

**join the best:**  
**15 - 19 April 2024**

## **Great premiere in Istanbul: wire and Tube Eurasia celebrate successful first event**

With 210 exhibitors on a total area of 8,000 square metres, the premiere of the joint trade fair appearance of Wire TECH Istanbul, Tube & Steel Istanbul and wire and Tube Eurasia came to a successful end after four days full of great expectations.

Together with Tüyap, the organiser of the two Turkish trade fairs for wire, cable, tubes and pipes, the newcomers wire and Tube Eurasia went to the starting line for the first time.

In total, more than 10,000 top customers from Turkey and neighbouring countries took the opportunity to find out about innovations and trends in the industries from the players in these key technologies at the Tüyap Fair Convention and Congress Center.

"A promising start to the premiere in Istanbul," said Bernd Jablonowski, Executive Director of Messe Düsseldorf GmbH. "A positively charged atmosphere in the exhibition halls right from the start - that makes you want more. The four days of the fair in Istanbul have shown that Turkey is a supra-regional hub for the wire, cable, tube and pipe industries," said Jablonowski.

In 2025, wire and Tube Eurasia will present themselves together for the second time with concentrated technology competence at the Istanbul location. From here, there are short trade routes to the neighbouring countries and Asia, which means that the most important target countries are addressed.



International Wire and Cable Trade Fair  
Internationale Fachmesse Draht & Kabel  
Düsseldorf, Germany | [wire.de](http://wire.de)



International Tube and Pipe Trade Fair  
Internationale Rohr-Fachmesse  
Düsseldorf, Germany | [tube.de](http://tube.de)



**Messe  
Düsseldorf**

Messe Düsseldorf GmbH  
Postfach 10 10 06  
40001 Düsseldorf  
Messeplatz  
40474 Düsseldorf  
Deutschland

Telefon +49 211 4560 01  
Telefax +49 211 4560 668  
Internet [www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
E-Mail [info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)

Geschäftsführung:  
Wolfram N. Diener (Vorsitzender)  
Bernhard J. Stempfle  
Erhard Wienkamp  
Vorsitzender des Aufsichtsrats:  
Dr. Stephan Keller

Amtsgericht Düsseldorf HRB 63  
USt-IdNr. DE 119 360 948  
St.Nr. 105/5830/0663

Mitgliedschaften der  
Messe Düsseldorf:



AUMA  
Ausstellungs- und  
Messe-Ausschuss der  
Deutschen Wirtschaft



FKM – Gesellschaft zur  
Freiwilligen Kontrolle von  
Messe- und Ausstellungszahlen

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

In just five months of preparation, the Messe Düsseldorf team and the Turkish organiser Tüyap have succeeded in organising a compact industry platform for Turkey and the surrounding regions that reflects the market of the wire, cable, tube and pipe industries. Information on both trade fairs can be found at: [www.wire-  
eurasia.com](http://www.wire-eurasia.com) and [www.tube-  
eurasia.com](http://www.tube-eurasia.com).

With wire and Tube Eurasia, the global network of satellites in Messe Düsseldorf's wire, Tube & Flow Technologies portfolio continues to grow. This year, satellites will be held in China, Egypt and Thailand.

#### **wire and Tube Middle East Africa**

02 to 04 September 2023

[www.wire-mea.com](http://www.wire-mea.com), [www.tube-mea.com](http://www.tube-mea.com)

#### **wire China**

04 to 07 September 2023

[www.wirechina.net](http://www.wirechina.net)



#### **wire and Tube Southeast Asia**

20 to 22 September 2023:

[www.wiresoutheastasia.com](http://www.wiresoutheastasia.com), [www.tube-southeastasia.com](http://www.tube-southeastasia.com)

Press contact for all international satellites of wire and Tube:

Petra Hartmann-Bresgen MA

Phone: +49 211 45 60 541

E-mail: [HartmannP@messe-duesseldorf.de](mailto:HartmannP@messe-duesseldorf.de)