

EURASIA

PACKAGING[®] 2012
İSTANBUL

18th International Packaging Industry Fair

September 20 - 23, 2012

POSTSHOW REPORT



CONTENTS	PAGE
1. INTRODUCTION	3
1.1. SHOW INFO	3
1.2. PURPOSE OF THE RESEARCH	3
1.3. THE METHODOLOGY	3
2. FAIR INFORMATION	4
2.1. FAIR INAUGURATION and SECTORAL COOPERATION	4
2.2. FAIR RESULT SUMMARY INFO	4
3. EXHIBITOR INFORMATION	5
4. VISITOR INFORMATION	6-14
5. EVENTS	14

1. INTRODUCTION

This survey report is prepared for **EURASIA PACKAGING 2012 İSTANBUL 18th International Packaging Industry Fair**, authorized by The Union of Chambers and Commodity Exchanges of Turkey (TOBB), organized by TUYAP at Tüyap Fair, Convention and Congress Center İstanbul/Turkey, between the dates September 20-23, 2012.

1.1. SHOW INFO

NAME	EURASIA PACKAGING 2012 İSTANBUL 18 th International Packaging Industry Fair
DATE	September 20-23, 2012
VENUE	Tüyap Fair, Convention and Congress Center İstanbul
CITY / COUNTRY	İstanbul / Turkey
ORGANISED BY	ReedTüyap Fuarçılık A.Ş.
FREQUENCY	Annual
EXHIBITION AREA	10 Halls / 92.000 sqm
EXHIBITOR	1081 companies and company representatives / 32 countries
VISITOR	47.144 professional visitors / 96 countries
CONCURRENT FAIR	İstanbul Food Tech 7 th Food and Beverage Technologies, Food Safety, Additives and Ingredients, Cooling, Ventilation, Storage Systems and Logistics Fair
WEB SITE	www.packagingfair.com
NEXT EDITION	September 12-15, 2013

1.2. PURPOSE OF THE RESEARCH

The purpose of the survey was to collect information from visitors via one-on-one surveys conducted during the fair and the information cards submitted by visitors at entrance to establish the overall visitor profile and visitor opinion about the fair, and to collate this information with press coverage information to fair participants, with an ultimate goal of improving and developing future fairs based on visitor opinions

1.3. METHODOLOGY

One-on-one surveys were conducted with randomly selected visitors and participants, distributed equally between days and hours, and information forms collected at the entrance as well as professional attendance records and data presented on invitations were used to extract information.

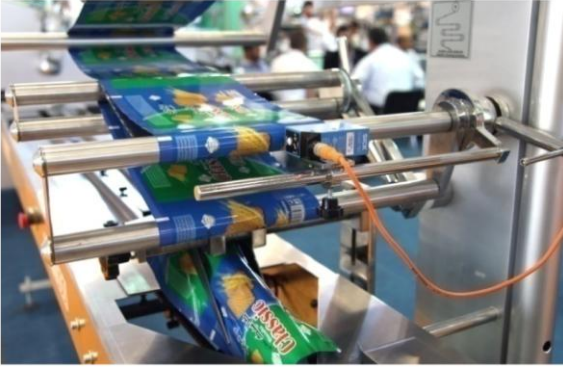
2. FAIR INFORMATION

2.1. FAIR INAUGURATION and SECTORAL COOPERATION

EURASIA PACKAGING 2012 İSTANBUL 18th International Packaging Industry Fair was opened with the participation of chairman of the board and board members of TÜYAP Fairs, Exhibitions and Organizations Inc., Reed Tüyap Fuarçılık A.Ş., ASD Packaging Manufacturers Association, supporting associations (AMD Packaging Machinery Association, ESD Label Manufacturers Association, KASAD Cardboard Packaging Association, MASD Metal Packaging Manufacturers Association, OMÜD Corrugated Cardboard Manufacturers Association and SEPA Rigid Plastic Packaging Manufacturers Association), professionals, exhibitors, press members and guests.

2.2. FAIR RESULTS SUMMARY

- **10** halls **92.000 sqm** indoor
- **1081** companies and company representatives from **32** countries
- **47.144** professional visitors from **96** countries
- **42.118** domestic, **5.026** international visitors
- **89%** domestic visitors, **11%** international visitors



3. EXHIBITOR INFORMATION

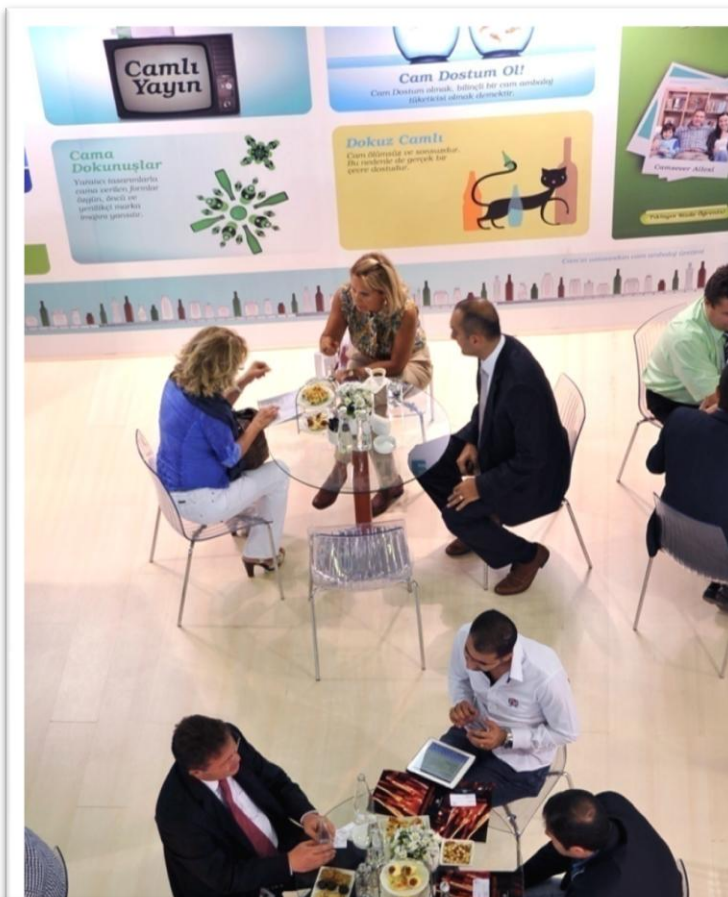
exhibitor profile

- Packaging Machines
- Packaging Production
- Package and Packaging Processes
- Complementary Packaging Materials
- Services for the Packaging Industry
- Packaging Recycling and Recovery Technologies
- Warehousing/Storage/Logistics/Transportation

1081 companies and
company representatives
from **32** countries

exhibitor and representative countries

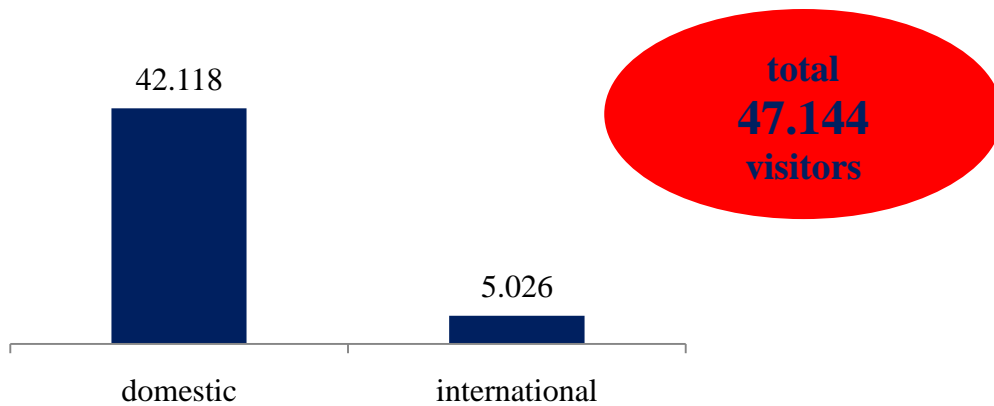
Austria
Belgium
British Virgin Islands
Bulgaria
Canada
China
Denmark
Egypt
Finland
France
Germany
Greece
India
Iran
Israel
Italy
Japan
Jordan
Netherlands
Poland
Portugal
Romania
San Marino
Slovenia
South Korea
Spain
Sweden
Switzerland
Taiwan
Turkey
UK
USA



4. VISITOR INFORMATION

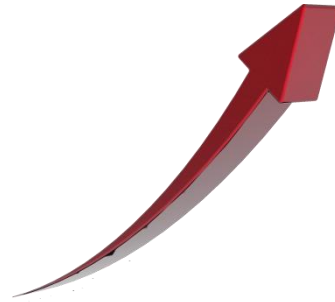
4.1. GENERAL DISTRIBUTION OF VISITORS

A total of 47.144 professionals from 96 countries, including Turkey, had visited Eurasia Packaging 2012 İstanbul Fair which was prepared at Tüyap Fair, Convention and Congress Center İstanbul/Turkey covering 10 halls 92.000 sqm indoor area concurrently with İstanbul Food Tech 2012 Fair.

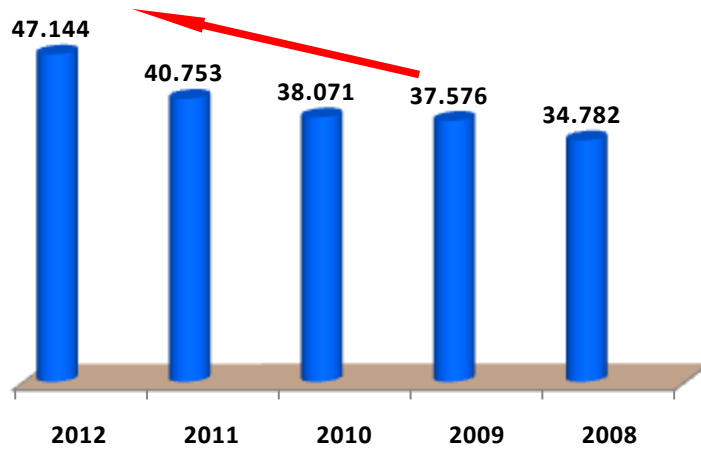


In 2012, compared to last year

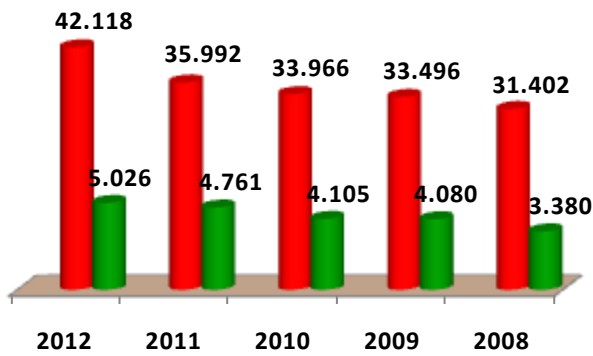
- **16 %** increase in total visitors
- **6 %** increase in international visitors
- **17 %** increase in variety of countries



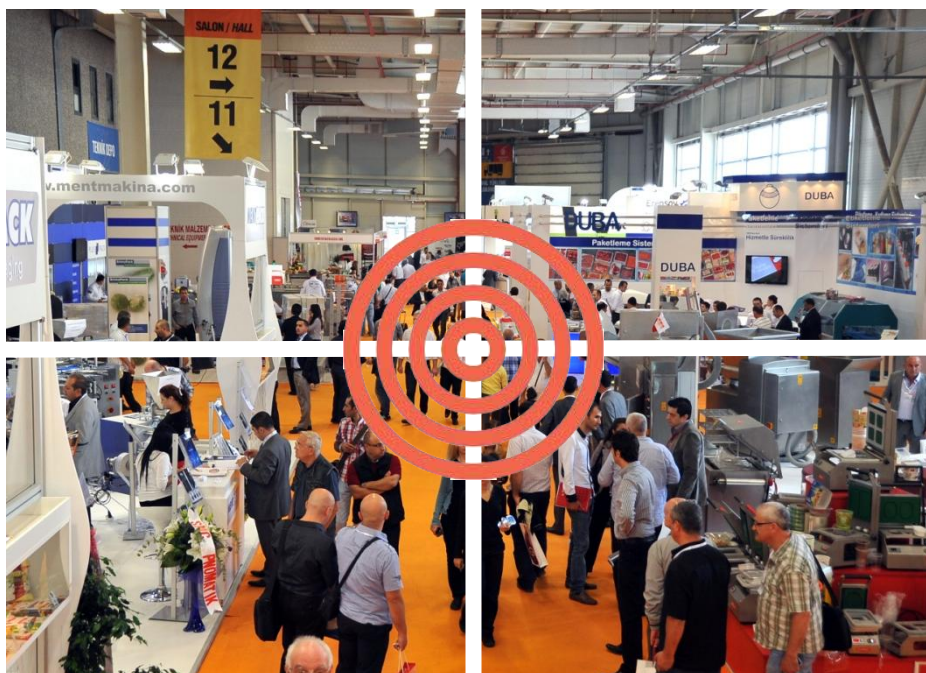
a. change in total visitors by year



b. change in domestic and international visitors by year



■ Domestic Visitors ■ International Visitors



4.2. INTERNATIONAL VISITORS INFORMATION

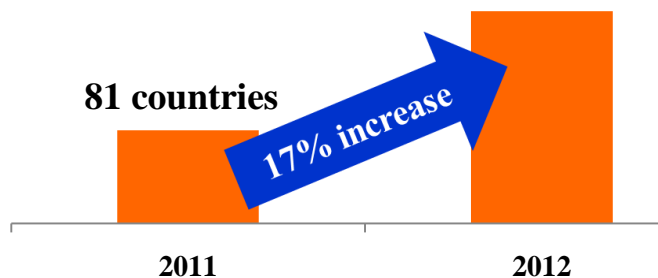
As a result of international promotion of Tüyap marketing group, Tüyap overseas offices and representatives for the sector and target markets throughout the year, professionals from 95 countries had visited the fair.

visitors from **95** countries

- | | | | |
|------------------|---------------|----------------|------------------|
| ■ Afghanistan | ■ Georgia | ■ Liberia * | ■ Saudi Arabia |
| ■ Albania | ■ Germany | ■ Libya | ■ Scotland * |
| ■ Algeria | ■ Ghana | ■ Lithuania | ■ Senegal |
| ■ Argentina * | ■ Greece | ■ Luxembourg | ■ Serbia |
| ■ Armenia * | ■ Hong Kong | ■ Macedonia | ■ Singapore * |
| ■ Austria | ■ Hungary | ■ Malaysia | ■ Slovakia |
| ■ Azerbaijan | ■ Iceland * | ■ Mali * | ■ Slovenia * |
| ■ Bahrein | ■ India | ■ Malta | ■ South Korea * |
| ■ Belgium | ■ Indonesia * | ■ Mauritania * | ■ Spain |
| ■ Bolivia * | ■ Iran | ■ Mauritius * | ■ Sri Lanka * |
| ■ Bosnia | ■ Iraq | ■ Moldova | ■ Sweden |
| ■ Herzegovina | ■ Ireland | ■ Mongolia * | ■ Switzerland |
| ■ Bulgaria | ■ Israel | ■ Montenegro | ■ Syria |
| ■ Burkina Faso * | ■ Italy | ■ Morocco | ■ Taiwan |
| ■ Canada | ■ Japan | ■ Netherlands | ■ Tanzania * |
| ■ China | ■ Jordan | ■ Norway | ■ Thailand |
| ■ Croatia | ■ Kazahistan | ■ Oman | ■ TRNC |
| ■ Cuba * | ■ Kenya | ■ Pakistan | ■ Tunisia |
| ■ Czech Rep. | ■ Korea | ■ Palestine | ■ Turkmenistan |
| ■ Denmark | ■ Kosovo | ■ Panama * | ■ UAE |
| ■ Egypt | ■ Kuwait | ■ Poland | ■ Ukraine |
| ■ Estonia * | ■ Kyrgyzstan | ■ Portugal | ■ United Kingdom |
| ■ Finland * | ■ Latvia * | ■ Romania | ■ USA |
| ■ France | ■ Lebanon | ■ Russia | ■ Uzbekstan |

* **22** NEW COUNTRIES

95 countries



✓ **17%** increase in variety of countries

✓ It's remarkable that visitors from **22** new countries are intensively from Northern Europe, Latin America and African countries

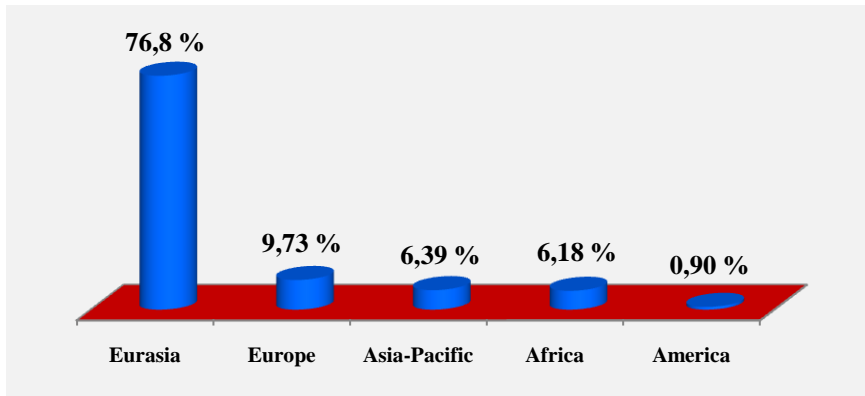
INTERNATIONAL BUYER GROUP ORGANIZATION

Professionals from **18** countries were hosted by Tüyap.

- | | | |
|---------------|--------------|-------------|
| ● Albania | ● Greece | ● Macedonia |
| ● Bosnia | ● Iran | ● Moldova |
| ● Herzegovina | ● Jordan | ● Russia |
| ● Bulgaria | ● Kazakhstan | ● Serbia |
| ● Croatia | ● Kosovo | ● Tunisia |
| ● Egypt | ● Latvia | ● Ukraine |
| ● Georgia | | |



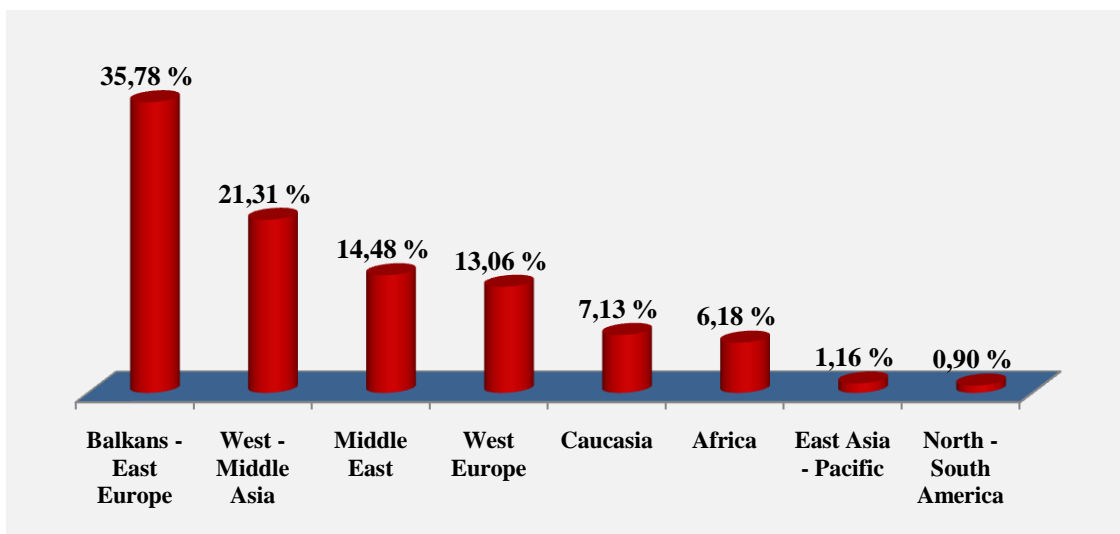
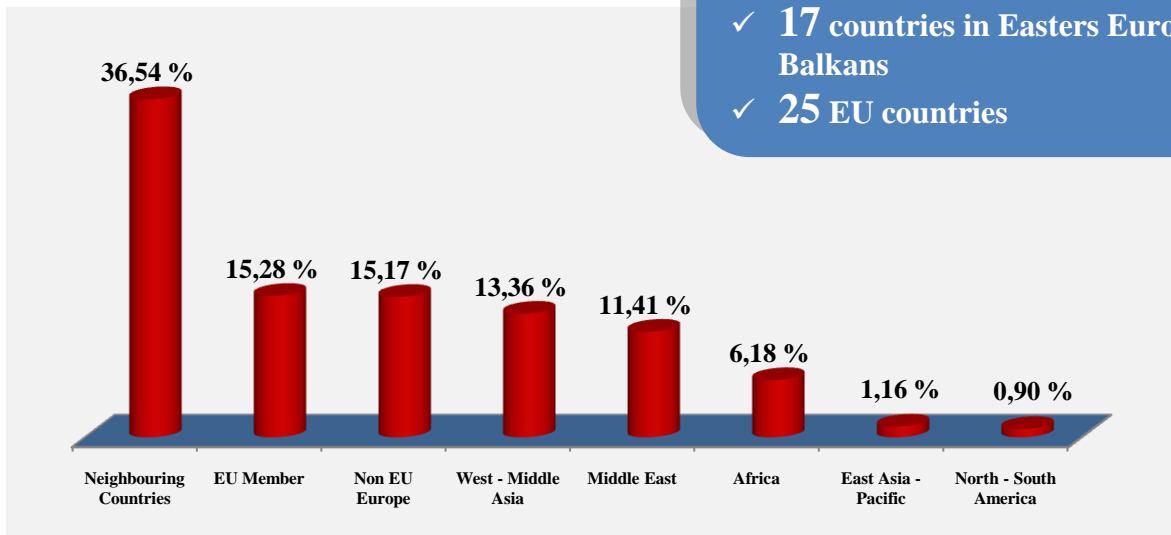
a. continental-regional distribution (%)



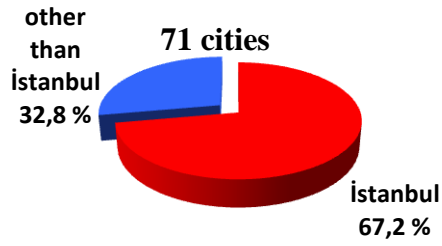
b. distribution by chosen regions (%)

International visitors;

- ✓ Turkey's 6 neighbouring countries
- ✓ 12 Middle East countries
- ✓ 17 countries in Eastern Europe and Balkans
- ✓ 25 EU countries



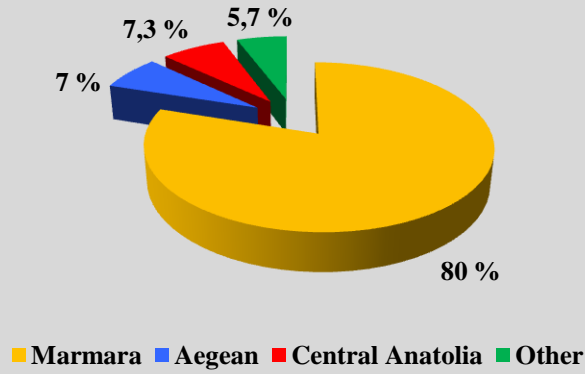
4.3. DOMESTIC VISITOR INFORMATION



Top 10 cities from which the highest number of visitors arrived

No	Cities	%
1	İstanbul	67,2
2	Bursa	5,1
3	İzmir	4,4
4	Ankara	3,8
5	Kocaeli	3,6
6	Tekirdağ	1,8
7	Gaziantep	1,8
8	Konya	1,7
9	Sakarya	0,9
10	Eskişehir	0,8

distribution by regions (%)



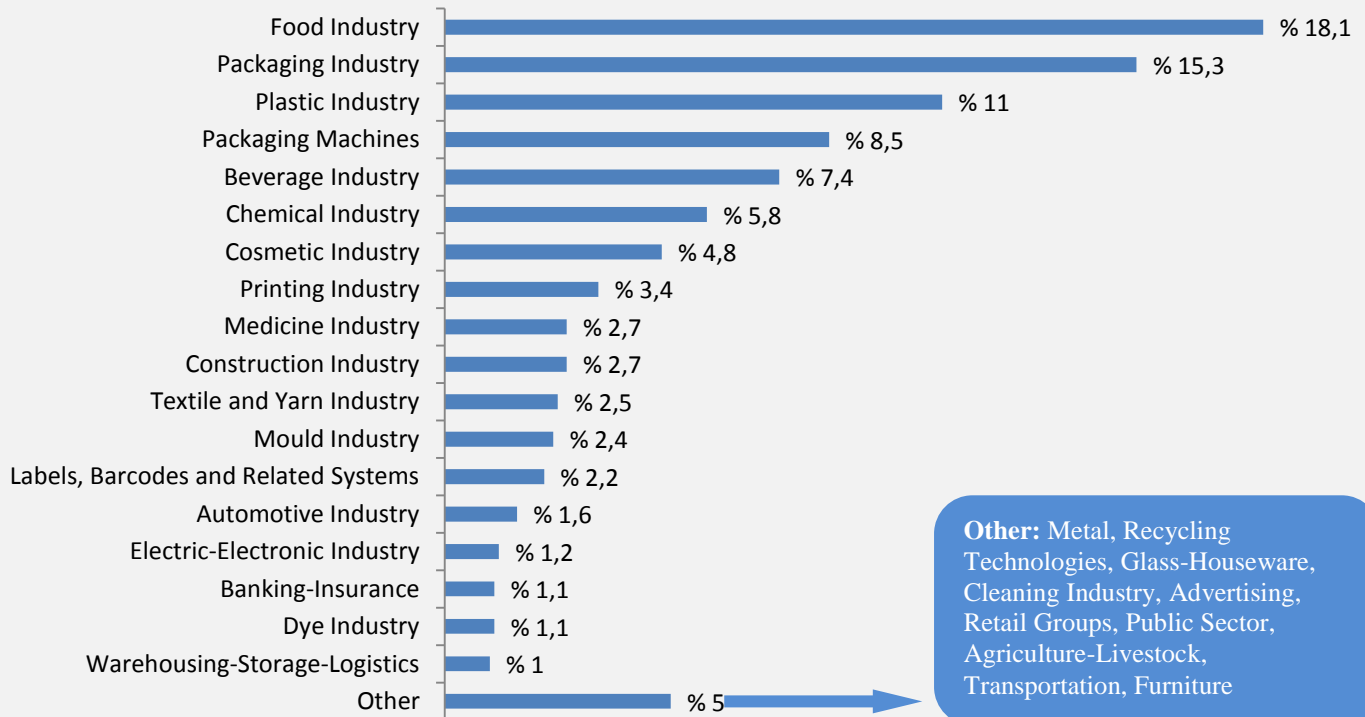
Professionals from 11 cities were hosted by Tüyap.

- | | |
|-----------|-----------|
| Adana | Eskişehir |
| Ankara | İzmir |
| Antalya | Karaman |
| Bursa | Manisa |
| Denizli | Yalova |
| Gaziantep | |

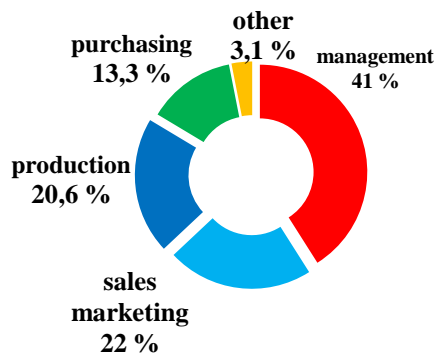


4.4. GENERAL VISITORS PROFILE

a. sectoral distribution of visitors (%)



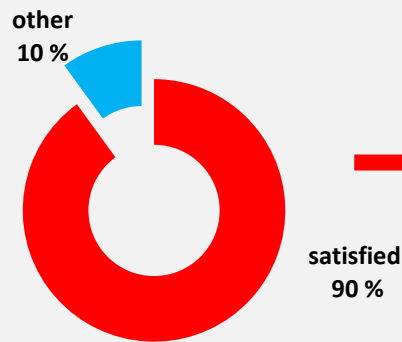
b. distribution of visitors by position (%)



86 %
authorized – qualified
professional visitors

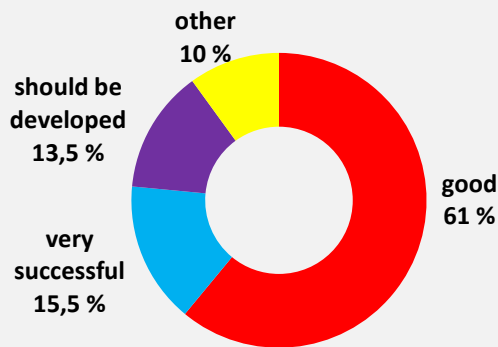
Product separation in line with international standards was implemented for the first time at the Eurasia Packaging Fair.

c. Satisfaction of hall separation as per product groups (%)



- ✓ To reach the machine/product sought
- ✓ To see the variety of exhibiting companies
- ✓ To see the variety of machines/products

d. Satisfaction of guide signs in halls (%)



e. purpose of visit (%)

to see all companies together, and to follow change and innovations in the market

87,0 %

to see the companies of the sector and their products in a comparable manner in order to determine purchase preference

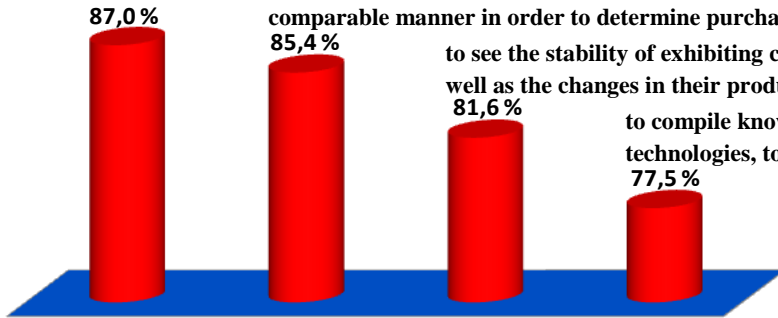
85,4 %

to see the stability of exhibiting companies and their products as well as the changes in their production/sales capacity

81,6 %

to compile know-how on new products and technologies, to be informed about prices

77,5 %



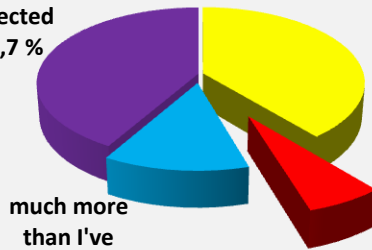
f. satisfaction rates (%)

as I've expected
41,7 %

more than I've expected
39 %

much more than I've expected
12,8 %

other
6,5 %



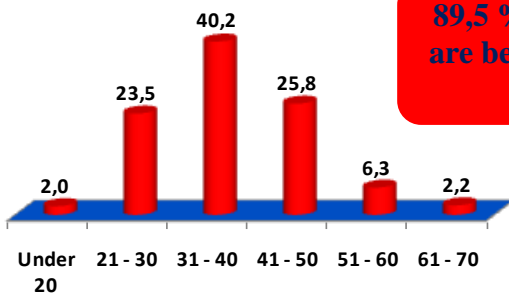
98 % of VISITORS

STATED THEIR INTENSION TO VISIT THE FAIR NEXT YEAR



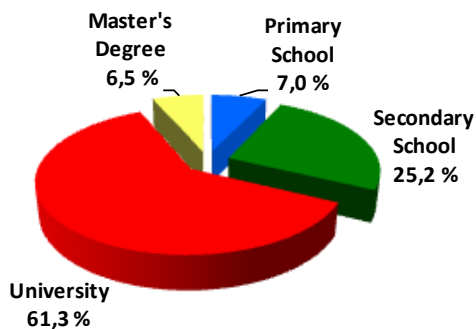
4.5. Demographic Statistics

a. age distribution (%)

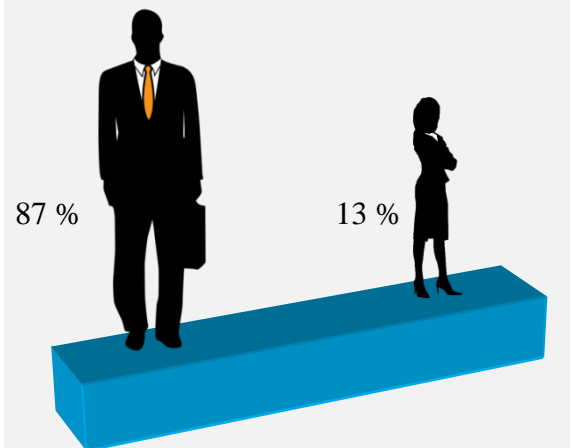


89,5 % of visitors are between 21-50 ages

b. educational background distribution (%)



c. gender distribution (%)



5. EVENTS



8th Packaging Design Competition for Students

The 8th National Packaging Design competition for students is organized to pave the way for the nurturing of an educated and creative generation for R&D departments in the sector. During the award ceremony of the 2012 competition, 11 students were awarded; 7 of whom received honorable mention.



AWARDS OF 8th PACKAGING DESIGN COMPETITION FOR STUDENTS



FIRST



SECOND



THIRD



CRESCENT AND STARS FOR PACKAGING COMPETITION

The Best Packages of Turkey Have Been Determined.

The winners of the Crescent and Stars for Packaging competition were displayed during the fair.

