



Tube Eurasia and Wire Eurasia Fairs Open Their Doors in Istanbul

Tube Eurasia and Wire Eurasia Fairs, the giant meeting of steel, tube, profile, cable and wire industries, opened their doors in Istanbul. Gathering leading companies and professionals in the industry, the fairs aim at offering new business connections and export opportunities.

As one of the major meeting points for the steel, pipe, profile, cable and wire industries, Tube Eurasia and Wire Eurasia Fairs opened their doors with a ceremony held at Tüyap Fair Convention and Congress Center in Istanbul. Held for the third time between 9 and 12 April 2025, the fair brings together industry professionals in cooperation with Tüyap Fair & Exhibition Group, Turkish Steel Pipe Manufacturers Association (ÇEBİD) and Messe Düsseldorf.

The fairs started in 2019 and gained an international strength in 2023. This year, they stand out with their international exhibitors. Tube Eurasia, 3rd Pipe, Profile, Wire, Steel Manufacturing and Technologies Specialized Fair and Wire Eurasia 3rd Wire Manufacturing and Technologies Specialized Fair host 474 companies. More than 15 thousand industry professionals are expected to visit the fairs as long as they are open.

New business connections and partnerships

Underlining the importance of fairs, **General Manager of Tüyap Exhibitions Production Inc., İlhan Ersözlü**, pointed in his opening speech: "These fairs allow us to exhibit Türkiye's power in the pipe, profile, steel, wire and cable industries on a global platform. This strategic cooperation with Messe Düsseldorf will surely pave the way for new business connections and export opportunities for our national companies in the international markets."

A great potential in the energy industry

Daniel RYFISCH, Director of Messe Düsseldorf GmbH, highlighted the importance of cooperation during his opening speech: "We are delighted to see the results of our cooperation here today, which began in the previous period and has been progressing successfully. Turkish market has a great potential particularly in the construction and energy industries. We will continue to evaluate this potential together with Tüyap Fair & Exhibition Group."

This fair opens new doors to the industry

SteelOrbis General Manager, Mustafa Murat Eryılmaz, mentioned the following points in his speech: "In such challenging times for the steel industry, I believe that this fair opens new trade doors and creates new opportunities for our industry. We are very proud to have supported this project since the very beginning to present. I hope it will be beneficial for both our country and our industry."

Our goal is to become one of the top three manufacturers in the world

Deputy President of the Turkish Steel Pipe Manufacturers Association, Kemal Saraç, listed the industrial goals in his speech: "In 2024, our steel pipe production reached 4.7 million tons with a 3.4% increase, which has propelled us to the first place in Europe. We rank fourth around the world, but our goal is to become one of the top three manufacturing countries in the short term. We are in the third place in export, following China and Italy. We should focus on increasing our export rates to achieve more."

Unionization brings along industrial success

Çetin Tecdelioğlu, Deputy Chairman of Türkiye Exporters Assembly (TİM), drew attention to these points in his speech:

"Steel industry is one of the key and strongest muscles of Türkiye. When we look at the 2024 data, we stand as the world's 8th largest liquid steel producers, with a 9.5% increase in global steel production. We also rank 5th in the world for liquid steel exports. These figures also remind us that we still have a long way ahead of us. There are still so many industries to access, a good number of new markets to enter, and numerous countries and companies to contact. This is why we need to work harder and make much more effort to increase our export rates. Pipe, wire and cable are heavy industries and competing in such heavy industries is a highly difficult process. As the Türkiye Exporters Assembly, we will work together with you to serve to the entire world and grow our share in the global market. On this beautiful day, I wish for our fair to be prosperous and hope that it will be beneficial for both our country and our nation."

Broad industrial support given

Supported by the leading organizations and institutions of the industry, such as Steel Exporters' Association (ÇİB), Turkish Steel Producers Association (TÇÜD), Paslanmaz Sanayici ve İş İnsanları Derneği (PASİD), Flat Steel Import, Export and Industry Association (YİSAD), and SteelOrbis, the fairs offer the chance to showcase the innovative products and technologies of the industry.



Industry meets art

Industry professionals met art during the fairs, which represent a significant trade center for the Steel, Pipe, Profile, Cable and Wire industries. On the first day of the fair, exquisite and valuable pieces made of metals, brought to life by architect and sculptor Derya Okçu, were displayed, where industry professionals found the opportunity to closely view the stages of making art. As Derya Okçu was creating her works of art in the workshop allocated to her at the fairground, industry professionals were given the chance to observe that production process up close. The exhibiton will be open for visit to all fair visitors until the end of fair.

Please visit the following websites for further information about the fairs and to visit them: wireeurasia.com and tubeeurasia.com
