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## ISK-SODEX 2019 to welcome exhibitors from all around the globe

**This year's edition of the exhibition is going to focus on diversification of export markets**

**Istanbul, Turkey, 6 June 2019. The HVACR sector, an industry of significant value to the Turkish economy, will again come together at ISK-SODEX between 2 and 5 October 2019 in Istanbul. The exhibition aims to facilitate new commercial cooperation opportunities between Turkish manufacturers and delegations from the European Union, Africa, and South America. Eurovent is an official supporter of the event.**

The Turkish HVACR industry, which includes air conditioning, heating, and refrigeration systems, as well as insulations, fittings, and other equipment, has started exploring new export markets with an initial goal of 5,5 bn dollars in 2019. With its promotion activities gaining momentum in strategic countries outside Europe, the sector will meet its target markets at the upcoming edition of the biennial leading industry exhibition. This year, the organisers expect to provide great opportunities for the industry to reach new heights in terms of its exports.

In recent years, the Turkish HVACR sector has achieved a significant competitive advantage on international markets. Alexander Kühnel, General Manager of Hannover Messe Sodeks Fuarçılık said in this respect: "HVACR is a major export area of the Turkish industry, which continuously sets new records in growth figures. The shift towards state-of-the-art products with a focus on R&D activities in the recent years provides for a competitive advantage on international markets and draws attention of foreign investors. The interest in establishing commercial cooperation with the Turkish industry has substantially increased. In order to follow the export goals by utilising this increased interest, the industry focuses on more distant markets with low export volumes. It is crucial that the sector comes together with the target markets at international exhibitions to demonstrate its potential."

Elaborating on connecting the local HVACR sector with its target markets, Kühnel added: "The Turkish industry has started to extend its presence to strategic markets outside Europe. On one hand, the exhibition will increase the number of foreign buyers from existing leading export countries based in Europe. On the other, it will provide an opportunity for manufacturers to meet delegations from extended target markets, such as Australia, Argentina and Chile. The 'International Buyers Delegation' programme will host sector professionals from many other target countries."

This year's edition of ISK-SODEX, organised by Hannover Messe Sodeks Fuarçılık, will take place between 2 and 5 October 2019 at the Istanbul TÜYAP Fair and Exhibition Centre, in cooperation with ISKAV, DOSIDER, Eurovent's Member Association ISKID, IZODER, TTMD, POMSAD, SOSIAD, ESSIAD, MTMD, and KBSB. With over 42.000 m<sup>2</sup> of its exhibition area already sold out, ISK-SODEX 2019 expects to host exhibitors from 20+ countries. The exhibition will also conduct supportive programmes focusing on the advantages of the sector and provide the exhibitors and visitors with new opportunities for networking, establishing business connections, and exchanging information and experiences.

### Enclosed documents

Eurovent Association and ISK-SODEX logo files

Press images

PDF version of the article