



ISK-SODEX in 2019 CARRIES HVAC&R Industry Forward!

ISK-SODEX, the largest air-conditioning systems exhibition in the Eurasia region prepares to bring national and international brands together in Turkey. Achieving great success with the business volume it created by bringing together 424 international participants from 44 countries and 84 thousand 963 industry professionals from 105 countries in Turkey, ISK-SODEX is preparing for next year at the same pace.

Hannover Messe Sodeks Fuarcılık General Manager Alexander Kühnel said: “The air-conditioning industry occupies an important place in Turkey's exports. Growing by 11.8 percent last year, the industry targets exports of 12 billion Dollars by 2023. It is very important that the sector displays this potential at international exhibitions.”

26 September 2018, Istanbul - The International “ISK-SODEX” Exhibition, which brings together all components of the HVAC&R, Pumps, Valves, Fittings, Fire Prevention, Water Treatment and Insulation will be held at the TÜYAP Exhibition and Congress Centre between 2 – 5 October 2019. Hannover Messe Sodeks Fuarcılık General Manager Alexander Kühnel said, on the economic size of the industry:

“The air-conditioning industry occupies an important place in Turkey's exports. Growing by 11.8 percent last year, the industry targets exports of 12 billion Dollars by 2023. It is very important that the sector displays this potential at international exhibitions. As ISK-SODEX, we too are taking important steps to drive the air-conditioning industry forward. The exhibition we held in 2018 was very successful for both the industry and the country. We saw a significant increase in the number of foreign participants and visitors. Every year we renew ourselves with the aim of increasing this success. New demands have risen during interviews we held with industry representatives. Along with new fields, we aim at increasing the number, and developing the contents, of forums and panels.”

The Doors of Foreign Trade will open with ISK-SODEX between 2 – 5 October 2019!

Noting that they would make Istanbul the heart of the air-conditioning industry in 2019 with their national and international participants, and providing information on important target markets for Turkey, **Kühnel** said:



Deutsche Messe



"For 2019, the air-conditioning industry included Latin American countries in its roadmap for exports. We are aware of how important these countries are for Turkish exporters, and

We intensified our efforts to ensure their participation in the exhibition. We also see that developed countries such as Germany, Britain and Italy are strategic markets for Turkey. ISK-SODEX 2019 will prove to be an exhibition in which we will bring together specialised participants and visitors from all strategic markets. Throughout the exhibition we will conduct supporting programmes and provide participants and visitors with new opportunities to meet each other, establish business contacts, and share knowledge and experiences, as well as putting weight on B2B meetings."

ISK-SODEX exhibition, organised by **Hannover Messe Sodeks Fuarcılık**, the Turkish subsidiary of **Deutsche Messe**, will be held at the Beylikdüzü TÜYAP Exhibition and Congress Centre by cooperation with **ISKAV, DOSIDER, İSKİD, İZODER, TTMD, POMSAD, SOSİAD, ESSİAD, MTMD** and **KBSB**.

About Hannover Messe Sodeks Fuarcılık

Hannover Messe Sodeks Fuarcılık A.S. (HMSF) is the partner company of Hannover-Messe International İstanbul which is a subsidiary of Deutsche Messe AG, one of the leading exhibition organizers in the world. As the strong international connections of Deutsche Messe AG, having its offices in 6 countries and over 60 representatives around the world the success of the organized exhibitions will reach to higher ranks in the international area and supply the needs of the related sectors much better. The exhibitions that bring all the demands and innovations together will serve Europe, Asia and Middle East as well as Turkey.

Contact:

Serkan Ünal

sunal@grup7.com.tr

0212 292 13 13