



**October 14 - 19, 2014**

[www.maktekfair.com](http://www.maktekfair.com)

**THE POST SHOW REPORT**

Fair Convention and Congress Center  
Büyüçekmece – Istanbul

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## 1. SUBJECT OF SURVEY

This survey report was prepared concerning the **MAKTEK EURASIA 2014**, 4th Machine Tools, Metal - Sheet Metal Processing Machines, Retainers- Cutting Equipment, Quality Control - Measuring Systems, CAD/CAM, PLM Software and Production Technologies fair held by Tüyap Fairs and Exhibitions Organization Inc. with the permission of the Union of Chambers and Commodity Exchanges of Turkey (TOBB), between October 14 – 19, 2014 at TÜYAP Fair Convention and Congress Center, Büyükçekmece/İstanbul.

### 1.1. SHOW INFO

<b>NAME</b>	<b>MAKTEK EURASIA 2014</b> 4th Machine Tools, Metal - Sheet Metal Processing Machines, Tool Holders- Cutting Tools, Quality Control – Measurement Systems, CAD/CAM, PLM Software and Manufacturing Technologies Fair
<b>DATE</b>	October 14 – 19, 2014
<b>VENUE</b>	Tüyap Fair Convention and Congress Center, Büyükçekmece
<b>CITY/COUNTRY</b>	İstanbul / Turkey
<b>ORGANISER</b>	Tüyap Fairs and Exhibitions Organization Inc.
<b>EXHIBITION AREA</b>	15 Halls / 122,000 m <sup>2</sup>
<b>NUMBER OF PARTICIPANTS</b>	1,378 companies and representatives / 33 countries
<b>NUMBER OF VISITORS</b>	65,722 professional visitors / 72 countries
<b>WEBSITE</b>	<a href="http://www.maktekfair.com">www.maktekfair.com</a>
<b>NEXT EVENT</b>	2016

### 1.1. PURPOSE OF SURVEY

The purpose of this survey is to determine the visitor profile and general fair evaluations of the visitors from the questionnaires completed with the domestic and foreign visitors during the fair as well as the information forms obtained from the visitors at the fair entrance; to provide the analysis results and news summaries about the fair to the companies participating in the fair; and to utilize the data obtained in the improvement and development of future fairs.

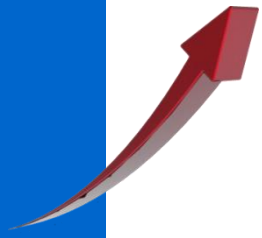
### 1.2. METHOD AND SAMPLE STRUCTURE OF SURVEY

This survey was conducted through a face-to-face questionnaire at different points in the fairground with randomly selected fair visitors who were distributed evenly as per days and hours. It was also conducted by evaluation of the information forms which were obtained from visitors upon their entrance to the fair, as well as analysis of professional visitor entry records and information on the invitations.

## 2. BRIEF INFORMATION

MAKTEK EURASIA IN THE YEAR 2014	
15 Halls	122,000 m <sup>2</sup> space
1,378	companies/representatives
33	participating countries
3,000	brands
72	visiting countries
65,722	professional visitors

When compared to 2012, 2014 showcased a

- 44% increase of attending companies and representatives
  - 12% increase in visitors' country diversity
  - 10% increase in visitors
- 

## 3. PARTICIPANT INFORMATION

1,378 companies and representatives from 33 countries

### Countries represented

USA	France	Japan
Germany	Croatia	Canada
Australia	India	South Korea
Austria	Netherlands	Luxemburg
Belarus	England	Malaysia
Belgium	Iran	Poland
Bosnia-Herzegovina	Spain	Portugal
Bulgaria	Israel	Russia
Czech Republic	Sweden	Slovakia
China	Switzerland	Taiwan
Denmark	Italy	Turkey

## 4. INFORMATION ON VISITORS

### 4.1 GENERAL VISITORS

**65,722 professionals visited MAKTEK EURASIA 2014.**

### 4.2. INFORMATION ON FOREIGN VISITORS

As a result of the evaluation of online visitor data and the information forms obtained from the visitors at the entrance of the **MAKTEK EURASIA 2014 Fair**, it was determined that foreign visitors from 71 countries visited the fair.

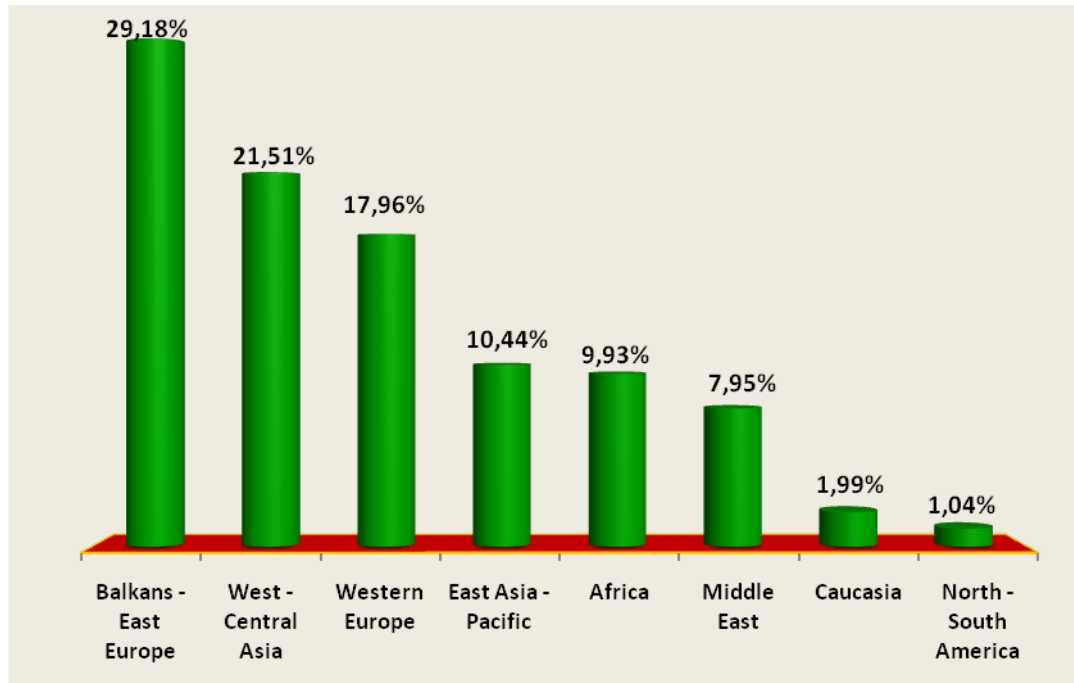
- USA
- Afghanistan
- Germany
- American Samoa
- Albania
- Australia
- Austria
- Azerbaijan
- UAE
- Belarus
- Bosnia-Herzegovina
- Bulgaria
- Algiers
- Czech Republic
- China
- Denmark
- Armenia
- Ethiopia
- Morocco
- FRANCE
- Ghana
- South Africa
- South Korea
- Georgia
- Croatia
- India
- Netherlands
- Iraq
- England
- Iran
- Spain
- Israel
- Sweden
- Switzerland
- Italy
- Japan
- Canada
- Qatar
- Kazakhstan
- Kyrgyzstan
- TRNC
- Kosovo
- Kuwait
- Liechtenstein
- Libya
- Lebanon
- Hungary
- Macedonia
- Mexico
- Egypt
- Nigeria
- Uzbekistan
- Pakistan
- Poland
- Portugal
- Romania
- Russia
- Serbia
- Sierra Leone
- Slovakia
- Sudan
- Syria
- Saudi Arabia
- Taiwan
- Tunisia
- Tuvalu
- Turkmenistan
- Ukraine
- Jordan
- Yemen
- Greece

**Visitors from 72 countries**

**Business delegation from 13 countries**

- Belarus
- Bosnia-Herzegovina
- Bulgaria
- Algiers
- India
- Iran
- Kosovo
- Macedonia
- Egypt
- Russia
- Serbia
- Ukraine
- Greece

### Geographical distribution of foreign visitors (%)

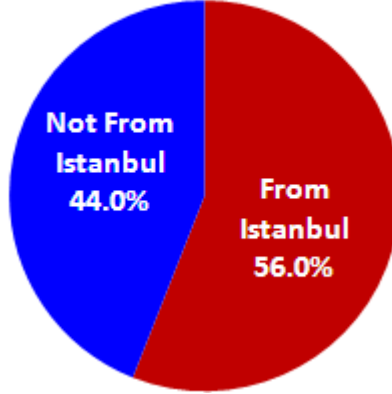


**NEW** visitors from 19 countries

**80% FIRST-TIME** visitors

**46%** of foreign visitors placed an order throughout the fair.

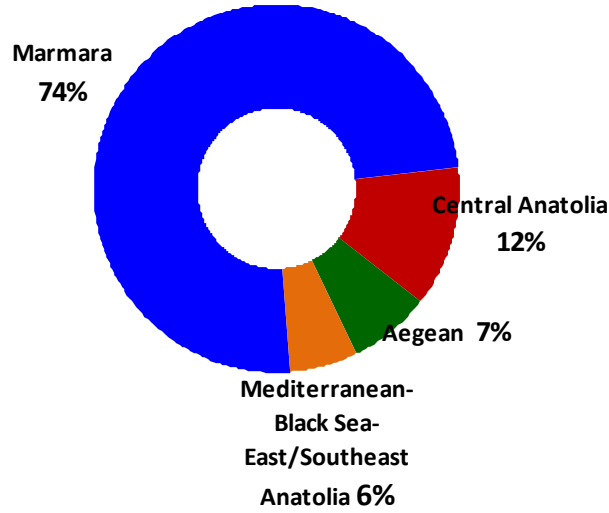
### 4.3. INFORMATION ON DOMESTIC VISITORS



#### Visitors from 79 cities

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

### Distribution of domestic visitors by region (%)



Business delegations from **24 cities** were hosted by Tüyap.

Adana	Denizli	Kayseri
Ankara	Erzincan	Kırşehir
Antalya	Eskişehir	Kocaeli
Bartın	Isparta	Konya
Bilecik	İstanbul	Kütahya
Burdur	İzmir	Manisa
Bursa	Karabük	Nevşehir
Çanakkale	Karaman	Tokat

#### DOMESTIC VISITORS;

**49%** FIRST-TIME visitors

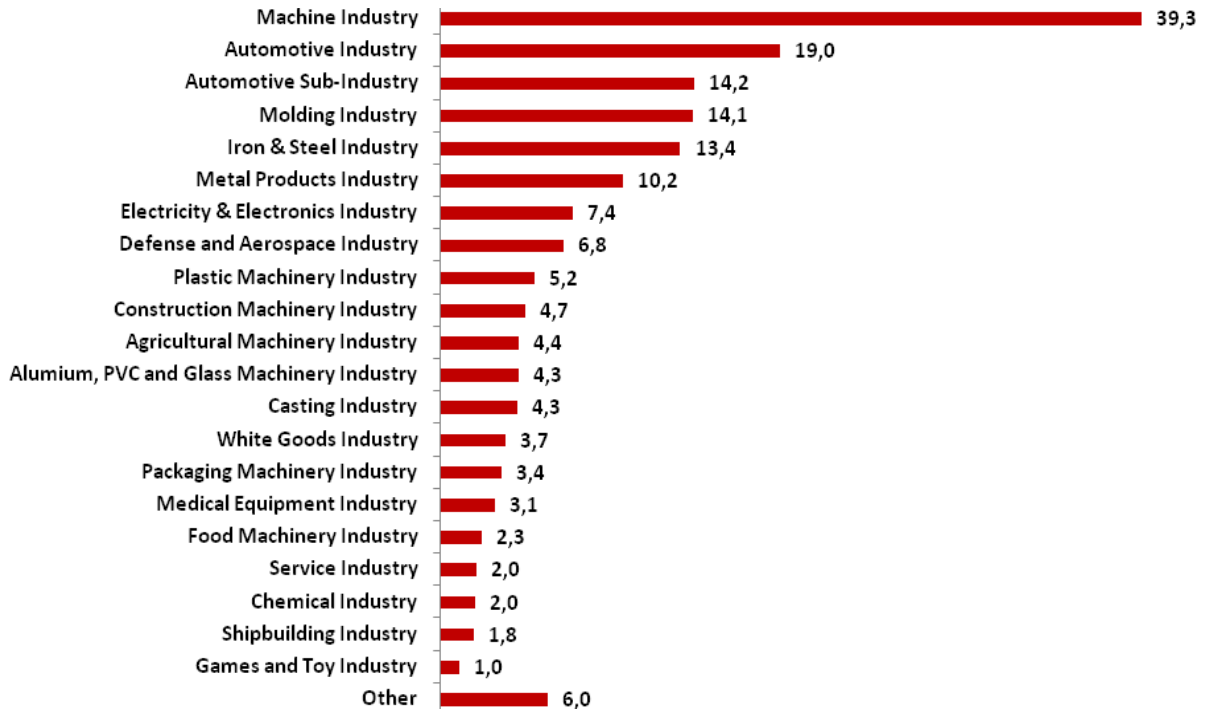
**63%** of visitors plan to place an order within 3 months.

**76%** of visitors got in touch with **NEW** companies, on top of existing business partners.

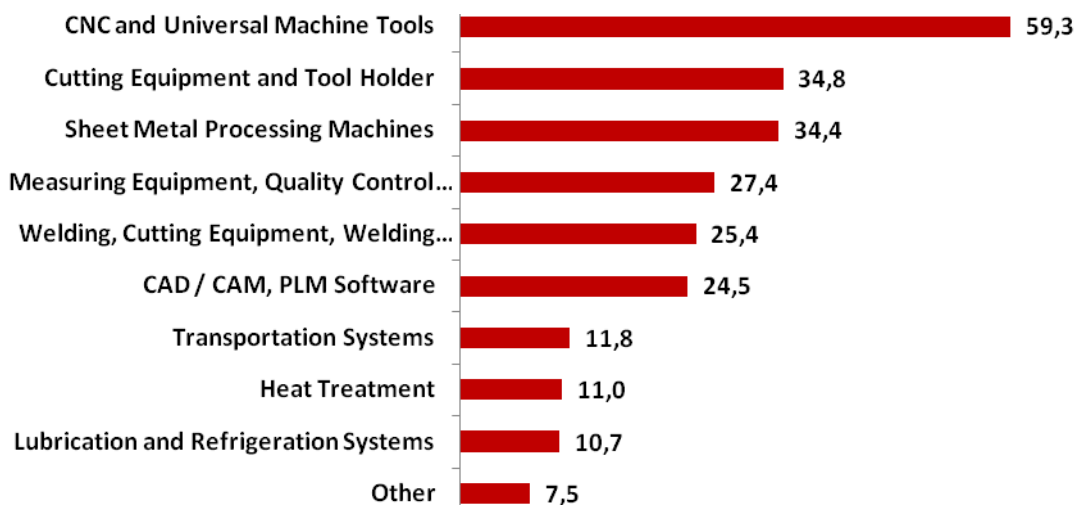


#### 4.4. GENERAL VISITOR PROFILE

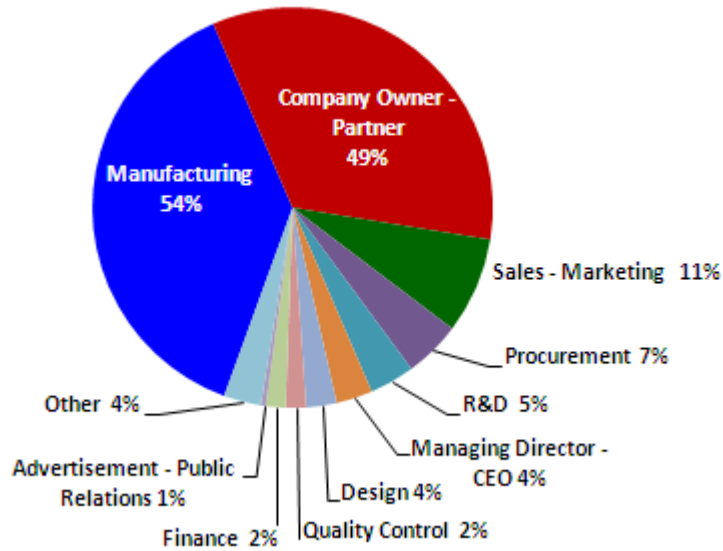
##### a. Distribution of visitors by field of activity (%)



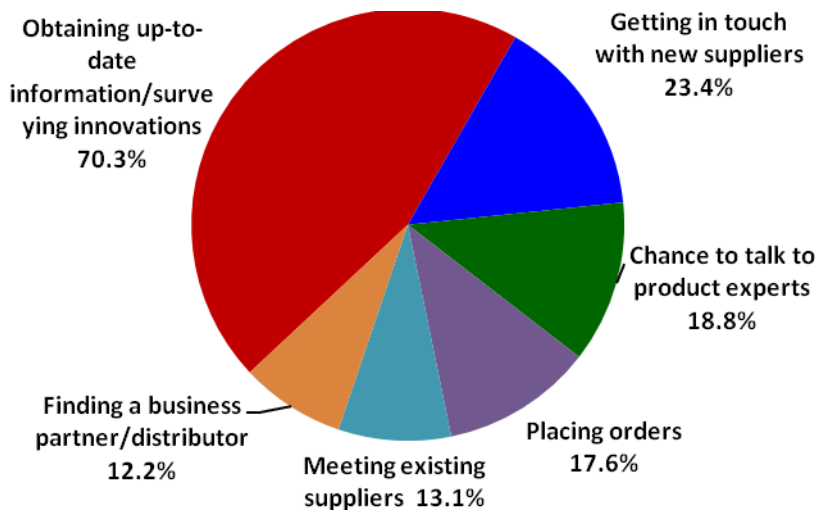
##### b. Distribution of visitors by product group of interest (%)



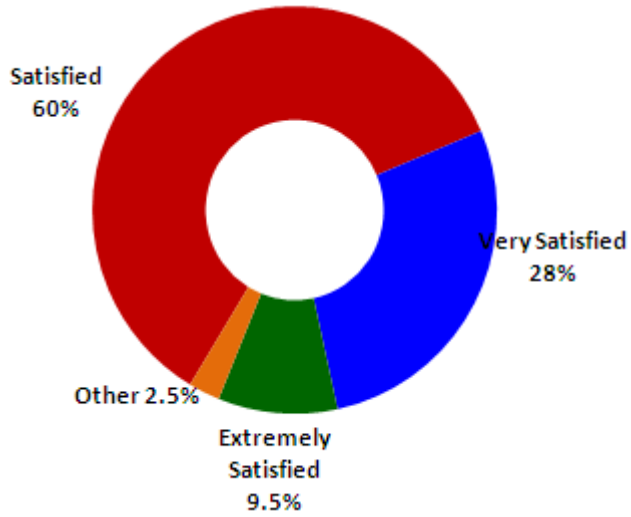
**c. Distribution of visitors by position in their companies (%)**



**d. Visitors' purpose for visiting the fair (%)**



e. Satisfaction rate (%)



**98%** of visitors recommend the fair to their business

**97.5% VISITOR**



**STATED THEIR INTENSION TO VISIT THE FAIR NEXT YEAR**

## 5. ACTIVITIES

### a. Opening

The opening ceremony of the MAKTEK EURASIA 2014 was held in attendance of Tüyap Executive General Manager İlhan ERSÖZLÜ, Tüyap Chairman of the Board Bülent ÜNAL, Ms. Sevda Kayhan YILMAZ Chairman of the Board Association of Machinery Manufacturers (MIB), Erdal GAMSIZ PhD Chairman of the Board of TIAD industry professionals, participants, members of the press, and guests.



## b. Events



EVENTS

- **Launch of Max Planck Science Gallery**  
**October 14-19 / Main Foyer**
- **BAU IV. Advanced Technology Seminar**  
President : Prof. Dr. M. Oktay Alniak  
**Subjects:**
  - Defense Platforms, Physical and Cyber Security
  - Defense Industry and Technologies
  - Cyber Security
  - Machine, Design and Materials
  - Energy, Electrical, Electronic and Information Technologies
  - Language, Education and Advanced Technologies
- **AB Effect of Vocational and Technical Education:**  
The Case of Italy and Germany  
**Speaker:**  
Şafak BÜLBÜL - Bahçeşehir University  
**October 16 Thursday / Time:**  
11:00 / MODA Hall
- **Sustainability and Innovation in Design and Manufacturing**  
**Speaker:**  
Prof. Dr. Mustafa KURT  
Marmara University  
**October 16 Thursday / Time:**  
11:30 / MODA Hall
- **QUESTIONS AND ANSWERS**  
**Speaker:**  
Prof. Dr. Mustafa KURT  
Marmara University  
Şafak BÜLBÜL - Bahçeşehir University  
**October 16 Thursday / Time:**  
12:00 / MODA Hall
- **Vibration and Solution Methods of Machine Tools**  
**Speaker:**  
Prof. Dr. Erhan BUDAK  
Sabancı University  
**October 17 Friday / Time:**  
11:00 / KALAMIŞ Hall

- **Vocational Qualifications System, Benefits of Employee and Employer**  
**Speaker:**  
Dr. Eng. Erdal GAMSIZ - TİAD  
Samet Burçin AYDOĞMUŞ - TİAD  
Vocational Test Center  
**October 17 Friday / Time:**  
11:30 / KALAMIŞ Hall
- **QUESTIONS AND ANSWERS**  
**Speaker:**  
Prof. Dr. Erhan BUDAK  
Sabancı University  
Dr. Müh. Erdal GAMSIZ - TİAD  
Samet Burçin AYDOĞMUŞ - TİAD  
Vocational Test Center  
**October 17 Friday / Time:**  
12:00 / KALAMIŞ Hall
- **High Performance Virtual Machining and CNC System Design**  
**Speaker:**  
Prof. Dr. Yusuf ALTINTAŞ  
British Columbia University  
**October 17 Friday / Time:**  
14:30 / KALAMIŞ Hall
- **Demonstration of CutPro**  
**Speaker:**  
Prof. Dr. Yusuf ALTINTAŞ  
British Columbia University  
**October 17 Friday / Time:**  
15:45 / KALAMIŞ Hall
- **Demonstration of MachPro - NX AppsPro**  
**Speaker:**  
Dr. Doruk MERDOL  
British Columbia University  
**October 17 Friday / Time:**  
16:00 / KALAMIŞ Hall
- **QUESTIONS AND ANSWERS**  
**Speaker:**  
Prof. Dr. Yusuf ALTINTAŞ  
British Columbia University  
Dr. Doruk MERDOL  
British Columbia University  
**October 17 Friday / Time:**  
16:15 / KALAMIŞ Hall

## NEWS FROM THE FAIR

Available at  
[www.maktekfair.com](http://www.maktekfair.com)

