

**Θέμα:** Unicera & Pipexpo**Από:** Gulsah Godek <gulsahgodek@tuyap.com.tr>**Ημερομηνία:** Tue, 25 Jan 2011 12:23:51 +0200 (EET)**Προς:** okal@central.tee.gr**Κοινοποίηση:** erdalusta <erdalusta@tuyap.com.tr>, aylinelman <aylinelman@tuyap.com.tr>

Dear Olga,

I would like to kindly inform you about UNICERA 23rd International Ceramic Bathroom Kitchen Fair between the dates of 2-6 March 2011. Tuyap Fairs and Exhibition Inc. will organize PIPEXPO 2nd Pipe, Pump, Valve, Filter Industry Fair at the same time with UNICERA. You can find the e-brochures attached.

As our Project Promotion Coordinator Mr. Erdal Usta discussed in the meeting at your office, to improve the cooperation between your association and Tuyap Fairs and Exhibitions, we would like to inform you about the opportunities to your delegations. Please note that these opportunities will be given for the detailed delegation list which will be sent to Tuyap before the 15 days from the opening of the fair.

- 2 nights accommodation including breakfast at a 5 star hotel
- Free transfers to your delegation between the airport-hotel-fair area
- Free entrance to the fair for your members
- Free lunch at the fair ground to your delegation
- Free fair catalogues to your chamber
- Free flight tickets to your board members (1 ticket for 10 businessmen, 2 tickets for 20 businessmen and 3 tickets for 30+)

P.S.: Please also kindly note that to organize your accommodation, we need the aprx. numbers about your delegations until 1st February 2011.

Awaiting your kind reply.

Best Regards

Gülşah Gödek

Project Promotion Assistant

Phone: +90 212 867 11 00 Ext: 6161

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Unicera\_2011\_en\_brs\_soft.pdf

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**PIPEXPO**  
e u r a s i a

You are invited to Pipexpo

We kindly request your presence at the fair opening which will be held on March 2, 2011 Wednesday at 11.30

**TÜYAP**

Visiting hours:  
2-3-4-5 March 2011  
10.00-19.00  
6 March 2011  
10.00-18.00

(For one person only and valid during the fair, free of charge)

[www.pipexpo.com](http://www.pipexpo.com)

**Scope of Pipexpo 2011 Fair**

**PIPES**

- Plastic Pipes
- PVC Pipes, PP Pipes, Polyethylene, Crosslinked PEHD Flexible Pipes, Substructure Product Groups, Infrastructure Product Groups, Agricultural Irrigation Products, Pipes of Oxygen, Gas etc.
- Hydraulic Hoses, Special Pipes
- 1. Metal Pipes
- 2. Iron Pipes
- 3. Copper Pipes
- 4. Aluminum Pipes
- 5. Concrete Pipes
- 7. Alloy Pipes
- 8. Floor Glass Pipes
- 9. Asbestos Pipes
- 10. Thermally Insulated Pipes
- 11. Ceramic, Fireproof Pipes

**PUMPS, VALVES**

- Pumps: Circulation Pumps, Centrifuge Pumps, Water Pumps (Municipal Water - Clean Water Pump), Sludge and Gage Pumps, Vacuum Pumps, Dewatering and Mud Pumps, Air - Gas Pumps, Blowers, Jet Type Pumps, Multistage Pumps, Diaphragm Pumps, Solar Pumps, Field Pumps, Handheld Pumps, Fire Pumps, Industrial Pumps, Acid Pumps, Hydrophobic Head Pumps, Oil Dispense Pumps
- Valves: Universal Valves, Natural Gas Valves, Check Valves, Butterfly Valves, Slanted Steel Valves, Flange Valves, Pneumatic Valves, Solenoid Valves, Globe Valves, Plug Valves, Thermo Isolat, Motorized Valves, Ventilation Valves, Brass Valves, Bellows Valves, Blade Valves, Needle Valves, Thermostatic Valves, Check-Check Valves, Plug Valves, Diaphragm Valves, Pressure Reducing, Security Cocks, Hydraulic Pressure Regulator Cocks, Inverters, Backflow Valves

**BOILERS, TANKS**

- Boilers: Hot Water Boilers, Steam Boilers, Hot Oil Boilers, Heating Boilers
- Tanks: Storage Tanks (Deposit), Fuel Tanks, Buffer (Accumulation) Tanks, Buffer (Heat Interchange) Tanks, Separation Tanks, Fermentation Tanks

**PIPE JOINTS, FITTINGS AND ARTICULATION COMPONENTS**

- Flanges, Pipe Flanges, Clamps, Angle Rings and Brackets, Pipe Fittings, Reducers and Equipment, Pipe Coupling Devices, Pipe Repair Devices and Kits

**FILTERS AND TREATMENT SYSTEMS**

- Water Filters, Oil Filters, Chemical Filters, Fuel Filters, Hydraulic Filters, Air Filters, Diesel - Fuel Filters, Run Gas Filters, Gas Filters, Condensate Systems and Treatment Equipment

**CHIMNEY AND VENTILATION SYSTEMS**

- Metal, Ceramic, Concrete, Fiberglass, Stainless Steel Chimney Systems, Chimney Hoods, Ventilation and Air-Conditioning Units

**PRODUCTION MACHINES**

- Metal Pipe Production Machines, Steel-Alloy Pipe Production Machines, Helix Pipe Production Machines, Concrete Pipe Production Machines, Thermal Insulated Pipe Production Machines, Rolling Machines, Coiling, Drilling and Slitting Machines, Thermal Process Machines, Recycling and Sorting Systems

**ACCESSORIES AND AUXILIARY EQUIPMENTS**

- Sealing Mechanisms and Equipment, Sealing Components and Seal Rings, Strainers, Armatures, Other Hydraulic Equipment, Pipe Protection Systems and Equipment, Burners, Clutches

**PIPE TRANSMISSION SYSTEMS AND TECHNOLOGIES**

- Hydro, Aerobic Systems and Equipment, Welding Systems, Recovery Systems

**LABORATORIES, TESTING AND MEASUREMENT**

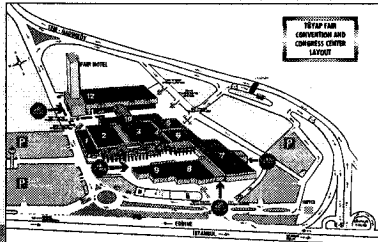
- Laboratories, Testing and Measurement Equipment, Physical and Chemical Analysis, Quality Control System and Equipment

**RAW MATERIALS**

- Metal Raw Materials, Plastic Raw Materials, Concrete Raw Materials, Alloys, Alloys

**UTILITY SERVICES**

- Test and Commissioning, Quality Measurement and Repair Services, Risk Management and Calibration Services, Quality Control Services, Recycling Companies, Special Publications



**TÜYAP FAIR CONVENTION AND CONGRESS CENTER** (with special authorization of TÜYAP) is a service of TÜYAP FAIR CONVENTION AND CONGRESS CENTER. The center is located in the heart of the fair area and is equipped with all the necessary facilities for the fair. The center is also equipped with a large hall for the fair and a large hall for the congress.

**TÜYAP FAIR CONVENTION AND CONGRESS CENTER** has a large hall for the fair and a large hall for the congress. The center is also equipped with a large hall for the fair and a large hall for the congress.

**FAIR PROJECT GROUP**

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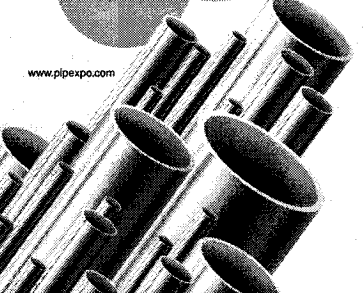
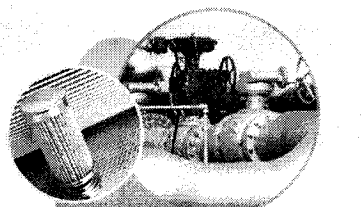
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**THIS FAIR IS HELD UPON THE AUTHORIZATION OF THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY, IN ACCORDANCE WITH LAW NUMBER 5174.**

**PIPEXPO**  
e u r a s i a

2<sup>nd</sup> Pipe, Pump, Valve, Filter Industry Fair



**March 02-06, 2011**

**TÜYAP** Istanbul

**TIMBER**  
FİREKAT ÇAMIRI SAĞLIKLI DÜNYA  
RUMELİYE CAD. NO: 100  
34398 ÜTAR/İTÜ

**Outstanding Meeting of Pipe Industry**



PIPEXPO 1<sup>st</sup> Pipe Industry Fair which is organized with cooperation of Tüyap and TIMDER (Trade Association for Sanitary and Building Supplies), has been inaugurated by Minister of Public Works and Settlement Mr. Mustafa Demir and TOKI Vice President Mr. Ahmet Haluk Karabel.

**First Fair Attracts Great Interest**  
53.394 visitors from 70 countries have visited the PIPEXPO 1<sup>st</sup> Pipe Industry Fair by virtue of positive interactions which have been achieved by simultaneous organization of UNICERA 22<sup>nd</sup> International Ceramics, Bathroom & Kitchen Fair. Attendance of 2.883 foreign visitors at the first event was a good indication of international qualification.

**Meeting of Public Institutions and Sector**  
Within the scope of first fair, authorized officers of relevant public institutions and engagement directors of water and sewer works have visited our fair under the leadership of the Ministry of Public Works and Settlement. General Directorate of Construction of Ministry of Public Works and Settlement and Provincial Bank were participants in the Fair.

**1<sup>st</sup> Pipexpo**



**PIPEXPO**  
Eurasia

2<sup>nd</sup> Pipe, Pump, Valve, Filter Industry Fair

**Most Extensive Organization of Europe**  
PIPEXPO 2<sup>nd</sup> Pipe, Pump, Valve Filter Industry Fair which will be organized in the biggest and modern fairground of Turkey Tüyap Fair, Convention and Congress Center Büyücekmece / ISTANBUL during 2- 6 March 2011, offers opportunity to those who are concerned to find a wide variety of products on exhibit.

By gathering the industry, the fair is a good occasion To fulfill the needs and expectations of the sector.



**Efficient Promotions in Designated Locations**

Within the scope of designated abroad locations, commercial counsellors, chambers of industry and trade, businessmen council, manufacturer and importer associations of pipe sector have been visited. Similar operations are rapidly maintained in entire country.

**An Energizer for the Sector**

PIPEXPO, the most significant fair of Pipe industry in Eurasia, proceeds with 2nd Fair, reinforced with a wider scope in accordance with sectoral demands.



An historic setting at the geographical and cultural gateway between two continents is bounded on the north and the south by two seas, the Black Sea and the Sea of Marmara. Istanbul is the only city in the world built on two continents. It stands on the shores of the uniquely beautiful Bosphorus (Istanbul Bogazi) where the waters of the Black Sea combine with those of the Sea of Marmara and the Golden Horn. Istanbul is a province designed to be the capital and it has been the capital of three empires which dominated the world. It is one of the richest cities in historical background, as well as one of the most beautiful, enchanting and alive cities of the world. The old palaces, the great mosques with soaring minarets, ancient churches, museums, bazaars, the Istanbul Strait and others are wonderful sites worth seeing. The city unites its natural beauties with its historical and cultural accumulation and modern infrastructure, ascending in world league as the new favorite city for international organizations. The city is quite assertive with its hotels, fair, congress and meetings halls at international standards. Two international airports with a capacity of 25 million passengers annually and transportation facilities. It has the capacity to meet all the demands of the sector with its five-star hotels providing service in world standards. There are huge business centers of holdings, headquarters of international companies and banks and skyscrapers. It also promotes an amazing touristic journey with its modern shopping malls with the shops of the world famous brands, eating and drinking opportunities including all the cuisines of the world, and the entertainment spots open every day and night.

**UNICERA**  
ISTANBUL

**CERAMICS  
BATHROOM  
KITCHEN WILL  
SPRING TO  
LIFE WITH  
23<sup>rd</sup> UNICERA**

UNICERA Fair which has demonstrated the quality of Turkish ceramics, bathroom and kitchen products to the world via its international visitors, become one and the most magnificent fair in its own field with great performance which has been shown in recent years. By virtue of this success, UNICERA became a fair which is waited and visited by foreign and domestic consumers and professionals both. As a consequence of that, it has shattered the growth records of 2010 22<sup>nd</sup> UNICERA.



**22. UNICERA has shattered the growth records.**

**Participator Corporations  
and Fair Size**

**%22**

**Domestic Visitors**

**%40**

**Foreign Visitors**

**%50**

\* According to these statistics, UNICERA Fair which fair achieved a general growth of %22 showed that it has been taking an important place among the biggest fairs of not only the Europe also the world, by increasing its foreign visitor number by %50 and domestic visitors number by %40.

**Marketing and Promotions in Target Countries**

- \* Especially when we compare the terms of 2009 with 2010, foreign visitors which constitute our target markets, have increased.
- \* When we consider the production potential of sector, suitable market research and regional distribution, increasing visitors from classical Europe countries, Middle East and North Africa countries are remarkable and significant.



**53.394 individuals from 69 countries  
have visited the fair.**

During the UNICERA Fair, qualification and concentration of foreign procurement committees which are the guests of TÜYAP are added by participator corporations. 53.394 individuals from 69 different countries have visited the UNICERA Fair this year. The fair has proven its international qualification with its 2883 foreign visitors.



**GROWTH**



Marketing Operations in Syria, Iraq, Libya, Iran, Egypt, Jordan, Lebanon, Georgia, UAE, Azerbaijan, Greece, Bulgaria, Kazakhstan, Albania, Bosnia, Herzegovina, Russia and Ukraine, has been being maintained also for the year 2011.

**UNICERA 23. International  
Ceramics, Bathroom & Kitchen Fair  
will be organized in Tüyap Fair,  
Convention and Congress Center  
Büyükdere / Istanbul in 02-06  
March 2011.**

Efficient promotion operations are increasingly maintained in new target markets which are the expectation of the sector.



Architects, Interior Architects and Industrial Designers may observe different products in the same time.

Turkish Ceramics which attract great attention with their modern designs in international platforms, also will dazzle in original bathroom and kitchens.



**ceramiSTANBUL**  
Modern Ceramics Art Müzaveci



**ISTANBUL**

Which is an historic settlement, the geographical and cultural gateway between two continents is bordered on the north and the south by two seas, the Black Sea and the Sea of Marmara. Istanbul is the only city in the world that is on two continents. It is one of the shores of the uniquely beautiful Bosporus (Istanbul Bosphorus) where the waters of the Black Sea combine with those of the sea of Marmara. Just the Köyler's Bosphorus is a peninsula designed to be the gateway and has been the capital of three empires which used to dominate the world.

It is one of the richest cities in historical background, as well as one of the most beautiful, interesting and attractive of the world. The old palaces, the great mosques with soaring minarets, ancient churches, museums, bazars, the Istanbul Bazaar and others are wonderful also worth seeing. The city unites its natural beauty with its historic and cultural monuments and modern infrastructure, providing its world league as the new favorite city for international organizations.

The city is quite adaptive with its hotels, fair, congress and meeting halls in European standards. Two international airport with a sum of 26 million passenger capacity of annually and its transportation opportunities. It has the capability to meet all the demands of the sector with its facilities from promoting service in world standards. There are huge business centers of holdings, headquarters of international companies and banks and stock exchanges. It also promotes an exciting business strategy with its modern shopping malls with eating and drinking opportunities, including all the corners of the world, and the entertainment spots working all day and night.

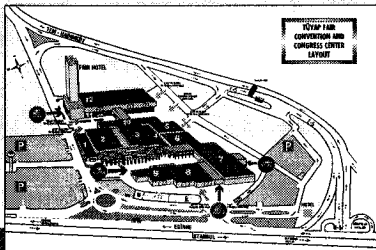


# The Progress continues with 23<sup>rd</sup> Unicera...

23<sup>rd</sup> UNICERA, is prepared for its 23<sup>rd</sup> Organization which will be in **02-06 March 2011** to provide new markets for all sector representatives.

#### Product Groups

- ✓ Ceramics, Granite
- ✓ Marble
- ✓ Mosaic, Glass, Stainless Steel, Mosaic
- ✓ Vitified Products
- ✓ Armatures
- ✓ Bathing, Jacuzzi, Shower Cabins
- ✓ Hydromassage Systems and Accessories
- ✓ Bathroom Accessories
- ✓ Bathroom Furnitures
- ✓ Ceramics Chemicals, Adhesives
- ✓ Profile, Ceramics Display Units
- ✓ Towel Warmers, Reservoir, Internal Units
- ✓ Kitchen Furnitures
- ✓ Built-in Devices
- ✓ Counters and Sinks
- ✓ Kitchen Accessories and Interio System Equipments
- ✓ Related Publications



**TUYP FAIR CONVENTION AND CONGRESS CENTER** designed to accommodate a fair of 100,000 sqm, for exhibits and visitors. Plans of 4000 m<sup>2</sup> for 1000 exhibitors are included in accordance with international standards, covering a total area of 87,500 sqm. 4000 and 50,000 sqm of special space, fulfill a significant requirement in Turkey. Coordinated by TUYP who is always striving for perfection, the center is Turkey's largest fair and congress center.

TUYP founded in 1976 has served more than 200,243 companies from 74 countries by organizing 11000 domestic fair and 125 international fairs in 76 countries. In cooperation with 100 professional institutions in more than 60 different subjects to promote the quality products.

#### FAIR PROJECT GROUP

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THIS FAIR IS HELD UPON THE AUTHORIZATION OF THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY IN ACCORDANCE WITH LAW NUMBER 3174.



# 23<sup>rd</sup> International Ceramics Bathroom & Kitchen Fair

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