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Export push from the Turkish air conditioning industry

While focusing on expanding the industry to new markets, ISK-SODEX 2019 offers a rich variety of supporting activities

With more than 2bn EUR in exports, the air conditioning industry continues to add value to the Turkish economy. The industry will soon come together at the 14th ISK-SODEX, also known as the International Exhibition for HVACR, Pumps, Valves, Fittings, Fire Prevention, Water Treatment and Insulation. It will bring together purchasing committees from the EU, Africa, and South America, with Turkish manufacturers to form new partnerships.

The air conditioning industry, which includes air conditioning systems, ventilation, insulation components, fittings and equipment, and cooling equipment, is looking to expand to new markets in order to meet its 5,5bn EUR export target by 2019. This year's ISK-SODEX will be held at the TÜYAP Fair Convention and Congress Centre in Istanbul from 2-5 October 2019 and will continue to create new opportunities for the industry.

Alexander Kühnel, General Manager of Hannover Messe Sodeks Fuarçılık stated: "The air conditioning sector is a significant export industry of Turkey, which continues to set new growth records each year. Our focus on R&D-intensive high-tech products in recent years has given us a competitive edge, particularly on foreign markets, which is also noticed by foreign investors. To capitalise on this growing interest, we are working to increase the trade volume on markets that offer a higher export volume for the air conditioning industry, as well as new markets with low export volumes. This is part of our focus for the exhibition that we are undertaking alongside the industry representatives. It is very important for ISK-SODEX, a leading brand in its field in Turkey and Eurasia, to show the potential of the industry and unite it with its target markets."

Supporting programme

In addition to bringing members of the air conditioning industry together, the fair will also offer a range of interesting supporting activities. The 'ISK-SODEX Masters League 2019' will be held for the second time this year and the top three contestants in terms of correct installation, project conformity, and aesthetics will earn the title of the 'Best Combi Boiler Installer of Turkey'. The contest is sponsored by Çayırova Boru, ECA Emas Makine, Georg Fischer Hakan Plastik, and Rothenberger, and will be held in the Masters League Area of the Hall 13 for the duration of the exhibition.

HVACR buyers from all over the world will attend the ISK-SODEX Exhibition B2B Meetings as part of the Buyers Delegation Programme. The meetings, which will be supported by the Republic of Turkey Ministry of Trade, and the Turkish HVACR Exporters Union (ISIB), will be held in the B2B Area in Hall 13 on 2 and 3 October.

The ISK-SODEX Exhibition will bring buyers and sellers to form new partnerships and provide a medium to share knowledge and experience for four days through a number of forums and conferences. The Forum Area, which provides participants with an important opportunity to promote their brands, is preparing to welcome its participants and visitors in Hall 11. All guests and participants will be able to freely participate in sessions where participants including Daikin, Aldağ, and Siemens will share important items on their respective agendas. The Associations' Special Sessions in the Karadeniz Hall will provide insights into the future of the industry.

About Eurovent

Eurovent is Europe's Industry Association for Indoor Climate (HVAC), Process Cooling, and Food Cold Chain Technologies. Its members from throughout Europe, the Middle East and Africa represent more than 1.000 organisations, the majority small and medium-sized manufacturers. Based on objective and verifiable data, these account for a combined annual turnover of more than 30bn Euros, employing around 150.000 people within the association's geographic area. This makes Eurovent one of the largest cross-regional industry committees of its kind. The organisation's activities are based on highly valued democratic decision-making principles, ensuring a level-playing field for the entire industry independent from organisation sizes or membership fees.

Our Members

Our 'Members' are national associations from Europe, the Middle East and Africa that are representing manufacturers in the area of Indoor Climate (HVAC), Process Cooling, Food Cold Chain, and Industrial Ventilation technologies.

The more than 1.000 manufacturers within our network (Eurovent 'Affiliated Manufacturers' and 'Corresponding Members') directly participate in Eurovent activities in a democratic and transparent manner.

→ For in-depth information and a list of all our members, visit www.eurovent.eu