6th International Industrial Coating Technologies Exhibition

25 - 27 November 2021
Istanbul Expo Center

Co-Located | Surtech Eurasia

paintexpoeurasia.com  Supporter  Organizer  Media Partner
KOSGEB  Artkim  Paint & Surface Magazine

THIS FAIR IS ORGANIZED WITH THE PERMISSION OF TOBB
(THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO.5174
Eurasia’s Leading Exhibition “6th International Industrial Coating Technologies Exhibition” PaintExpo Eurasia will take place collocate with Surface Treatment Exhibition Surtech Eurasia on 25-27 November 2021 at Istanbul Expo Center, Turkey.

Industrial coating technologies are mainly used in automotive and sub-industries, railways, shipbuilding and shipyards, aviation industry, machinery manufacturing industries, metal and sheet processing industry, plastic processing industry, white goods, furniture, sports and entertainment, metal and glass facade constructions, window and door manufacturing, electronic industry, heating and cooling equipment manufacturing and packaging industries.

**WHY EXHIBIT?**

- Get a chance to meet industry professionals who are directly in your target market.
- Step ahead of your competitors by displaying your products and solutions.
- Create sales opportunities to promote your business and reach potential customers by the support of the extended promotional campaigns that are conducted before, during and after the show.
- Receive new orders.
- Increase your market share in Turkey which is one of the Europe’s largest market.
- Strengthen your market presence and brand awareness

“PaintExpo Eurasia 2019, which was held in Istanbul this year, brought together the stakeholders of the sector and enabled companies to establish close contacts and express themselves better. We believe that such exhibitions are very important in order to reach solution partners or potential customer profile within the scope of their products.

Tuna Bora Elmastaş Sales / Business Development Manager Akzo Nobel Boya San. ve Tic. A.Ş

What is the effectiveness rate of the connections that you have established during the event?

- 68% Very effective
- 29.1% Fairly effective
- 27% Effective
- 4.9% Not effective

**The most important reasons for visiting are:** ‘Keeping up with new products and technologies’ and ‘Find new business contacs’

- Follow new products and technologies: 68%
- Find new business contacs: 48%
- Meet with current customers: 17%
- Gathering information about special products and solutions: 8%
- Follow market trends: 5%
What are your reasons for exhibiting in the Paintexpo Eurasia?

- Find new business contacts: 87%
- Improve current contacts: 77%
- Grow brand awareness: 72%
- Make sales/Collect orders: 62%
- Launch new products/services: 57%
- Find export customers: 43%
- Follow market trends: 28%
- Find new suppliers: 13%
- Find new products: 2%
- Other

How would you evaluate the fair in achieving these goals?

- Find new business contacts: 70%
- Improve current contacts: 69%
- Grow brand awareness: 64%
- Make sales/Collect orders: 60%
- Find export customers: 50%
- Introducing new products and services: 45%
- Follow market trends: 44%
- Find new suppliers: 33%
- Find new products: 26%
Çiğdem Arslan  
Project and Sales Director  
ROLAX

It has been a very fruitful event for us, during which we have had the opportunity to establish delightful contacts, hold efficient and effective meetings and entertain our existing customers. It has definitely been a considerably fruitful event for us. We will definitely be taking part in the next event as well.

Exhibitor Profile
✓ Systems and Equipment for Wet Painting, Powder Coating and Coil Coating  
✓ Application Systems and Spray Guns  
✓ Wet Paints and Powder Coatings  
✓ Automation and Conveyor Technologies  
✓ Cleaning and Pre-Treatment  
✓ Drying and Curing  
✓ Environmental Technology, Air Supply and Exhaust  
  Air Purification, Water Treatment, Recycling and Disposal  
✓ Accessories (Covering Materials and Systems, Painting Hangers, Filters, Pumps)  
✓ Measuring and Test Technology, Quality Assurance  
✓ Paint Stripping  
✓ Job-Shop Coating  
✓ Services  
✓ Training and Vocational Education  
✓ Research

Visitor Profile
✓ Coating Job-Shops  
✓ Automotive Industry and Suppliers  
✓ Commercial Vehicles, Railway, Ship and Shipyards  
✓ Aviation and Aerospace  
✓ Machinery Manufacturing  
✓ Metal and Metal Sheet Processing  
✓ Plastics Processing  
✓ White Goods and Household Appliances  
✓ Furniture (Wood and Metal)  
✓ Sports and Leisure Products  
✓ Metal and Glass Facade Construction  
✓ Window Manufacturing  
✓ Electronics Industry  
✓ Heating and Cooling Industry  
✓ Packaging Industry  
✓ Radiator Manufacturers  
✓ Bridges, Pipelines and Power Supply Lines  
✓ Many Others

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