

## Press

### Successful Start of the first TOS+H EXPO – Turkish Occupational Safety + Health Exhibition, from 5 to 7 May 2014 in Istanbul

The premiere of the TOS+H EXPO proved the point: With its unusually large labour force and above-average economic growth, Turkey has developed into an attractive and multi-faceted target market for suppliers of protective equipment. Turkey was already the partner country to the leading industry trade fair, A+A, in Düsseldorf, in 2013. The first Turkish Occupational Safety + Health Exhibition (TOS+H EXPO), which took place from 5 to 7 May in Istanbul, achieved thoroughly positive results with 3,540 visitors and 90 exhibitors. Along with the simultaneous VII. International Occupational Safety Conference, organised by the Turkish Ministry for Labour and Social Security, a comprehensive market and communication platform for the key topics of personal protection and health and safety at the workplace was created.

Messe Düsseldorf President and CEO, Werner Matthias Dornscheidt stated assessing the results of the trade fair: “The excellent participation from exhibitors and visitors is a clear sign of the growing interest in occupational safety and personal protective equipment in Turkey. With the TOS+H EXPO, we and our partners have engineered a successful entry into a new and extremely interesting future market. We will certainly continue on this path.”

Top international corporations such as uvex, Honeywell, 3M, Werksitz, Bata, Mapa, Innotech and Ansell Healthcare Europe, as well as Turkish companies such as the Kaya Group, Yakupogullari and Ismont, among others, presented their personal protection products at the TOS+H EXPO.



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U78, U79: Messe Ost/Stockumer Kirchstr.  
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The trade fair also received valuable support from TIGIAD – the Turkish association for manufacturers of occupational safety products. Several member companies were represented at the fair.

At the VII. International Occupational Safety Conference, which took place at the Halic Congress Center in Istanbul, the key topic was “The Development of Occupational Health and Safety in Corporations”. Legal reforms, preventative trends, and innovations in occupational health and safety management were presented and discussed in seminars and lectures, with the participation of key industry players.

Building on the partnership between Turkey and the A+A, not only a German-Turkish occupational safety dialogue, but also an ongoing cooperation with the Turkish Ministry for Labour and Social Security was established. With the TOS+H EXPO and the VII. International Occupational Safety Conference, a comprehensive market and knowledge platform was created in close collaboration with the local trade fair organiser, Tezulas Fuar, and Messe Düsseldorf, organiser of A+A. Both events provide important impulses for the continued implementation of uniform standards for occupational safety, with the goal of forwarding an overall comparatively high level of workplace quality, and establishing this as a success factor for the competitive standing of corporations.



The next TOS+H EXPO is planned for May 2016. Further information on the trade fair can be found at <http://www.toshexpo.com>, and from Ms. Gabriele Schreiber at Messe Düsseldorf, email [SchreiberG@messe-duesseldorf.de](mailto:SchreiberG@messe-duesseldorf.de), telephone +49-(0)211-4560-7762. In Turkey or for international queries, please contact Ms. Demet Tezulas at Tezulas Fuar, email [tezulas@tezulas-fuar.com](mailto:tezulas@tezulas-fuar.com), telephone +90-216-385-6683.

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## Comments on the TOS+H EXPO

Gerald Haas, Managing Director, uvex Arbeitsschutz GmbH: “A great platform for uvex to present our brand and our newest product innovations to an extremely broad audience. The TOS+H EXPO exceeded our expectations. We will definitely participate again in 2016.”

Stefan Milewski, Sales Manager, Werksitz GmbH: “The awareness of ergonomics is growing incredibly in Turkey. The TOS+H EXPO offers an ideal platform for our products. One out of two conversations led to a request for quotation.”

Klaus Bornack, Owner, Bornack GmbH & Co KG, board member of IVPS, chairman of the exhibitors advisory committee for A+A: “The TOS+H EXPO in Istanbul was a first and immediately successful attempt at positioning a successful trade fair concept in the Turkish occupational safety growth market. A professional exhibition framework facilitated excellent trade conversations for us. The level of interest from the multitude of visitors surprised and delighted us.”

Sebastian Friedrich Mohrwind, International Sales Director, Innotech Arbeitsschutz GmbH: “The TOS+H completely and thoroughly exceeded our expectations.”

K.S. Ratra, Director at RFB LATEX LIMITED: “TOS+H has been perfectly organized. I was looking to make an entry in the Turkish market and I’m very positive to start a business relationship with at least two companies.

Bruno Zwingmann, Managing Director at Bundesarbeitsgemeinschaft: „The new trade fair TOS+H Expo is a highly attractive platform, which can be the reflection, and at the same time, engine for the economic and political development of occupational safety not only in turkey itself, but also in the entire region and on an international level.”

Lutz Gruschka, Director of Sales and Marketing, BSD Bildungs und Servicezentrum GmbH: “We are seeing growth opportunities for the future in the Turkish market and the surrounding Mediterranean regions, and are



looking to tap into this opportunity through our participation in the TOS+H EXPO.”

Bram Schuit, International Marketing at Bata Industrials: “The most important target was to be in touch with our customers, distributors and end users. This was 100% fulfilled. Our brand which is now 120 years young was well recognized. We will be back in 2016.”

Halil Etyemez, Deputy Minister of Occupational Safety: “Turkey was the partner country for A+A 2013. For this reason, I visited A+A and was very impressed by the trade fair. I was delighted that A+A’s offspring, the TOS+H EXPO, is taking place in Istanbul.”

Vedat Erdogan, Import-Export Manager, Ismont Textile Production and Marketing Co: “We are extremely satisfied with the organisation and service at the TOS+H EXPO. The team was extremely helpful, and the cooperation worked beautifully. We plan to participate in the trade fair again in the future. The TOS+H EXPO was very supportive in contacting new customers and in closing business. We congratulate the organisers and wish them much success in the years to come.”

Cemal Öztürk, Marketing Manager, 3M Turkey: “There is a need for professionally organised trade fairs such as the TOS+H EXPO in the industry. With that said, the TOS+H EXPO should be developed further and should take place on a regular basis. We would welcome it if the trade fair would begin on the second day of the conference and would run for four days.

Hikmet Kütükcü, Sales Manager, SSA Kimya San. ve Tic. Ltd. Sti: “We are very satisfied and hope to be present at the next event with a larger exhibition area. Our thanks to the TOS+H EXPO team for their efforts.”

Pelin Korkmaz, HR, Q, Imp & Marketing Manager Draeger Safety Korunma Teknolojileri Ltd. Sti: “The TOS+H EXPO was very good for us. The majority of the visitors at our stand were decision-makers from companies and institutions. We are very satisfied with the visitor profile of the trade fair.”

