



Post Show Report Europort Istanbul 2009

Leading position Europort Istanbul 2009

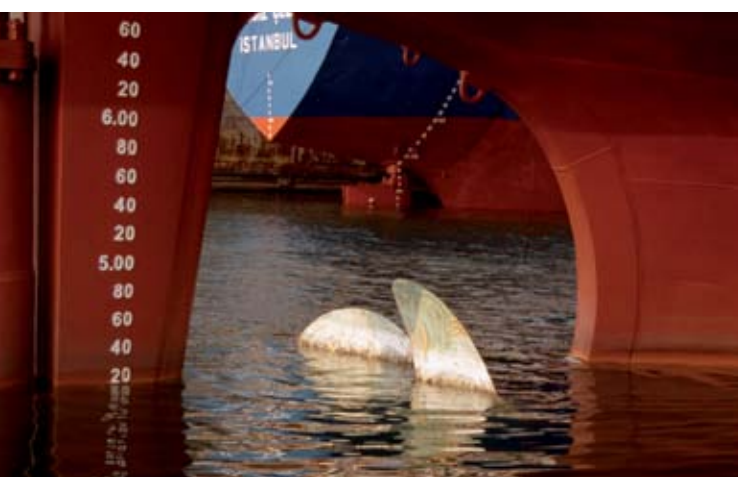
From 25 – 28 March 2009 Europort Istanbul again demonstrated its leading position as international maritime exhibition in Turkey. The 10th edition of this trade fair created a positive business spirit with 217 exhibitors representing 610 brands from 34 countries and 7,869 high quality visitors from 48 countries.

Accompanied by a high-quality conference and workshop programme, covering actual issues in the Turkish maritime industry, Europort Istanbul has proven to be the complete platform for the maritime industry in Turkey.

Ministerial support

Europort Istanbul can count on the active support of important stakeholders, which underlines the A-status that the event marks.

In 2009 the Turkish Minister of Industry and Trade, the Head of the Turkish Chamber of Shipping and other important sector leaders were all present at the opening ceremony. The Turkish Prime Minister Mr. Recep Tayyip Erdoğan sent a telegram to the organisers, wishing all exhibitors a very successful show.



"I am glad that we have brought the brand Europort to Istanbul. What once started as 'Exoshipping', a mainly national Turkish exhibition, has now developed into a truly international maritime trade fair in Turkey. An increase of 40% of international exhibitors, compared to Europort Istanbul 2007, is a more than satisfactory result and we are convinced that this percentage will be up again at the next edition."

Jos van der Vegt
CEO of Ahoy Rotterdam

"The exhibitors are all convinced that the Turkish region plays a very important role in the international maritime world and see good perspectives for the future. Europort Istanbul offers a gateway to new market opportunities for the participating companies and has proven that it is a serious business stimulator for both Turkish and international maritime companies"

Serkan Tiglioglu
**General Manager of NTSR International
Exhibition and Congress Organizers**

Visitors Analysis

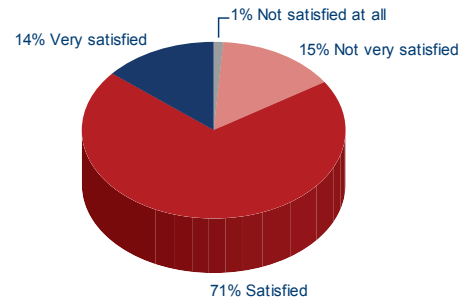
Total number of visitors: 7,869

Number of international visitors: 1,886

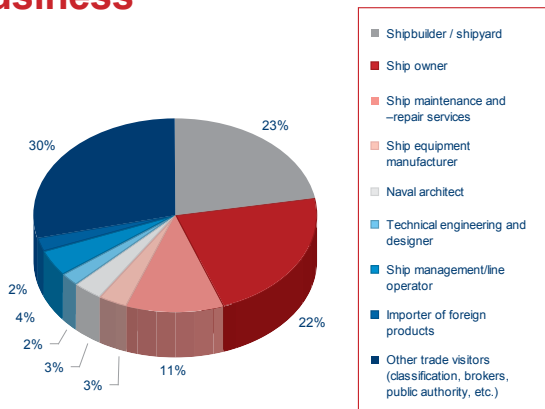
The 7,869 trade visitors came from 48 countries. Most international visitors came from the EU region with The Netherlands, United Kingdom, Spain, Germany and Greece in the Top 5. But also visitors from Bulgaria, France, Japan, Belgium, Italy and Scandinavian countries were well represented.

General appreciation

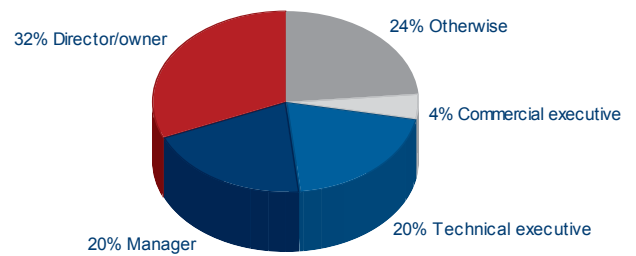
85% of the visitors were (very) satisfied with their visit to Europort Istanbul 2009.



Visitor background by nature of business

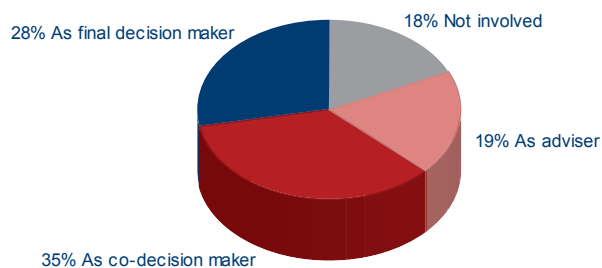


Visitor background by job function



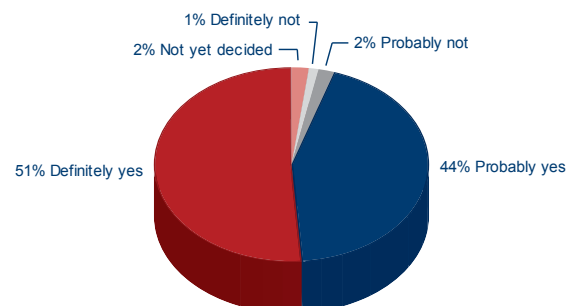
Decision making influence

Visitors at Europort Istanbul have a very high decision making influence. In 2009 82% were involved in the purchase of exhibited products / services as (co)decision maker or adviser.



Visit Europort Istanbul 2011

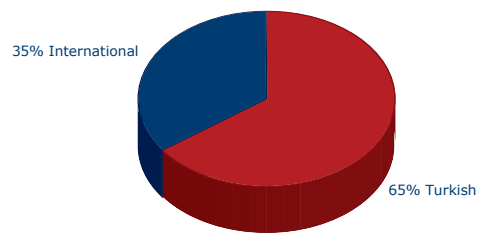
95% of the visitors in 2009 have the intention to visit Europort Istanbul 2011.



Exhibitors Analysis

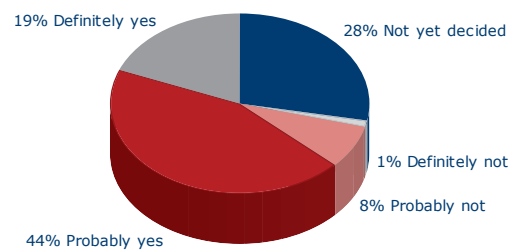
Total number of exhibitors: 217
Number of international exhibitors: 76
Number of represented brands: 610
Total exhibition area covered: 14,000 sq.m.

With six national pavilions from China, Denmark, France, Korea, the Netherlands and Romania and individual participations from exhibitors representing 34 countries, Europort Istanbul proved to be a true international platform for the maritime industry.



Participation Europort Istanbul 2011

During the 2009 edition more than 60% of the exhibitors already announced to definitely or probably participate again in 2011.



Exhibitors realised participation goals

- 95% was successful in maintaining existing relations
- 89% was satisfied with their introduction of new products
- 91% was successful in establishing new contacts

"For VDL Klima, ABC Diesel and Betumar, the exhibition was satisfying as it resulted in numerous serious leads, the finalizing of a project and various quotes for some new service projects."

Henk van der Lip of VDL Klima from the Netherlands

Mr. Sun Chae from BUSAN, coordinator of the Korean Pavilion revealed that they will definitely be back in 2011 with an even larger pavilion.

