

WIN EURASIA

**EURASIA'S LEADING
INDUSTRY FAIR**

5 - 8 June 2024
Istanbul Expo Center, Yeşilköy

INDUSTRIES MEET DIVERSITY

Deutsche Messe



WIN
EURASIA

WIN EURASIA

Industries Meet Diversity

WIN EURASIA, the largest international industry fair of the region, preparing to celebrate its 30th anniversary, hosted 38,586 visitors and more than 650 exhibitors from 102 countries at the Istanbul Expo Center in the last meeting. WIN EURASIA, which made history by introducing the 'Industry 5.0: Factory of the Future', controlled by 5G and metaverse, to the manufacturing industry in Turkey for the first time, is preparing to lead the industrial transformation and achieve new achievements in 2024.

WIN EURASIA Highlights



662 Exhibitors from
16 Countries



55,000 m2 exhibition area
in 6 Halls



38,586 Visitors from
102 Countries



108 VIP Buyers from
19 countries



60+ international and
national media partners



25 supporting associations
and public institutions



22 panels and 77 speakers



1,200+ live broadcast viewers



96,000+ industry professionals from
127 countries at Digital B2B platform
& 400+ B2B matches

Exhibitor Insights

91%

Overall satisfaction rate

91%

Will exhibit at
WIN EURASIA 2024

82%

Satisfied with
new business contacts

89%

Recommend WIN EURASIA

83%

Satisfied with
the visitor profile

TOP 5 International Exhibiting Countries

CHINA

TAIWAN

GERMANY

KOREA

ITALY

TOP 5 Visitor Sectors



Industrial Automation



Electricity, Gas, Steam



Machine Industry



Automotive Industry



Energy and natural resources

TOP 10 International Visitor Countries

IRAN

ALGERIA

BULGARIA

PALESTINE

TUNISIA



CHINA

MOROCCO

KOSOVO

IRAQ

GERMANY

Visitor Insights

94%

Overall satisfaction rate

95%

Will visit
WIN EURASIA 2024

88%

Active role in purchasing

86%

Recommend WIN EURASIA

86%

Satisfied with
the exhibitor profile

