

wire and Tube go Türkiye – new investment business in May 2023 in Istanbul

Another important step has been taken towards globalisation with a focus on the international growth markets of the metal industry: from 24 to 27 May 2023 the new trade fairs wire Eurasia and Tube Eurasia will be held for the first time in Istanbul.

With this move Messe Düsseldorf expands its wire and Tube portfolio in the direction of Turkey and Asia.

wire and Tube Eurasia will initially be run as an investment business venture during the two Turkish trade fairs Wire Tech Istanbul and Tube + Steel Istanbul. These two events are held by Tüyap Fair Istanbul, the leading Turkish trade fair organiser and venue operator, at the Tüyap Fair Convention and Congress Center. From 2025 wire and Tube Eurasia will then be organised as independent trade fairs at two-year intervals.

24 to 27 May 2023 will see the two Turkish trade fairs being extended to include the new trade fairs wire and Tube Eurasia with the focal segments wire, cable, their manufacturing and processing, tubes and pipes, pipe production, pipe finishing and trade.

“The expansion of our metal trade fair portfolio towards Turkey is important and necessary to ensure continued growth in the market and to match our exhibitors’ changed needs,” stresses Daniel Ryfisch, Director of Messe Düsseldorf’s wire, Tube and Flow Technologies portfolio.



International Wire and Cable Trade Fair
Internationale Fachmesse Draht und Kabel



International Tube and Pipe Trade Fair
Internationale Rohr-Fachmesse

15-19 April 2024
wire.de | tube.de



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Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

The leading Turkish trade fair organiser and venue operator Tüyap has successfully organised fairs and conferences in the region since 1979.

By way of this cooperation Tüyap and Messe Düsseldorf strengthen their concentrated expertise in the metal fairs segment.

Expressions of interest in wire and Tube Eurasia can be addressed to Cem Bagci and Sarah Liehsem at: bagcic@messe-duesseldorf.de and LiehsemS@messe-duesseldorf.de as of now.

Further information as well as registration documents will be accessible **soon** at: www.wire-eurasia.com, www.wire-eurasia.de, www.wiretube-eurasia.com and www.wiretube-eurasia.de.

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