

RUBBER INDUSTRY MEETS UP IN TUYAP

The Rubber Fair, the only Fair in Europe in the Rubber Industry, is getting ready to open its doors on October 24 - 27, 2018.

Rubber 2018, İstanbul 10th Rubber Industry Fair will be organized by Tüyap Fairs and Exhibitions Organization Inc. in cooperation with the Rubber Association between October 24 – 27, 2018 at Tüyap Fair Convention and Congress Center, Büyükçekmece, İstanbul.

In 2016, the fair took place with the participation of 192 companies and company representatives from 24 countries in 10.000 m2 indoor area. Thanks to intensive marketing activities carried out domestically and abroad, 7,741 sector professionals from 42 countries were brought together with participating companies. Top 10 visiting countries: Algeria, Bulgaria, China, Greece, Iran, Germany, Netherlands, Italy, Tunisia and Ukraine.

86% of Sales were Completed

86% of the stand area sales were completed at the beginning of May. The fair will be organized in Hall 12 this year where Rubber Products, Machines, Raw Materials and Laboratory sections will be exhibited.

B2B Matchmaking

This year will be an innovation in the fair. Participants will be able to make an appointment at the exhibition and face-to-face meetings with visitors during the fair using MyTyap Matchmaking System before the fair. Matchmaking enables you to search for the right contacts, products and solutions before the event.

Marketing Activities

Facebook and Instagram social media platforms are being used to promote the Rubber Fair. All developments related to the fair are shared on these platforms. In addition, digital marketing (Google Adwords) is actively used to promote the fair during this year.

Visiting Fair

The Rubber Fair can be visited on October 24-26 at 10.00-19.00 and October 27 at 10.00-18.00. To visit the fair, online invitation should be taken from www.kaucukistanbul.com web page.