

# EUROPORT ISTANBUL

## POST SHOW REPORT

### Leading maritime exhibition in Turkey

The eleventh edition of Europort Istanbul again proved its position as the leading international maritime exhibition in Turkey. From 23 to 26 March 2011 all sectors of the maritime industry came together in the Istanbul Expo Center. With 234 exhibitors who represented 753 brands from 37 countries and 7,181 trade visitors the exhibition demonstrated its value as an important meeting place. Many exhibitors were satisfied with the positive business spirit.

Turkey has grown into one of the leading shipbuilding nations worldwide. Istanbul links Europe with countries in the Middle East, the Black Sea Region as well as with countries like Greece and Romania. Europort Istanbul takes place in the heart of the shipbuilding industry in the modern facilities of the Istanbul Expo Centre, located only 5 minutes from the international airport with the important shipbuilding area Tuzla nearby.

The visitors included, amongst others, shipyards, shipowners and ship maintenance and repair yards. The official opening conference Mare Forum Istanbul, held one day prior to Europort Istanbul on 22 March 2011 attracted some 160 key players in the global shipbuilding industry. Also the specialist seminars and conferences organised during Europort Istanbul 2011 were well attended.

Despite the economic issues that have affected the shipbuilding industry, the support for Europort Istanbul was strong as ever.

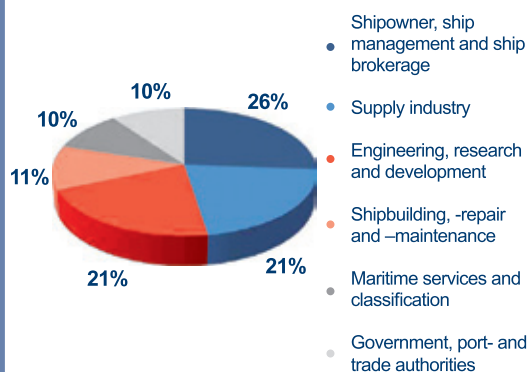


#### Origin of Visitors

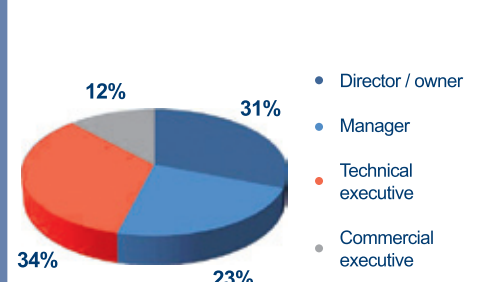
The 7,181 trade visitors came from 37 countries. Most international visitors came from the EU region with the Netherlands, United Kingdom, Germany, Greece and Norway in the Top 5. But also visitors from Spain, Italy, Bulgaria, France, Belgium, Poland, China, Cyprus and Scandinavian countries were well represented.



#### Visitor background by line of business



#### Visitor background by position

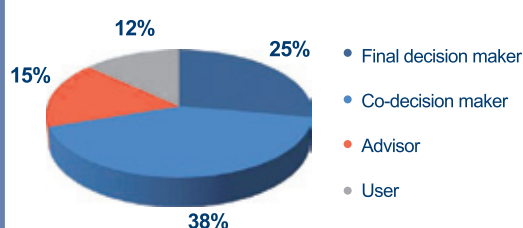


#### Visitor satisfaction

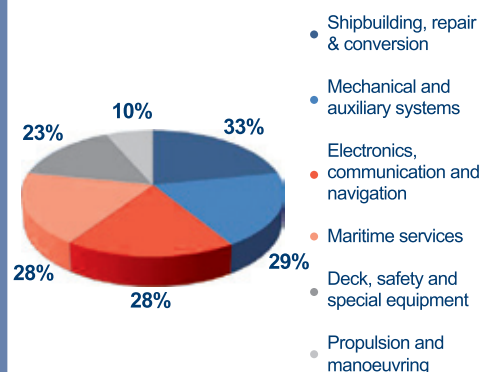
- 82% of the visitors were (very) satisfied with their visit to Europort Istanbul 2011.
- 95% of the visitors have the intention to visit the next edition of Europort Istanbul

#### Visitor decision making authority

Nearly 80% of the visitors were involved in the purchase of exhibited products and services as final/co-decision maker or advisor.









#### Visitor interest by nature of product group



## Exhibitor profile

Europort Istanbul exhibitors are manufacturers and suppliers of products and services for the shipbuilding and super yacht industry:

-  Shipbuilding, repair & conversion
-  Propulsion and Manoeuvring
-  Electronics, communication and navigation
-  Mechanical and auxiliary systems
-  Deck, safety and special equipment
-  Maritime services

## Exhibitor satisfaction with participation goals

93% of the exhibitors was successful in maintaining existing business relations

87% of the exhibitors was successful in making new contacts with potential business partners

80% of the exhibitors was satisfied with the introduction of new products / services

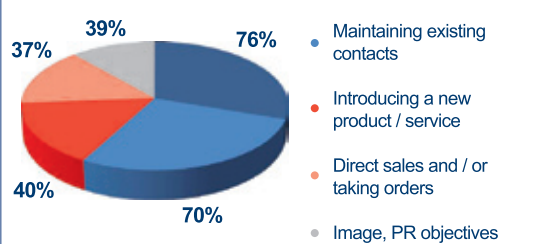
### Origin of Exhibitors

The broad international interest for the exhibition was reflected in the participation of five national pavilions from China, Korea (Busan), Korea (Ulsan), Romania and the Netherlands. The 234 exhibitors represented 753 brands from 37 countries.



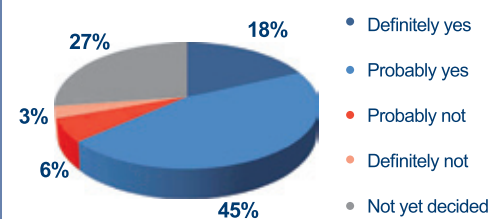
### Reasons to exhibit

Establishing new contacts with potential business partners and maintaining contacts with existing business relations were the most important reasons for participation.



### Next Europort Istanbul

During Europort Istanbul 2011 more than 60% of all exhibitors already indicated to definitely or probably participate again in 2013.



## Testimonials of Europort Istanbul 2011 exhibitors

*"For us the exhibition was already a success before it ended because we have had so many new contacts and, amongst others, a request for two new cargo pump systems."*

**Martijn van der Sar, product manager, Holland Cargo Pumps BV, The Netherlands**

*"We exhibited as in previous years. We were expecting to strengthen our brand awareness & relations with key market players from shipyard to owners. I can gladly say that Europort Istanbul 2011 met our expectations."*

**Cengiz Karabüber, Marine Manager Turkey & Azerbaijan, International Paint Marine Coatings, Turkey**

*"This exhibition has been a good experience for our company. We have had many contacts with existing as well as potential customers and several projects are going on. It was also an occasion for us to show our Turkish customers that we are a company they can rely on."*

**Mehdi Kebaili, export area manager, Moteurs Baudouin, France**

*"I believe the 11<sup>th</sup> Europort Istanbul International Maritime Exhibition was very fruitful for the sector. Even though the sector goes through a difficult period, bringing the suppliers, operators and shipyards together during the exhibition will have a positive effect on creating new opportunities. I think this years exhibition will bring positive results for the shipbuilding sector in the medium and long run."*

**Andec Solak, Naval Arch. & Marine Eng., FURUNO/Özsay Marine Corp., Turkey**



**Reserve 20 – 23 March 2013 in your diary for Europort Istanbul 2013!**

More information about Europort Istanbul including the application form for stand space and a complete list of Europort representatives around the world can be found on [www.europort-istanbul.com](http://www.europort-istanbul.com).

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