

RISING CITY BURSA

RESIDENTIAL ESTATE SHOW

2ND HOUSING, OFFICE, LAND,
INVESTMENT AND FINANCE
FAIR

19-23
APRIL
2017

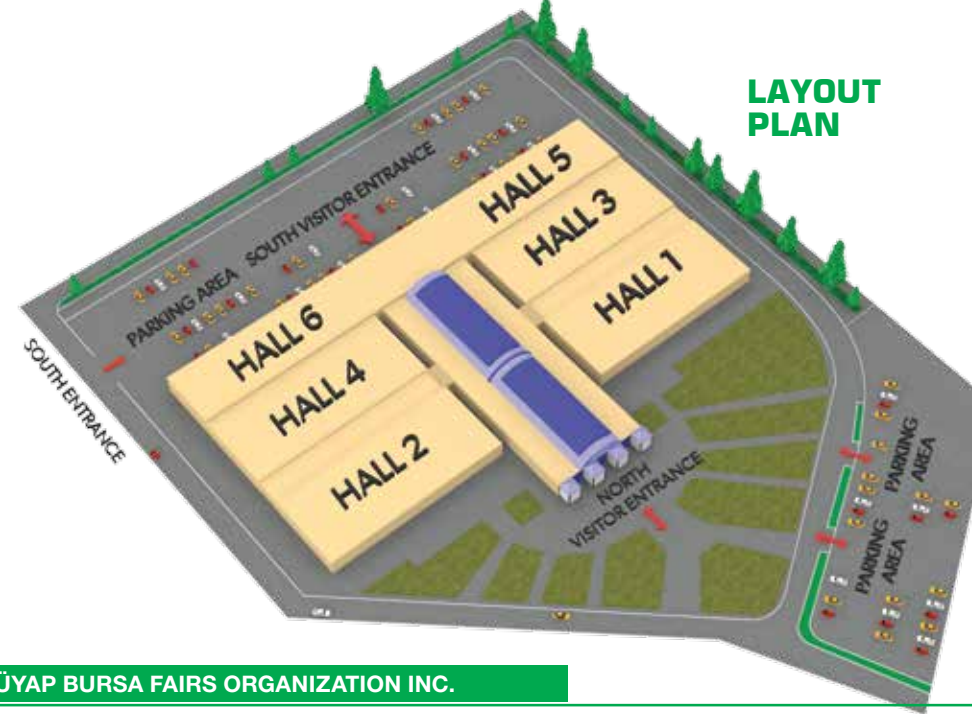
SIMULTANEOUSLY
WITH BURSA
CONSTRUCTION
FAIR

TÜYAP
Bursa

bursagayrimenkulfuari.com risingcitybursa.com

BURSA CONSTRUCTION FAIR

15th Building, Construction Materials, Installation, Heating, Cooling, Air Conditioning, Natural Gas and Technologies Fair



TÜYAP BURSA FAIRS ORGANIZATION INC.

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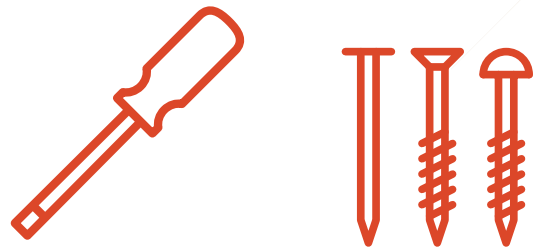
TÜYAP
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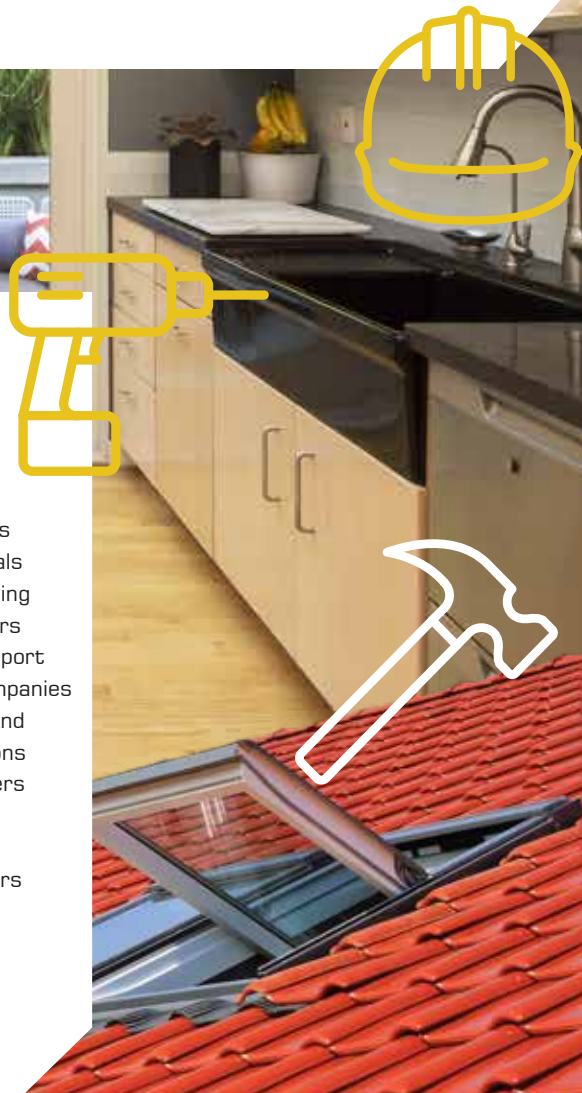
WHY? THE VISIT

- Finding the latest trends and developments of the construction sector, and the innovations they offer to consumers under the same roof.
- Following the power technology and its reflections on the sector closely.
- Making new business connections, and learning about the market image of the partner companies.
- Getting to the right decision in the right place and easily about the purchases you intend to make.



VISITORS PROFILE

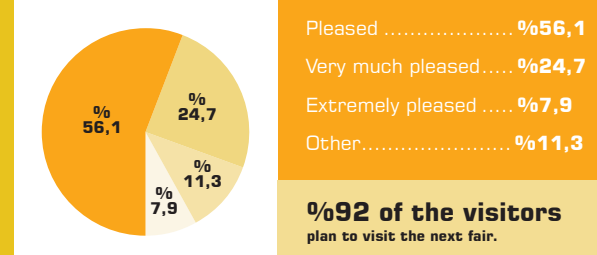
- Construction, Project Contracting Companies
- Construction Engineers
- Contractors
- Architects
- Interior Architects
- City Planners
- Industrial Designers
- Decorators
- Landscape Architectures
- Building Material Wholesalers
- Real Estate Investment Companies
- Building Markets
- Building Materials Seller And Building Material Masters
- International Import And Export Companies
- Municipalities And Public Institutions
- Hardware Dealers
- Hotels
- Hospitals
- Shopping Centers
- Final Consumer



BRIEF INFORMATION ABOUT BURSA CONSTRUCTION FAIR 2016

Highly Anticipated Gathering Of The Construction Industry In The Area

- Participation of **197** companies and their representatives from **7** countries
- **58,774** professional visitors from **24** countries
- **20,000 m²** of exhibition area with **4** halls



Pleased %56,1
Very much pleased %24,7
Extremely pleased %7,9
Other..... %11,3

%92 of the visitors plan to visit the next fair.

Buying committees from inside and outside Turkey were organized

Visitors and businessmen from **Germany, Azerbaijan, United Arab Emirates, Bahrain, Bulgaria, Algeria, Morocco, Palestine, France, Iraq, Iran, Israel, Qatar, NCTR, Kuwait, Libya, Lebanon, Egypt, Syria, Saudi Arabia, Tunisia, Sudan** and **Jordan** joined the fair organized by Tüyap Bursa Fuarçılık A.Ş. and BTSO.

Focusing on the needs of real estate and construction sectors and introducing innovations and developments in these sectors, the Fairs attracted many key actors and participant companies from highly populated cities including **Adapazarı, Afyon, Ankara, Aydın, Balıkesir, Bilecik, Bolu, Çanakkale, Denizli, Düzce, Eskişehir, İstanbul, İzmir, Kocaeli, Konya, Karaman, Kütahya, Manisa, Uşak** and **Yalova**, in addition to **Bursa**.



2016

DISTRIBUTION OF THE PROFESSIONAL VISITOR PROFILES ACCORDING TO THEIR FIELD OF ACTIVITIES

Construction, Project Contracting Companies

41,00%

Building Materials
15,5%

Architecture-Engineering Services
12,4%

Heating and Cooling Systems
9,2%

Aluminium Industry
4,0%

Machine Industry
3,0%

Chemistry
1,6%

Furniture-Decoration
6,4%

Forest Products
3,1%

Public Institutions
2,8%

The Other
1,0%



WHY? THE EXHIBIT

- Following the sector developments and expectations closely, and getting new investment opportunities.
- Creating brands, and increasing your brands' recognition.
- Promoting new products, observing their market success,
- Refreshing your image in the sector, and strengthening the links with your existing customers.
- Analyzing customers (learning their needs, strengthening relationships).
- Meeting with high-quality visitors, being effective in their purchasing decisions, and using opportunities of competition.



SCOPE OF THE FAIR

- Building Materials
- Vitrified Products
- Building Chemicals
- Prefabricated – Concrete Building Equipments, Ready Mixed Concrete
- Landscaping, Urban Furnitures
- Dye, Varnish
- Building Automation
- Elevator And Equipments
- Lighting Units
- Security Systems
- Roofing And Siding
- Isolation
- Decoration Units
- Marble And Natural Stones
- Fireplace
- Hardware
- Work And Construction Machinery
- Windows and Door Accessories
- Sub-Industry and Complementary Products
- Pvc, Wooden and Iron Doors
- Industrial Doors and Garage Doors
- Curtain Wall Systems
- Blinds, Jalousie, Roller Blind
- Renewable Energy Resource
- Energy Sytems
- Heating Systems and Equipments
- Cooling Systems and Equipments
- Air Conditionings
- Air Conditioning Systems and Equipments
- Insulation
- Installation Sytems and Equipments
- Project, Engineering, Contracting Works
- Social Society, State Institutions and Organizations

