

## **THE RUBBER EURASIA FAIR, THE ONLY FAIR IN ITS INDUSTRY IN EURASIA, BROUGHT THE INDUSTRY LEADERS TOGETHER**

The Rubber Eurasia Fair, distinguished as the only fair of the rubber industry in the Eurasian region, became a meeting point for industry professionals between 17-20 April 2024. At the fair held at the Tüyap Fair Convention and Congress Center in collaboration with the Rubber Association, 176 companies and representatives showcased their state-of-the-art technology products and services. Significant collaborations took place between industry-leading companies and international visitors from both national and international arenas.

## **THE RUBBER EURASIA FAIR, MET WITH DEEP INTEREST, HOSTED THOUSANDS OF VISITORS**

The fair, which attracted intense attention both domestically and internationally, became the meeting point for industry stakeholders by hosting 5486 visitors from 55 countries for 4 days. Of the professionals who visited the Rubber Eurasia Fair, 34% were from European countries, 20% from the Middle East, 14% from the Balkans, 10% from African countries, 18% from Asia and Oceania, and 4% from North and South America. At the fair, which offered a large trade volume spanning a wide geography, visitors had the opportunity to examine the latest technology and innovative products ranging from rubber products to rubber raw materials, rubber machinery to laboratory technologies under a single roof.

## **PANELS HELD DURING THE FAIR ALLOWED SHARING OF KNOWLEDGE AND EXPERIENCE AT THE INDUSTRY LEVEL**

At the Rubber Eurasia Fair, which provided a platform for commercial partnerships, visitors also had the opportunity to enhance their industrial knowledge through panels held on the second and third days of the fair. The first panel, organized in collaboration with Istanbul Chamber of Industry, took place on Thursday, April 18<sup>th</sup>, with Haydar Hazer and Selda Öztürk as speakers on the theme “Registration, Evaluation, Authorization, and Restriction of Chemicals - REACH Legislation and Its Effects on the Industry”. On Friday, April 19<sup>th</sup>, Gülizar Yavaş, Elif Berrak Taşyürek, and Çağlar Güven shared their knowledge and experience related to the industry during the panel titled “Green Deal - Opportunities and Risks for the Rubber Industry”.

## **THE INDUSTRY IS EAGERLY WAITING FOR THE NEXT MEETING**

The next meeting of the fair, which brings together all stakeholders of the rubber industry, is eagerly anticipated by the industry professionals. Get ready to explore the latest developments in the industry, and to enhance your business connections by meeting with global participants and visitors at the upcoming fair!