



# FESPA EURASIA 2017 exhibitors increase stand space following successful 2016 event

**FESPA Eurasia 2017, the region's dedicated exhibition for wide format, screen and textile printing and garment decoration, returns to the CNR Expo in Istanbul, Turkey, from 7 to 10 December 2017.**

Over the past five years FESPA Eurasia has grown its visitor audience by 18%, confirming it as a leading event for the wide format printing and garment decoration markets in the Eurasia region.

FESPA Eurasia 2016 attracted 8,232 individual visitors, with total attendance over the four days reaching 9,774 visits. Based on their successful participation in 2016, 10% of exhibitors have increased their stand space for the 2017 event.

The 2016 exhibition also proved to be an active buying event. 44% of visitors were final decision makers and 81% were involved in the decision-making process with a collective budget of Euro 1.6 billion.

FESPA Eurasia has been recognised in the category of 'International Trade Fair' by the Turkish Union of Chambers and Exchange Commodities (TOBB) due to the increase in its international visitor and exhibitor base over the last three years, demonstrating the growing reach of this event.



Michael Ryan, Group Exhibition Manager, FESPA comments: "The increase in stand space that we're seeing for this year's show emphasises exhibitors' high regard for the FESPA Eurasia event, not only due to the number of visitors, but their seniority and purchasing authority. Receiving international trade fair status from TOBB recognises that FESPA Eurasia is transforming from a regional to an international exhibition, with many visitors from beyond Turkey travelling to attend an exhibition of this calibre."

FESPA Eurasia exhibitors reinforce the importance of the exhibition for the region: Devrim Basar Turan, Owner / General Manager at Turan Kimya notes: "Because of FESPA Eurasia's accessible location and FESPA's global brand recognition it attracts both an

international and domestic audience. FESPA Eurasia is an important event for us and this year we are aiming to increase our market recognition globally and feel that as FESPA Eurasia is growing its international reach, it is the event for us."

Sercan Yaguçmen, Regional Manager at Roland DG Mid, Europe comments: "We recognise FESPA Eurasia as an important and effective event in the market and a key part of our marketing strategy. The event allows us to display and see different kinds of solutions and innovations, meet with industry professionals and generate new business leads."

Yavuz Selim Ezgü, Co-owner, General Coordinator at Optimum Digital adds: "FESPA Eurasia is a very important show for us and has contributed to our journey of becoming a global brand. Exhibiting at FESPA Eurasia provides us with a yearly opportunity to meet with the Eurasian print community. This year we will be showcasing three of our product ranges including our solvent and UV products and our textile machines."

For more information on FESPA Eurasia 2017 and to find out more about exhibiting visit: [www.fespaeurasia.com](http://www.fespaeurasia.com) ♦