

**22 – 25 MARCH 2007**

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**POST SHOW REPORT**

## **AT TURKEY'S ONLY SPECIALIZED FAIR, ROOF & FAÇADE, INDUSTRY LEADERS HAVE COME TOGETHER UNDER THE SAME ROOF**

ROOF & FACADE– The 4th Roof & Façade Systems and Technologies Fair between the dates 22 – 25 March 2007 held at CNR EXPO with the support of CATIDER ((Association of Roofing Industrialists and Businessmen) facilitated economic dialog between both national and international sectoral associations

The fair which brought together 17,046 professional visitors 620 out of which are international, has become renowned with the seminars organized, the booths with unique formats and stand awards.



The objective of the ROOF & FAÇADE Fair is to inform professionals about solutions and applications concerning matters such as roof coatings, façade order & design, terrace applications and insulations. This year's event bore the trait of a real specialist fair. Moreover, the fair has exhibited the competitive, entrepreneur and high quality production of Turkey to the world stage.

### **MAJOR BREAKTHROUGHS IN TURKISH ROOFING INDUSTRY**

The roofing supply sector, flourishing along with the exponential growth of the building sector since 2001, has progressed by 8 % in the last year. In comparison with the year 2003, total production capacity in the roofing industry has shown increase by 54 %. Adil Baştanoğlu, the CEO of CATIDER, announced that the target 2006 figures have been achieved and that the trend would continue the following year as well even with more increase. Having stated that a total of 96 million sqm of material was produced in 2006, Mr. Öztürk also noted the recent changes in aesthetics which have also influenced the construction industry as well as the roof systems.

#### **EXHIBITION FACTS:**

**Date:** 22 - 25 March 2007

**Venue:** CNR EXPO, Istanbul Turkey

**Frequency:** Annual

**Organizer:** CNR International Trade Fairs Inc.

**Main Supporter of the Exhibition:**

(Association of Roofing Industrialists and Businessmen)



## **EXHIBITOR PROFILE:**

### **Number of Exhibitors**

	<b>2007</b>
<b>Direct</b>	196
<b>Indirect</b>	275
<b>Total</b>	471

#### **- Curtain Walls;**

Supplementary elements for curtain walls, curtain wall structural systems, modular curtain wall panels

#### **- Glazing;**

Float and regular glazing, translucent and semi-transparent glass

#### **- Heat and Sound Protection Materials;**

Wood and vegetal derivation heat and sound protection boards and panels, glass based heat and sound protection materials

#### **- Roof Coverings, Roof Deck Coverings and Membranes;**

Supplementary elements for roof coverings, roof deck coverings and membranes, tile and tile imitation roof coverings, cement, soil and petroleum based, metal sheet and sandwich panel roof coverings, undulated and trapezoid sheet roof coverings, roof slate, shingle and siding, winter garden, green house

#### **- Façade Claddings;**

Supplementary elements for façade claddings, auxiliary equipments for façade, corrugated or trapezoidal metal sheets, ready – mixed stucco, plastic based, façade claddings adhered to wall and façade claddings with air cushion backside



#### **-Water and Moisture Protection;**

Supplementary products for water and moisture protection, bituminous, asphalt and tar based waterproofing materials, plastic based, and rubber based rolls, tables sheets and liquids.

Organized on an area of 20.000m<sup>2</sup>, ROOF & FAÇADE Fair offered also three-dimensional presentation opportunities and created advantages for more than 300 national and international brand names in introducing their products and services to the local and international markets.

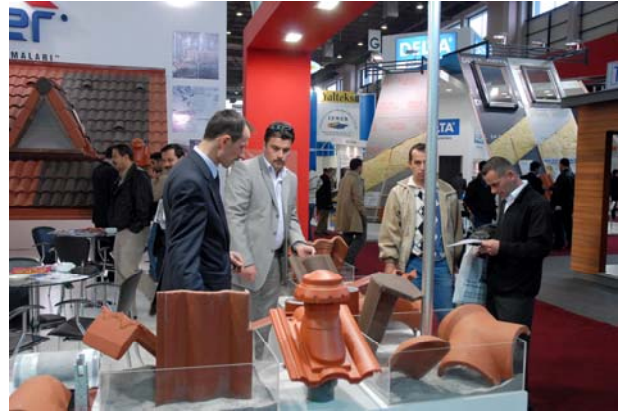
Exhibitors from Germany, Italy, France, Ukraine, Bulgaria, China and Taiwan did their utmost to find their place in the Turkish market at the fair.

## **VISITORS PROFILE:**

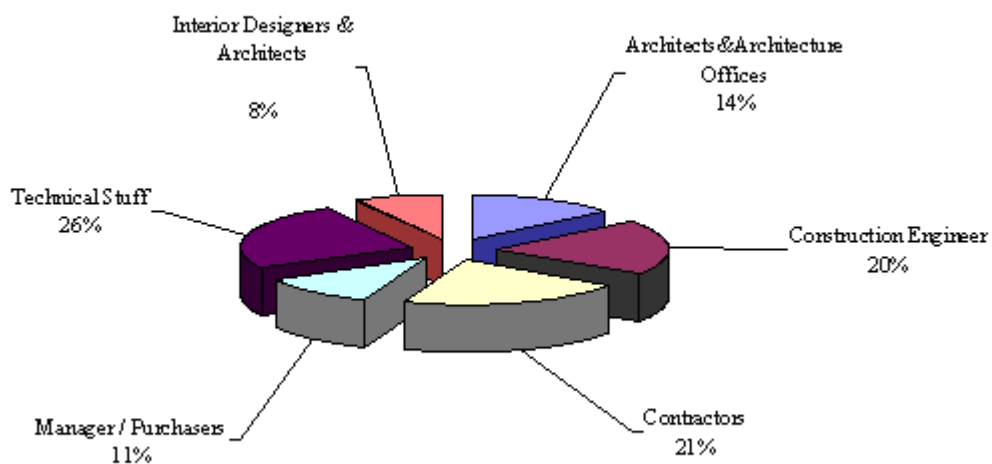
### **Number of Visitors**

	<b>2007</b>
Turkish	17.026
Foreign	620
Total	17.646

- Architects
- Building Contractors
- Interior Designers
- Decorators
- Civil Engineers
- Chemistry Engineers
- Electric Engineers
- Mechanical Engineers
- Industry Engineers
- Investors
- Public Institutions
- Authorities
- Media Representatives



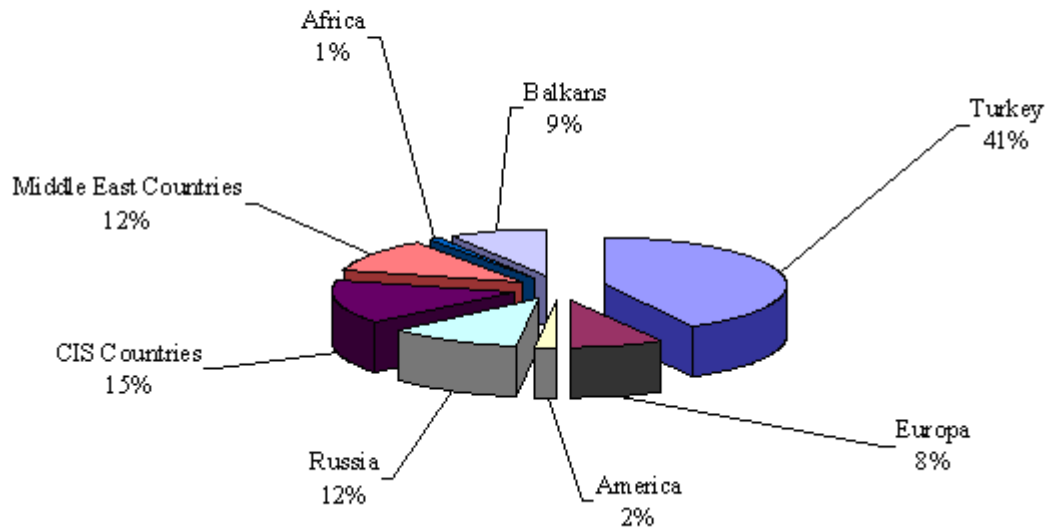
### **2007 VISITORS PROFILE ACCORDING TO PROFESSION**



Foreign contractors who were brought to the fair via “Trade Mission” program supported by DTM (Undersecretariat of Foreign Trade) pursued new business opportunities with the exhibitors

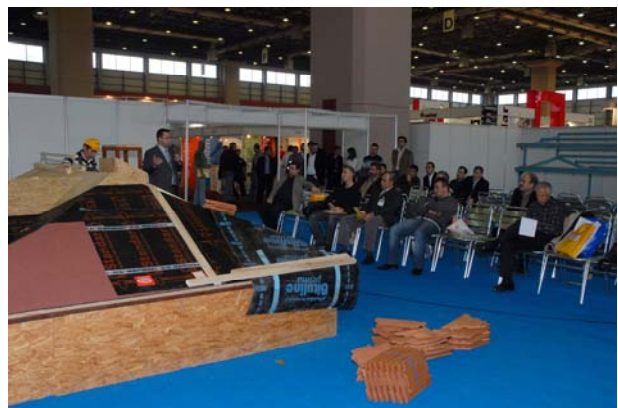
Visitors from East Europe, Middle East Countries, CIS Countries, Russia, USA and Europe have been able to see the latest technology and innovations together with the sector’s important associations and establishments.

## 2007 VISITORS PROFILE ACCORDING TO COUNTRIES



## DEMANDS AND OFFERS: ALL IN ONE APPLICATION TOWN

The most accurate information was conveyed to visitors by means of activities and service areas such as Special Product Applications, CATISEM (Roof Systems Education Center) training seminars. As well as training seminars conducted under the auspices of SMGM (Continuous Professional Development Center) / TMMOB (Union of Chambers of Turkish Engineers and Architects –UCTEA) Program.



Technicians and specialists contributed to the demonstrations during the activities. Shows put on by firms in “Application Town” garnered the visitors’ attention.



*SEE YOU AT ROOF & FAÇADE 2008*

*13 – 16 MARCH 2008*

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