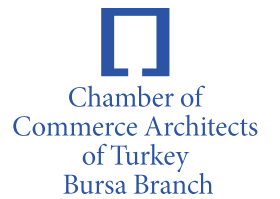




BURSA BUILDING & LIFE FAIR AND CONGRESS

1 - 4 OCTOBER 2015

MERİNOS ATATÜRK CONGRESS CULTURE CENTRE
BURSA / TURKEY



“THIS FAIR IS ORGANIZED UNDER SUPERVISION OF TOBB (THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO.5174”

WHY IS THE BURSA BUILDING & LIFE FAIR AND CONGRESS?

- The Bursa Building and Life Fair and Congress is the one of activities in the field of construction and architecture that is organized for 26 years...
- Under the fair will open its doors to visitors in 2015 with a different perspective and a new vision, the participants are intended to meet with qualified professional visitors.
- By enriching international legs of the fair, the participants are met with foreign procurement committee's bilateral business meetings that are planned before the fair.
- A distinguished organization is prepared with activities under fair and congress and all participants will be provided to benefit from this special environment.
- Our main goal is to mobilize all dynamics of Bursa where is the one of the largest industry city in Turkey, to increase added-value that is created since 26 years for Bursa Building and Life Fair and Congress participants, visitors, the city of Bursa and our country building sector.
- Especially Middle Eastern countries notably Iraq continue an indispensable feature of the market. In addition to this, because of geographical and cultural proximity to the Balkans, the Caucasus and the Turkish Republics are ranked as the front row in sector. As North Africa and Russia markets that join in the construction business service maintain their importance.
- Bursa Building and Life Fair and Congress visitor strategy is established on this main markets..



WHY SHOULD YOU ATTEND?

- To increase your brand awareness
- To strengthen your position in existing market
- To create new markets for your products
- To come together with your existing and potential customers.
- To follow or exhibit state of the art technology and plans
- To coexist with national and international visitors at a prestigious fair platform
- To create or to increase the export opportunity for your products
- To gain new customers in the short and medium term (the measurable effect of a fair will continue from six month to six year.)
- To learn the innovation of your competitors.
- To compare your products with alternative product.
- To find new chain of distribution or representations.
- To examine projected possible prices and to measure reactions.
- To measure reaction against to different product design or packages.
- To educate and motivate firm personnel.
- To give confidence to your customers.
- You should attend this fair for preventing to turn your existing customers to competitors participating in the fair.



THE SCOPE OF THE FAIR

COLOR AND CONSTRUCTION CHEMICALS, ROOF AND INSULATING MATERIAL AND ELEMENTS

- Fasteners and Retaining Elements
- Color-Varnish
- Faceworks
- Roof coatings
- Ready-mixed mortar and mill-mixed plaster
- Thermal, Water, Noise and Fire Insulation Products
- Construction Chemicals, Cements,

MACROSTRUCTURE, INSTALLATIONS, ENVIRONMENTS AND ELEVATOR

- Transfer Vehicles
- Concrete-Reinforcement Equipment's
- Pipes and Ancillary Equipment's
- Landscaping-Landscape Products
- Wall-Baffle Elements
- Electrical Equipment's
- Energizers
- Heating-Ventilation-Climatization
- Scaffolding and Templet Equipments
- Plumbing Materials



FRONTAL, DOOR-WINDOW JOINERY, AUTOMATIC DOOR-TOLL COLLECTION SYSTEM, SHADING

- Fasteners and Retaining Elements
- Glass and Transparent Elements
- Faceworks (Metal-Based)
- Roofings (Metal-Based)
- Shading Systems
- Railing and Handrail Systems
- Automatic Door/Toll Collection Systems and Accessories
- Louver, Roller and Jalousie
- Profiles and Equipments
- Locking Systems

FINE STRUCTURE, WALLBOARD AND REUPHOLSTERING, BATH-KITCHEN EQUIPMENTS, DOOR AND ACCESSORIES, ELECTRIC, LIGHTING, AUTOMATISATION, SOFTWARE

- Clean-up Systems
- Suspended Roof Systems and Accessories
- Bath-Kitchen Equipments
- Computer Softwares
- Indoor Equipments, Furniture, Door and Accessories
- Termination Elements
- Partition Wall
- Floor Laying and Equipment
- Wallcovering and Equipment
- Lightening
- Security Systems and Building Automation
- Interior Routing Systems and Display Elements
- Ladders
- Saunas and Swimming Pools
- Design Services

HEAVY EQUIPMENTS AND HAND TOOLS, HARDWARE SHOP, SERVICES

- Services
- Heavy Equipments and Hand Tools
- Construction Services
- Hardware Shop

PREFABRICATED BUILDINGS, CONSTRUCTION SYSTEMS, STRUCTURAL STEEL, ENVIRONMENT

- Landscaping-Landscape Products
- Prefabricated Elements and Accessories
- Recreation areas and Equipment
- Structural Steel Elements and Accessories
- Construction Systems

VISITORS PROFILE

- Architects
- Interior Architects
- Decorators
- Industrial Product Designers
- Construction and Project Contracting Firms
- Engineering Firms
- Real Estate Investment Trusts
- Construction Markets
- Building Material Wholesalers
- International Import and Export Firms
- International Chain Stores' Buyer
- Hardwaremen
- Hotels
- Hospitals
- Shopping Centers
- Municipalities
- Public Enterprises
- Universities
- Press
- Ultimate Consumers



ABOUT BURSA

- The Most Advanced 4th City in Turkey
- The Most Exporting 2nd City in Turkey (By Year of 2014)
- Suitable Investment Environment with Advanced Infrastructure, Dynamic Entrepreneurs and High Work Quality
- Over than 550 Of Foreign Investors Along With World's Giants
- Closed the Foreign and Internal Markets
- In Total 13 Organized Industrial Site and 1 Free Zone
- Easy Transportation Opportunities and Strategic Geographical Position That Provides Logistic Wide Links.
- High Tourism Potential With Regard To Winter and Nature Sports, Thermal, Congress, Health, History and Cultural Tourism
- High Familiarity Level With The Areas That Are In World-Heritage List In UNESCO And Historic Trade Routes Because Of Silk Road's Last Stop
- 15 Minutes Distance to Harbors

B2B MEETINGS

B2B Meetings will be made to meet the fair participants and visitors on determinate hour at special area and to use correctly their hours. The goal of B2B Meetings are to meet efficiently with right suppliers and right customers. As the fair organization promise to meet with right suppliers and right customers. For attending this program, You must register with B2B tab enter the fair webpage .In there, after determining attendant company, Visitors will send the request to you electronically , You obtain meeting opportunity with customers or suppliers as you see fit.



CONGRESS AND SUMMIT

To follow last developments in national and international aspects to the sector agents, Congress on 1-2 October 2015 and Summit on 3-4 October 2015 are scheduled to be held. Congress will be included the academicians' presentations. Doyen and prominent agents will find an opportunity sharing their expertise at Summit. Congress and Summit are watched as free by guests who buy VIP cards and customers who are invited under fair participants and procurement committee.



NETWORK PARTY - AFTER PARTY

To make friends with customers and suppliers rather than just making commercial agreements and the social side of fairs is also very important. To get rest of day, Organizations will be made that will include catering and various show and entertainments for socializing related industry agents coming together. These organizations will open fair participants, guests who will take VIP card fair-special and visitors who are lodged under the procurement committee.





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