

paintistanbul

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TURKCOAT

Discover the magic of colours

EXHIBITION

17-19 MARCH 2022

ISTANBUL EXPO CENTER

8th INTERNATIONAL

Paint, Paint Raw Materials, Construction
Chemicals and Adhesives Raw Materials,
Laboratory and Production Equipments
Exhibition



Supporter:



Media Partners:



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TURKCOAT

"8th International Paint, Paint Raw Materials, Construction Chemicals and Adhesives Raw Materials, Laboratory and Production Equipments Exhibition" paintistanbul & Turkcoat, which is listed among the most extensive paint and raw materials events of the region on the international platform, will be held between 17-19 March 2022 at Hall 9-10-11 and Main Foyer of Istanbul Expo Center under the organization of Artkim in collaboration with The Association of Turkish Paint Industry (BOSAD) and will gather the paint, raw material and construction chemicals industries under one roof once again.

Being the fifth largest paint manufacturer in Europe in terms of production capacity and having around 2% of the global market position, Turkey is growing with the economic and commercial developments in the global market and contributing to the Turkish economy and to the main chemical industry. Being held with an international participation, "paintistanbul & Turkcoat" exhibition is an ideal organization within this context, for the domestic and overseas growing markets for paints and raw materials.

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.
- Increase your market share in Turkey which is one of the Europe's largest market.
- Strengthen your market presence and brand awareness.

paintistanbul & Turkcoat 2022 Statistical Expectations

**Net Exhibition
Space
10.000 m²**



**Exhibitors
250+**



**Domestic and Foreign
Visitors
7.000+**



Exhibitor Profile

- Paint, Inks, Adhesives, Construction Chemicals, Insulation Products
- Paint Raw Materials
- Ink Raw Materials
- Adhesives Raw Materials
- Construction Chemicals Raw Materials
- Insulation Products Raw Materials
- Paint Application Equipments
- Laboratory and Manufacturing Equipments
- Test / Measurement Equipments
- Packaging Equipments
- Environmental Protection and Labor Safety Services

Visitor Profile

- Paint, Varnish Manufacturers
- Raw Materials Manufacturers and Suppliers
- Ink Manufacturers
- Adhesives and Insulation Products Manufacturers
- Construction Chemicals and Sealant Manufacturers
- Automotive and Auto Sub-Industry Products Manufacturers
- Construction and Engineering Companies
- Logistics and Supply Chain Providers
- Furniture Manufacturers
- National Trade Missioners
- Construction Markets
- Hardware Stores
- Paint Applicators
- Paint Consumers
- Architects - Civil Engineers
- Ship Building Industry
- White Goods (Home Appliances) Manufacturers
- Printing Houses
- Universities and Research Facilities
- Public Institutions / Organizations and Local Administrators

2022 EXHIBITION HIGHLIGHTS

VIP Programme

Our exhibitors' loyal customers and prospective clients will be treated as VIPs. This free service will enable exhibitors to offer a Business Class Exhibition Visitor Ticket to their "wish-list" of VIPs. Once exhibitors have provided us with their list of VIPs, personalized invitations will be sent on their behalf and we will follow up to ensure maximum response.

Conference Program

The Conference Program to be held in parallel to "paintistanbul & Turkcoat 2022" will host presentations from both local and foreign experts, providing the opportunity for the visitors to get

detailed information on the newest products, formulations and technologies.

Hosted Buyer Program

Potential buyers and the exhibitors will have the opportunity to conduct B2B meetings during the exhibition.

Matchmaking Program

Matchmaking Program will provide an opportunity to exhibitors and visitors to meet with appointment in advance and prepare the ground for the establishment of stronger business relationships.



2022 INOVATIONS

Virtual Exhibition

Take advantage of the virtual stand area, which will start with the end of the exhibition and will remain open for 3 months.

- Visual applicable digital booth
- Adding detailed company information
- Product detail sharing
- Business card swaps
- Virtual meeting
- Event marketing package
- Long term brand visibility



Mobil Application

During the exhibition, you will be able to view all the information about the exhibitors, details about the commercial conferences, the exhibition floorplan and all other exhibition area information from the mobile application.

Live Conferences

Commercial presentations of our exhibitors and sector panel sessions will be broadcast live on our Youtube channels simultaneously with the exhibition.

2018 Exhibition Statistics

- paintistanbul & Turkcoat Exhibition hosted sector professionals between 22 - 24 March 2018 at Istanbul Expo Center's 9th, 10th, 11th halls and main foyer. Total area of 35.000 m² and a net area of 10.000 m².
- paintistanbul & Turkcoat Exhibition featured 238 direct exhibitors from 16 different countries and 539 represented companies totalling 777 companies and represented companies.
- The exhibition attracted 6.682 industry professionals which included 897 international visitors from 74 different countries for 3 days.
- Within the Conference Program held within the exhibition, 22 commercial and scientific presentations were held by industry professionals for 3 days. The Conference Program, which has reached 248 audiences, attracted great interest.

Exhibitor Statistics

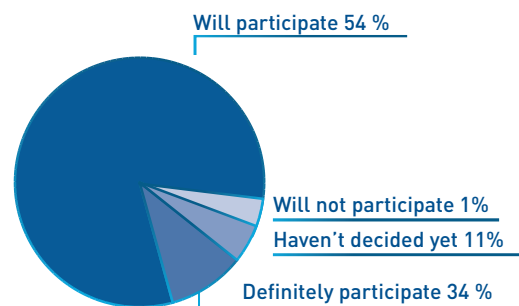
• What are your reasons for exhibiting in paintistanbul & Turkcoat 2018?



• Based on your expectations, how do you evaluate paintistanbul & Turkcoat 2018's performance?



• Are you planning to participate in paintistanbul & Turkcoat 2022?



Visitor Statistics

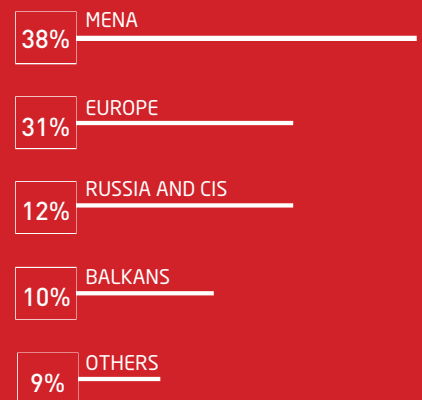
Total Visitors

6.682

Top 10 Visiting Foreign Countries

- IRAN
- UKRAINE
- ITALY
- CHINA
- GERMANY
- ALGERIA
- AZERBAIJAN
- UZBEKISTAN
- BELGIUM
- EGYPT

The ratio of foreign visitors according to their countries



Exhibitor Highlights



Aleph Trade

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I believe that paintistanbul & Turkcoat Exhibition has been very useful. People from all sectors visit the exhibition, so we have the opportunity to meet with them. We also made a presentation in the Conference Program which people listened to, with great interest. I find it a very successful event to communicate with people and we are grateful to the trade show organizers for their contributions. We are planning to participate in paintistanbul & Turkcoat in the following years again.



Asil Kimya ve Boya Sanayi Ticaret A.Ş.

Ahmet Karamustafaoğlu - Chairman of the Board

We are a company that supplies raw materials to many industries, especially to the paint industry. We have many customers from many different industries. This year the exhibition has surprised me. There is really a huge participation. We receive quite a lot of interest at our booth and I'm glad for that. We are planning to attend the exhibition again in 2022.



Baker Perkins

Paul Young - Technical Development Manager

As Baker Perkins, we are a company operating in the UK, engaged in the production of industrial extruders. Thanks to paintistanbul & Turkcoat, we have had the chance to showcase our product range and meet all the customers in this region. We had participated in the last two shows and we will be here again as an exhibitor in 2022.



Boysan A.Ş.

Ebru Telli - Chief Executive Chairman

This year the exhibition was incredibly successful for Boysan. Speaking with a 29 years of experience in business, this is the first time I was involved in such a productive event. We were here with a very strong team, so the negotiations were very productive. Usually we go over the projects at the exhibitions and continue the interactive discussions later. For the first time, we've closed annual contracts and it has also been very productive on sales basis as well. I am very satisfied with the exhibition. We will definitely participate in all the subsequent paintistanbul & Turkcoat exhibitions.



Bühler

Mehmet Sarkatipoğlu - Regional Technical Sales Manager, Grinding & Dispersing Technologies

As Bühler, we have had a productive event. We received more demands than we expected. I hope we will be together again in the following years. We are having the chance to meet new companies outside of our existing customers. In this context, as a new company, our customer portfolio has grown 40%. It is one of the best platforms for companies which can not find the opportunity to meet during the year but are able to meet here. As Bühler, we try to participate in all the events around the world as much as possible. Since Turkey is the bridge to the Middle East, we will most likely be here again in the next event.



Denge Kimyasal Maddeler San. ve Tic. A.Ş.

Şule Yoldaş Akçoraoğlu - Executive Board Member

It was a very good event for us and we believe it has been very productive. I would like to thank Artkim and their team for organizing the exhibition. It was a very successful organization. We will definitely be at paintistanbul & Turkcoat 2022 with a larger team and a larger product line.



Dyo Boya Fabrikaları Sanayi ve Ticaret A.Ş.

Doğal İnallı - Marketing Communications Manager

As Dyo, we take place in all platforms with our products, where dyes are needed in the industry. At paintistanbul & Turkcoat Exhibition, we have introduced our products to our visitors in general. The overall profile of visitors at the event is as we'd thought -consumers are also visiting definitely but there are many other professionals and foreign visitors this year. I find that this year the visitor rate is larger than the previous years. I believe that this year the number of foreign exhibitors and visitors has increased much more compared to the previous years. I can say that there is a good progress over the past years. As the leading company in the industry, we are participating at this event to support its development and growth from the very beginning and we will continue to participate in the future.



Füll Systembau GmbH

Helga Golle - Sales Manager International

For many years, we have been coming to Turkey and taking advantage of paintistanbul & Turkcoat as a very productive platform for paints and liquid products for the chemical industry to showcase our storage and distribution systems. It is very good for us to take place in this high-profile platform that attracts people from many countries, not only from Turkey, mainly the East and the Southeast in order to showcase our technology and introduce our company. We will definitely reserve a place at paintistanbul & Turkcoat 2022.



IMCD Turkey

Yiğit Genç - Business Unit Manager (Coatings, Inks, Adhesives)

We participate at paintistanbul & Turkcoat regularly as IMCD Turkey. We are very satisfied with our last participation. I think the participation was at a record level, particularly in the first two days. Today, we see a significant participation from our customers mainly from outside the city and from Anatolia. Since we have the opportunity to meet more customers with our increasing product portfolio, we are planning to be here again in 2022.



Interplast Mühendislik Plastikleri San. ve Tic. A.Ş. & Safic Alcan

Gonca Ünal Kabaş - Business Development Manager (Coatings & Adhesives)

We have had a very good exhibition experience at paintistanbul & Turkcoat 2018. We have been participating this event regularly since 2014. The exhibition was very enjoyable and successful. It is a good opportunity for us to meet with our current and new business partners. We will certainly participate the next exhibition and meet our friends here again.



Kimsel Kimyevi Endüstri Hammaddeleri San. Tic. A.Ş.
Simay Çelikel Bozokalfa - Sales Manager

The exhibition is going busier than we expected, it is very active and very nice. We both met our existing and new customers. We are planning to participate at paintistanbul & Turkcoat Exhibition in 2022 too. The exhibition was a good opportunity for us to introduce all our innovations to our partners. We will attend next year.

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Konica Minolta Turkey İş Teknolojileri A.Ş.
Fatih Koyun - Sales Engineer, Sensing Division

We are participating paintistanbul & Turkcoat for the first time, but most of the participants are our customers. We have a goal of creating a new customer portfolio. We are planning to participate in such events in order not to step behind of the industry.



Mikron's Mikronize Mineral Endüstrisi ve Ticaret A.Ş.
Ersin Yıldırım - Sales Manager

We have shared the developments about our company with our customers at the exhibition and identified their needs. From this perspective, paintistanbul & Turkcoat exhibition has been very useful for us. Many people came together at this exhibition and held meetings. We believe that we will create new business opportunities after the exhibition as a result of the meetings we have held during the exhibition. There was also a great number of visitors from abroad. In this respect, we find the exhibition quite successful. We would like to take the opportunity to meet here again with our customers and business partners in the same conditions.



Neteks Boya Teknolojileri A.Ş.
Tolga Ustamehmetoğlu - Fawori Marketing Manager

paintistanbul & Turkcoat 2018 event is being very productive for us. It was an exhibition, where we were delighted to meet with all the manufacturers and suppliers from the industry. I believe we can still achieve productive results at the end of the event as in the past years. We would like to participate in paintistanbul & Turkcoat exhibition in 2022 too. It is a pleasure for us to meet all the suppliers and manufacturers from the domestic and foreign industries in such an environment.



Organik Kimya San. ve Tic. A.Ş.
Burak Çınar Arzuoğlu - Sales Manager, Coatings Solutions

We are participating at this exhibition as Organik Kimya Paints and Construction Group. We have been participating at paintistanbul & Turkcoat for many years. Especially the first two days of the exhibition were much more busy. Generally, it has helped to communicate with existing contacts as well as new contacts. I think we will participate in the next event.



Reaksiyon Kimya
Gökhan Ceyhan - Sales & Business Development Manager

The exhibition is going pretty well. We have had an incredible number of customer visits on the first and especially the second day. We have had good contacts with our overseas companies during customer visits. We are also considering to participate in 2022 too.



Schoeller Allibert
Frédéric Pavesi - Sales Manager ROPAC Packaging Solutions

Schoeller Allibert is a Dutch-based company that manufactures many plastic packaging solutions. We want to expand our business and since Turkey is located at a good location in the Middle East to go transcontinental and perhaps the next step for us will be to expand our business to Asia. We are participating paintistanbul & Turkcoat Exhibition for the first time and it was a good exhibition where we have had good results, so we will probably participate in paintistanbul & Turkcoat in 2022 again.



Solvay
Erkan Akyalçın - Sales Manager

Solvay is a Belgium-based chemical raw material production company and we are participating in paintistanbul & Turkcoat Exhibition for the first time as Solvay Istanbul. We have executed all our plans and held productive meetings. I believe we have had a good exhibition in terms of the number of meetings held. Based on the experience on the last two days of the event, we believe that it has been useful for us to be here and we would like to participate again.



Tek Boya
Fatih Akar - Import & Export Manager

As Tek Boya, we are a company, which gives a great deal of importance on investments and R&D and we are running very big projects and have good references in Turkey. paintistanbul & Turkcoat Exhibition is going very successfully for our company. We are extremely satisfied with the meetings and the quality of the visitors. We would like to participate again in 2022.



Univar Kimya San. ve Dış Tic. Ltd. Şti.
Halil Kuzucu - Area Business Manager Turkey

As far as I know, this is the seventh time we are participating in the exhibition as Univar Kimya this year. It was a very productive event for us. We introduced our new products to our existing customers. Especially this year, we have had the opportunity to present our innovative products to our new representatives and we have been able to perform marketing activities very easily with our new customers. There is a good participation from North Africa, the Central Asia and from the neighbouring countries and this was also a significant advantage for us. It was a busy but an enjoyable event and this exhibition has been like a brand for us. We've been here for seven years and we have no intention of leaving at all.

PARTICIPATION RATE (Raw Space Only)

Stand Space (m ²)	Rate
Empty Space Fee	216 € / m ² + VAT 18%

Registration Fee	100 € + VAT 18%
Electricity	20 € / 1kW + VAT 18%
Compressed Air Connection Fee	100 € + VAT 18%
Water Connection Fee	100 € + VAT 18%

PACKAGE STAND OPTIONS

1. Economic Package 40 € / m ²	2. Comfort Package 55 € / m ²	3. Premium Package 65 € / m ²
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Colour Options for the Fascia Board

- Blue
- Orange
- Green
- Red
- Yellow

Colour Options for the Fascia Board and Vertical Edges*

- Blue
- Orange
- Green
- Red
- Yellow

*: One color can be chosen

Colour Options for the Fascia Board and Vertical Edges*

- Blue
- Orange
- Green
- Red
- Yellow

*: Two colors can be chosen

Package Stand Includes

- 1m² Closed area with a lockable door
- 1 Table (103)
- 3 Chairs (309)
- 1 Dustbin (318)
- Spotlight (150w) for every 4m²
- 1 Clothes Hanger (in the Closed Area)
- 1 Three Pin Plug (Power Supply)

Package Stand Includes

- 1m² Closed area with a lockable door
- 1 Table (103)
- 3 Chairs (309)
- 1 Counter (209)
- 1 Dustbin (318)
- Spotlight (150w) for every 4m²
- 1 Clothes Hanger (In the Closed Area)
- 1 Three Pin Plug (Power Supply)

Package Stand Includes

- 1m² Closed area with a lockable door
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- 3 Chairs (309)
- 1 Counter (209)
- 1 Dustbin (318)
- Spotlight (150w) for every 4m²
- 1 Clothes Hanger (In the Closed Area)
- 1 Three Pin Plug (Power Supply)

**Package Stands Include standard grey carpets.

Extra Furniture based on the Stand m²

12 - 20 m ²	21 - 40 m ²	41 m ² and over
1 Table (103)	2 Tables (103)	3 Tables (103)
3 Chairs (309)	6 Chairs (309)	9 Chairs (309)

Catalogue Advertisement Options

1 Full Page (Inside)	500 € + VAT 18%
Back Cover	1.250 € + VAT 18%
Inside Back Cover	750 € + VAT 18%

For detailed information | sales@artkim.com.tr

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