

IFAT Eurasia 2015 in Ankara



After several enquiries from Turkey at other trade shows such as INTERSEC in Dubai, and IFAT in Munich, we decided to take part at IFAT Eurasia in Ankara last week (16th to 19th April).

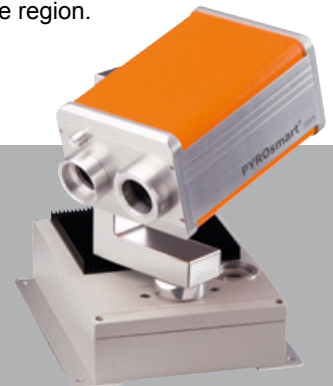
IFAT Eurasia was launched to introduce and establish a network and an area of trade for the Environmental Technologies Sector. The show took place in a large convention and exhibition center, the Congressium, and offered space for over 240 exhibitors. There was also a technical and scientific supporting program, called the Innovation Exchange Forum.

As it was the first IFAT in the region, it was particularly interesting to see who wanted to be part of it. To be there as representatives of businesses from the federal state of Hessen, which had organized a joint stand, helped underlining our "made in Germany" provenance.

Our main aim to participate was to learn more about the market and its structure, and to find potentially suitable sales agents for Turkey.

PYROsmart® and its benefits were received very positively, and those who were new to the system were very taken with its features and performance.

The exchange with visitors and other exhibitors alike proved very interesting and promising, and we are convinced the next few weeks will confirm our leads and contacts to be sustainable for future business in the region.



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