

SAFE EXPO EXPERIENCE WITH HYBRID FAIR MODEL:

HARDWARE EURASIA FAIR AT TUYAP ISTANBUL, ON APRIL 1-4!

Aiming to be one of the most comprehensive hardware industry events first in Eurasia and then in the world, Hardware Eurasia Fair will bring together professionals and experts in their fields at Tüyap Fair Convention and Congress Center between April 1-4, 2021, with Reed Tüyap's international exhibition experience and the industrial power of the Hardware Manufacturers and Businessmen Association (HISIAD).

Hardware Eurasia Fair, which will make a great contribution to meeting the ambitious export targets of the hardware industry, has started its preparations to host industry professionals from all over the world, especially in the **Eurasia region**. The fair will be a new platform where all stakeholders who manufacture, market and sell hardware products can join their forces, in order to lay the groundwork for the most efficient development of the hardware industry.

Hardware Eurasia Fair will cover all products and services in the wide product range of the industry, which is grouped under three main headings as **Industrial Hardware, Tools & General Hardware** and **Furniture & Building Hardware**.

Hardware Eurasia Fair, where **New Generation Fair** applications will take place, gives its exhibitors the opportunity to contact with all the visitor profiles they aim to reach, thanks to the **hybrid fair model** where the power of the physical fair and the innovative face of digital applications are combined. With the measures covering all the requirements of the new normal period, Hardware Eurasia Fair will offer **a safe expo experience** to both its exhibitors and visitors. All fair area processes have been arranged to be contact-free with online registration and gate entry procedures as well as the improvements in the exhibitor portal.

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!

Take your place at Hardware Eurasia, which will take place at Tüyap Fair and Congress Center with TSE (Turkish Standards Institution) Covid-19 Safe Service Certificate on April 1-4!

team@hardwareeurasia.com

www.hardwareeurasia.com

+90 (212) 867 11 00 (Internal: 1132)