



Rubber Eurasia Fair is On!

The highly anticipated event by rubber industry, Rubber Eurasia Fair opened its doors at Tüyap Fair and Congress Center today. The event that will last until April 20 brings together over 170 local and foreign exhibitor companies with innovative products and technologies.

The only fair of its industry in the Eurasia region, Rubber Eurasia attracted great interest from the very first day, both within the country and abroad. Through the panels that will be held on its second and third days, the Fair will offer its visitors the opportunity to get information about compliance with global regulations, local conditions and sustainability in the rubber industry.

Rubber Eurasia Fair, targeting to seek solutions for the problems of tomorrow and shape the future by gathering key players of the rubber industry, started hosting its visitors with the official opening ceremony held on April 17, at 11:30 am. Highlighting the position of the rubber industry in Turkish economy and the momentum to be gained by the industry thanks to the fair, the **President of the Rubber Association, Özcan Doğu Kaya**, said at the opening ceremony, "The rubber industry is a major industry that plays a giant role in the development of our country, both as itself and by affecting other industries around it with its multiplier effect. In 2023, we achieved an export rate of USD 3,6 billion, in which our unit price for exporting unclassified rubber products was USD 6,6 per kilogram. Considering the Turkish average of around USD 1,00, USD 6,6 for rubber products is the indicator of a very high added value for our export rate."

Underlining that matters of digital and green transformation involves great opportunities for both the sector and the entire industry, Mr. Kaya said, "Many subjects, manufacturing areas and sales channels transforms and will transform by means of artificial intelligence. We observe that. However, green transformation - our second pillar - also plays a vital role in our industry."

Tüyap Fuarlar Yapım A.Ş. General Manager, İlhan Ersözlü, pointed, "The Rubber Fair - held for the 11th time - is the only specialized fair in its field. The Fair achieved a growth in comparison to the previous fair. We believe that this fair will also promote multiple industries in terms of export. More than eight thousand professional visitors will participate in the fair where major manufacturers of the industry will gather. Companies from Asian countries, Gulf countries and North Africa countries are among the exhibitor companies. We sincerely hope that our fair will contribute to commercial development."

An opportunity not to be missed for commercial cooperations

The Fair covers all areas of the industry, from rubber goods to raw materials, from machines to laboratory technologies. Visitors will get the chance to view thousands of product varieties under a single roof and follow the developments and innovations in the industry.

This great gathering organized for the 11th time by Tüyap Fair & Exhibition Group, in cooperation with the Rubber Association, is crucial in respect of enabling important commercial cooperations by bringing together qualified professionals and exhibitors of the industry, as the only industrial fair in the Eurasia region.

As part of the fair, the visitors will also be able to obtain critical information regarding compliance with global regulations, local conditions and sustainability in the rubber industry, during the panels that will be held between 10:30 am and 12 pm at Kalamış Hall on the second and third days of the fair. The first one of the panels organized by the 32nd Group Professional Committee of Rubber and Rubber Technologies Industry, will be about the "Registration, Evaluation, Authorisation and Restriction of Chemicals - REACH Regulation and Its Impacts on the Industry" and it will be held on April 18, 2024, Thursday, in cooperation with ISO, where Haydar Hazer and Selda Öztürk will deliver speeches. Gülizar Yavaş, Elif Berrak Taşyürek and Çağlar Güven will share significant information during the panel titled "The Green Deal - Opportunities and Risks for the Rubber Industry", which will be held on April 19, 2024, Friday.

The tickets are available on the following website for those who want to visit before the fair ends: www.kaucukistanbul.com This significant gathering of the rubber industry can be visited between 10 am and 06 pm every day, except for the last day. The fair will be open until 05 pm on its last day.