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15 - 19 April 2024

Great premiere in Istanbul: wire and Tube Eurasia celebrate successful first event

With 210 exhibitors on a total area of 8,000 square metres, the premiere of the joint trade fair appearance of Wire TECH Istanbul, Tube & Steel Istanbul and wire and Tube Eurasia came to an successful end after four days full of great expectations.

Together with Tüyap, the organiser of the two Turkish trade fairs for wire, cable, tubes and pipes, the newcomers wire and Tube Eurasia went to the starting line for the first time.

In total, more than 10,000 top customers from Turkey and neighbouring countries took the opportunity to find out about innovations and trends in the industries from the players in these key technologies at the Tüyap Fair Convention and Congress Center.

"A promising start to the premiere in Istanbul," said Bernd Jablonowski, Executive Director of Messe Düsseldorf GmbH. "A positively charged atmosphere in the exhibition halls right from the start - that makes you want more. The four days of the fair in Istanbul have shown that Turkey is a supra-regional hub for the wire, cable, tube and pipe industries," said Jablonowski.

In 2025, wire and Tube Eurasia will present themselves together for the second time with concentrated technology competence at the Istanbul location. From here, there are short trade routes to the neighbouring countries and Asia, which means that the most important target countries are addressed.



International Wire and Cable Trade Fair
Internationale Fachmesse Draht & Kabel
Düsseldorf, Germany | wire.de



International Tube and Pipe Trade Fair
Internationale Rohr-Fachmesse
Düsseldorf, Germany | tube.de



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 The global
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Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

In just five months of preparation, the Messe Düsseldorf team and the Turkish organiser Tüyap have succeeded in organising a compact industry platform for Turkey and the surrounding regions that reflects the market of the wire, cable, tube and pipe industries. Information on both trade fairs can be found at: [www.wire-
eurasia.com](http://www.wire-eurasia.com) and [www.tube-
eurasia.com](http://www.tube-eurasia.com).

With wire and Tube Eurasia, the global network of satellites in Messe Düsseldorf's wire, Tube & Flow Technologies portfolio continues to grow. This year, satellites will be held in China, Egypt and Thailand.

wire and Tube Middle East Africa

02 to 04 September 2023

www.wire-mea.com, www.tube-mea.com

wire China

04 to 07 September 2023

www.wirechina.net



wire and Tube Southeast Asia

20 to 22 September 2023:

www.wire-southeastasia.com, www.tube-southeastasia.com

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