

Division: Textile Finishing

Uzwil, 31.08.2009
Corporate Communication

ITM 2009 in Istanbul from 6-10 June 2009

Benninger Textile Finishing with a successful ITM 2009 in Istanbul.

“Amongst other factors, the result of an exhibition is measured by quality and quantity of the contacts. Professional contact management is a major criterion of future projects.”

More than 31'000 visitors, foremost from the Middle East, gathered information on the newest technology at this year's ITM. The interest was remarkable, which proved the substantial numbers of visitors at the Benninger stand.

In respect of the organisation at the ITM in Istanbul, it was positively recognised that all exhibitors were placed in a clear area. Our customers and the interested visitors were able to get good overview in a short space of time. This is of foremost interest to customers who take the opportunity to make a cost/performance comparison at the exhibition, in the light of restrained financial resources.



Benninger's booth



Erdinc Dincer and Guido Benz with team

Benninger's concept of offering the latest textile technology machines and components as well as professional advice by our sales team was very well received by all the visitors. Customers with new projects in the planning are therefore in good hands with Benninger in order to evaluate the most cost effective solution. The general interest of customers and visitors alike can be judged favourably. Once again we were able to establish prospective new contacts. Under the direction of Mr Guido Benz the sales team was active and despite at times rather hectic visitor show-up, they were in a position to provide professional advice.

The presence of our CEO Mr Heinz Michel demonstrated the importance of the Turkish Market in the corporate strategy of Benninger and made the negotiations even more beneficial.

We are very grateful to the employees of our agency BILOL, above all Mr Erdinc Dincer, who again this year arranged an excellent preparation of the show. All customers enjoyed the pleasant atmosphere and the customary appearance of the booth.



Installation of the booth – Mr Erdinc Dincer

Despite the existing market odds, Turkey is still one of the most important markets for the textile industry.

Bureaucracy is on the decline, purchasing power is increasing and consequently demand for consumer goods is rapidly increasing. In this context foreign companies show an increased interest in Turkish exhibitions to further their sales.

In relation to this, participation at the ITM 2009 represents an investment in the future of this market. Once again, Benninger was strongly represented at this show, and affirmed its importance in this market and was able to strengthen and widen its customer base.

Report: Tom Knauer, Sales Engineer