

# HARD

# WARE

eurasia

MARCH 23-26, 2022

in cooperation with



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

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Information



TS EN ISO 9001:2015

**TÜYAP İSTANBUL**

TÜYAP FAIR CONVENTION AND CONGRESS CENTER

Büyükdöğmece, İstanbul / Turkey

**Reed | TÜYAP**  
Reed Tüyap Fuarçılık A.Ş.

# HARDWARE

## eurasia

Hardware Eurasia brings together all the components of the industry at the Tüyap Fair and Congress Center on **March 23-26, 2022**, with Reed Tüyap's international experience and **HISİAD**'s industry wisdom!

Hardware Eurasia, which emerged with the correct analysis of the needs of the hardware industry, aims to host industry professionals from all over the world, especially in the Eurasia region.

**60 Countries**  
**2-3 Hours Flight Distance**  
**4.6 Billion Population**  
**80% of Turkey's exports**

- Russia
- Saudi Arabia
- Poland
- Kuwait
- Bulgaria
- Kazakhstan
- Romania
- Qatar
- Morocco
- Ukraine
- Iraq
- Serbia
- Israel

**Take your place at Hardware Eurasia, which will take place at Tüyap Fair and Congress Center with TSE Covid-19 Safe Service Certificate !**

# HALL PLAN

Hardware Eurasia, which will position the leading purchasing companies in the center of the fairground, in the **VIP Buyers Area**, assumes a unifying role for efficient business contacts by using digital tools in the most accurate way with its intense B2B Meeting programs.

## FURNITURE AND BUILDING HARDWARE

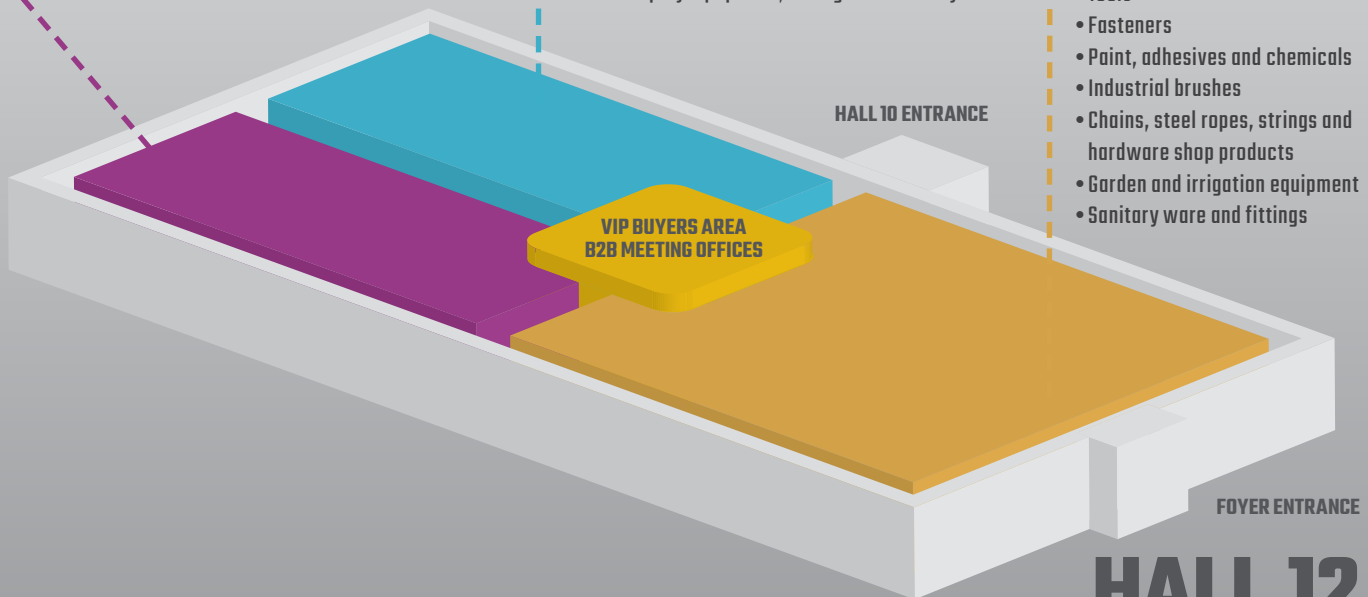
- Furniture accessories
- Door and Window materials and accessories
- Lock systems and mechanisms
- Construction armatures
- Decorative metal wares
- Security systems
- Electrical materials and equipment

## INDUSTRIAL HARDWARE

- Welding, wire, electrode, soldering equipment and machinery
- Cutters, drill bits, abrasives and emeries
- Ladders and carrier equipment
- Occupational safety
- Industrial cleaning machinery and equipment
- Rollers and transmission equipment
- Generator and compressors
- Forklift, pallet truck and carrier systems
- Store display equipment, storage and shelf systems

## TOOLS AND GENERAL HARDWARE

- Tools
- Fasteners
- Paint, adhesives and chemicals
- Industrial brushes
- Chains, steel ropes, strings and hardware shop products
- Garden and irrigation equipment
- Sanitary ware and fittings



# HALL 12

# WHY SHOULD YOU PARTICIPATE?

## VIP BUYERS AREA

An unmissable business potential opportunity at the center of the fairground with the VIP Buyers Area to be created with the planning of inviting the leading buyers of the industry and B2B Meetings Offices where intensive bilateral meetings will take place!

## DISCOVER NEW MARKETS

Have a voice in the developing markets in a wide geography from Europe to Asia, from the Middle East to North Africa with the guarantee of visitors from the target markets and buyers delegations from abroad!

## NEW GENERATION FAIR

Get the privilege of establishing new connections and meetings all year round using digital platforms with the new generation fair applications we have developed!

## REED TÜYAP EXPERIENCE

Get ready for a unique fair experience with the experience and global power of Reed Exhibitions, which has signed deep-rooted events in the hardware industry!

## Who will visit the fair?

- Hardware & hardware store wholesalers and retailers
- Purchasing authorities of the building markets
- D.I.Y. (Do it yourself) sector officials
- Construction companies and contractor companies
- Door & Window systems manufacturers
- Sectors in which electrical and mechanical hand tools are used
- Furniture and accessories manufacturers
- Automotive services, manufacturing and spare parts
- E-commerce companies
- Import and export officials
- Officials from production and industrial businesses
- Architects and engineers
- Other

**HARDWARE**  
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# 365-Day Non-Stop Trade Connections with Our Digital Platforms!

## Showcase your products and services all year round!

In the exhibitor guide on all digital platforms, we offer your products and services to the world for 365 days, and by highlighting your products in the online product catalogue, we provide year-round promotion.

## Easily access the right business contacts with smart B2B matching!

We bring you together with thousands of buyers thanks to our matching algorithm that we developed with our 40 years of fair experience.

## Organize your meetings with video infrastructure before and after the fair!

Thanks to our smart matching and network system with video meeting infrastructure, you can meet with buyers from all over the world, without getting stuck in the travel barrier.

## Experience the convenience of a single platform!

We offer the opportunity of managing all fair promotion and preparation processes from a single digital platform.

**6.3 Million**  
Annual Visitors

**4.6 Million**  
Domestic Visitors

**1.5 Million**  
Company Page  
Visits

**1.7 Million**  
International  
Visitors

## Exhibitor Digital Services



Create Your  
Profile



Arrange Your  
Meetings



List Your  
Products



Request  
Products & Services

**130 thousand active users!**

**MyTüyap** application, which brings all the features and more of the web exhibitor guide to mobile, provides easy access to the products and services of our exhibitors from anywhere.

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## The Biggest International Fair and Congress Center in the Eurasia Region.

- Total exhibition area of 145,000 sqm with 120,000 sqm indoor and 25,000 sqm outdoor space offers a wide range of services and facilities at international standards
- 1 breakfast room and 1 a la carte restaurant, 1 patisserie, 1 pub, 31 multi-purpose meeting rooms with capacities ranging from 50 to 3.000 people, Tüyap Palas houses 64 standard, 186 deluxe, 7 deluxe suits and 2 disabled rooms - 259 rooms in total.

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Experience the  
comfort of  
working and  
resting at the  
same place!

Located in the Tüyap Fair Convention and Congress Center, 5 star Tüyap Palas is at your service with 259 rooms, 31 meeting rooms, Ball room with 1250 guests capacity, new refreshment points, delicate food and beverage spots.

Reservation - Detailed Information

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