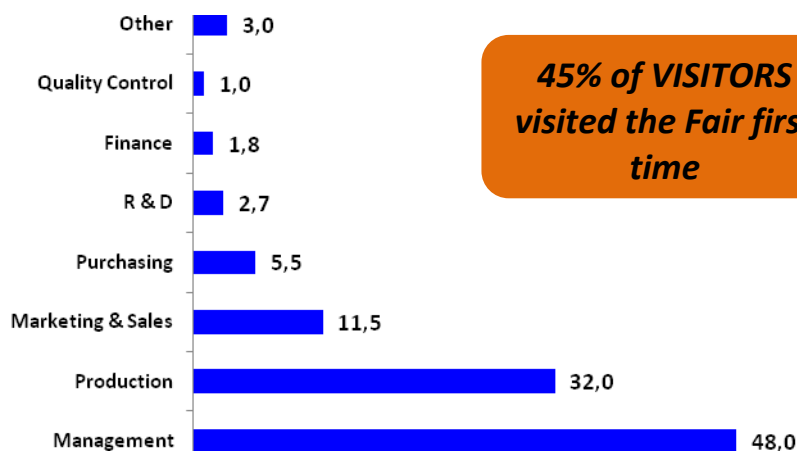
##### a. Visitor breakdown by industry (%)



##### Sectors represented less than 3% ;

- Paint Industry
- Construction & Building Supplies Ind.
- Textile Industry
- Cable and Pipe Industry
- Home Appliances Man.
- Medical Devices Manufacturing
- Control Systems Manufacturing
- Furniture Industry
- Label Barcode Systems Man.
- Cosmetic Industry
- Printing Industry
- Agriculture – Stockbreeding Ind.
- Pharmaceutical Industry
- Cleaning Products Industry

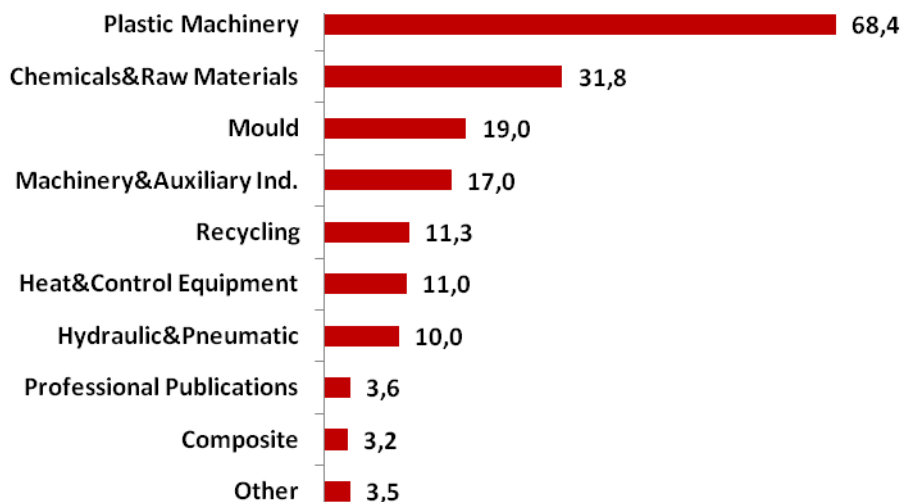
##### b. Breakdown of visitors by position-authority (%)



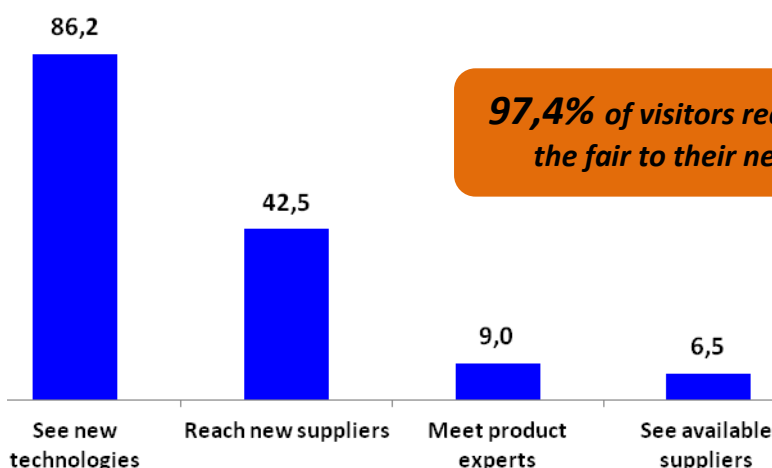
**45% of VISITORS visited the Fair first time**

**40% of visitors find a chance to meeting with 1-10 new exhibitors**

**c. Visitor breakdown by field of interest (%)**

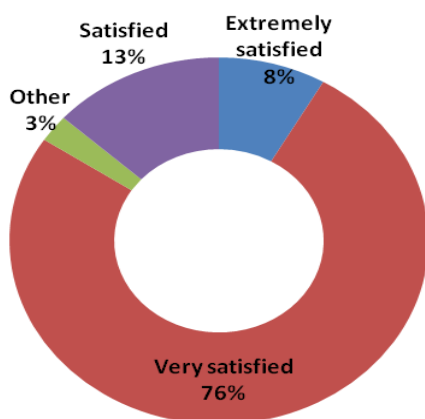


**d. Purpose for visit (%)**



**97,4% of visitors recommend the fair to their network**

**e. Level of satisfaction (%)**



## **PLAST EURASIA İSTANBUL ON MEDIA**

**Accessible at the website**

**[www.plasteurasia.com](http://www.plasteurasia.com)**