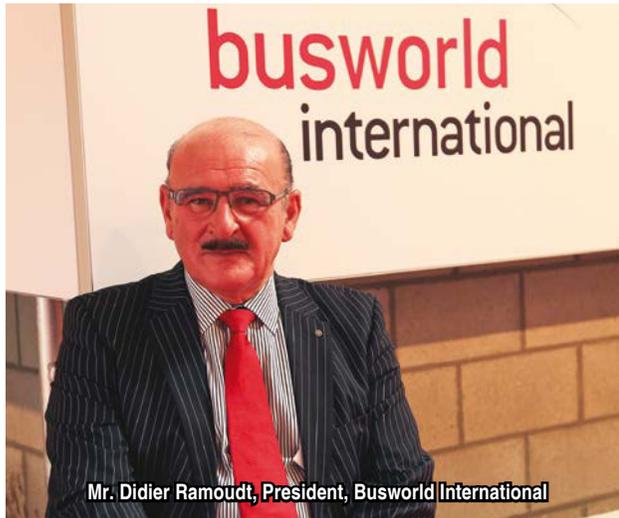


Busworld Turkey to set new record



Mr. Didier Ramoudt, President, Busworld International

The sixth edition of Busworld Turkey will be organised by Busworld International and its partner, HKF Trade Fairs, at the Istanbul Expo Center during April 14-17.

The first Busworld exhibition organized in Kortrijk, Belgium, in 1971 achieved an international recognition by the bus and coach industry as being the oldest and most respected trade show in the industry. The experienced Busworld team started organising Busworld Turkey in 2004, together with the Turkish trade fair organiser HKF Trade Fairs, a splendid combination resulting in a growing international B2B exhibition for the bus and coach industry. On top of this, Busworld Turkey holds the internationally accepted benchmark for quality in trade fairs and exhibitions, and it has an UFI-approved Event Certificate.

At the previous edition in 2014, the exhibition had 248 companies as participants, of which 170 were local (Turkish) and 78 were from 26 different countries. These exhibitors welcomed 12,425 professional visitors of whom 1,714 came from overseas.

Like every Busworld show, potential exhibitors are all companies involved in the bus and coach industry, such as coach, bus and minibus manufacturers and bodybuilders, as well as spare parts, accessories, fuel, equipment, insurance coverage, information technologies, tourism, banks and all other services and products designed for the sector.

Busworld is very keen on inviting visitors such as decision makers in activities related to the bus and coach industry, as well as relevant transport authorities and professional media.

Adoption of Euro VI emission limits

The exhibition showcases one of the most important countries in the manufacture of buses and coaches, and all their many components and services. Sales of buses and midi buses to the home market rose substantially in 2015, compared with the

previous year. Turkey is making progress in renewing city bus fleets, and the inter-city express coach market remains strong. The country relies heavily on buses and coaches for public transport.

Turkey is also a major exporter of buses and coaches. Last year, according to OSD, the Turkish manufacturers trade association, witnessed exports of a record 44,440 buses and coaches of all sizes, valued at \$1.15 billion. That is a very impressive performance, and it does not include many components and accessories delivered by the Turkish supply industry to overseas manufacturers and markets.

It is a very important time for the Turkish manufacturing industry. The country has adopted Euro VI emission limits for all new vehicles registered from January 1, 2016. Many of the manufacturers were already able to supply Euro VI models because of deliveries to customers in the European Union. For others, Busworld Turkey will be an important kick-off.

Turkey supplies many other markets in North Africa, the Middle East, Russia and Central Asia. Many of them are working to the earlier emission limits in some cases because they do not have the necessary quality of fuel. This is usually because refineries are unable or unwilling to produce the ultra-low sulphur diesel needed for the latest generation of engines. The Turkish industry is sufficiently flexible and can provide vehicles with power units from Euro 2 onwards.

Following a period of political instability, Turkey now has a majority Government that should give a welcome boost to the economy resulting in further investment in new vehicles. The country is heavily dependent on buses for urban transport and coaches for inter-city travel. Although diesel is the dominant fuel, there is considerable interest in natural gas which is readily available in Turkey.

The large and progressive manufacturing industry is supported by a wide variety of component and accessory suppliers. Many of them work to high standards of quality at competitive prices. Busworld Turkey is an excellent showroom for their products and services.

At the exhibition, Busworld Academy organises a 'Busworld Academy & IRU Congress', with its theme "Towards a sustainable bus & coach future", in partnership with the International Road Transport Union (IRU). A series of interesting seminars and debates will also be arranged.

Entry to the Busworld Academy Congress is free of charge. However, registration is obligated and seats are limited, so it is necessary to reserve a seat as soon as the programme will be online.

For details, visit: www.busworldacademy.org