



30th YEAR

Plast Eurasia istanbul 2021

30th INTERNATIONAL İSTANBUL PLASTICS INDUSTRY FAIR

December 1 - 4, 2021

The World Plastics Industry to meet in Tüyap for the 30th Time.

Plast Eurasia Istanbul, the most important fair of the plastics industry in the region, brings the most important manufacturers together in its 30th year. The fair will be held in cooperation with TÜYAP Tüm Fuarçılık Yapım AS and PAGEV between December 1 and December 4 at TÜYAP Fair and Congress Centre in Istanbul in an area of 120 thousand square meters and bringing together more than a thousand exhibitors and over 50 thousand visitors from Austria, Belgium, Brazil, China, Denmark, Finland, France, Germany, Greece, Hong Kong, India, Israel, Italy, Japan, Malaysia, Netherlands, Korea, Russia, Spain, Taiwan, UK and Saudi Arabia. Commercial collaborations will start before the fair date and will continue after the fair thanks to the digital solutions offered to the exhibitors. The fair will be the starting point of productive collaborations for the Turkish plastics industry.

In the previous fair, a total of 52 thousand 361 visitors were hosted, 7 thousand 801 from America, Europe, Africa, the Middle East and Asia, 44 thousand 560 participants from Turkey in addition to the procurement committee from 48 countries. The work of the international procurement committee continues uninterruptedly for the industry representatives who focus on increasing their export activities. More than 50 thousand qualified visitors are expected in this year's fair.

The most advanced technologies and the latest products will be exhibited

The latest products and technologies in the field of plastic, from plastic machines to sub-industry products, from raw materials and chemicals to heat control devices, will be exhibited. With its high number of exhibitors, the fair will be the main point of very important developments at the international level between 1 and 4 December 2021. The fair will be open until 18:00 on Saturday, December 4th.

The plastics industry will meet the new generation exhibition experience

TÜYAP offers exhibitors and visitors the opportunity to come together digitally through the Business Connect Program, an online business networking platform with its digital solutions. Thanks to this program, participants and visitors will meet uninterruptedly with online

solutions before, during and after the fair. Before the fair starts, exhibitors and visitors will be able to view each other's online profiles, send requests for meetings they will hold on the digital platform, filter the products and services they are interested in and find the right product and person easily thanks to the Business Connect Program. They will be able to hold the meetings they planned before the fair either digitally through the application or face to face during the fair. Exhibitors will be able to view and message registered visitors after the fair, and continue trading with potential customers through this platform.

Negotiations will start before the fair

By searching and filtering through the Business Connect Program developed by TÜYAP, the participants will be able to find suitable business contacts, send requests, message and plan meetings between **15 and 30 November**, before the fair. During the fair, they will have the opportunity to prepare in advance for productive business meetings. Between **1 and 4 December**, participants and visitors who have made a meeting plan will be able to meet online or face-to-face through the Business Connect Program.

After the fair, the interaction will continue.

TÜYAP has extended the duration of the fairs with the new generation fair understanding it has adopted. Participants will be able to continue their meetings online between **6 and 17 December** after the fair.

A Safe Environment

Through the fairs it organizes, TÜYAP, which directs the development of many industries from defence to packaging, from agriculture to construction, will meticulously implement the COVID-19 measures it applies at every fair, also at the Plast Eurasia meeting. TÜYAP, as the first exhibition centre to receive the Turkish Standards Institute COVID-19 Safe Service Certificate, will create a safe fair environment for its exhibitors and visitors with the measures it takes.