

## **Sustainability Emphasis from Turkey's Largest Agricultural Fair**

Konya Agricultural Fair, the largest gathering of the agricultural sector in Turkey, opened its doors to visitors at the Konya Chamber of Commerce – Tüyap Konya International Fair Center as of today. It is known that more than 150 agricultural machines will be launched at the fair, which will last until March 12.

The agricultural sector, whose value is increasingly understood every passing day, is also among the important sectors of our country. With Turkish agricultural machinery exports reaching 1.5 billion dollars in 2021, manufacturers are preparing to break a new export record with normalization. With the power of the potential of Turkish agricultural machinery to compete with the world, Konya Agriculture 2022 Agriculture, Agricultural Mechanization and Field Technologies Fair, organized by Tüyap Konya Fair Organization in cooperation with the Turkish Agricultural Equipment and Machinery Manufacturers Association (TARMAKBİR), opened its doors for the eighteenth time today. The fair, organized in Konya, the capital of agriculture, will be the scene of new collaborations between March 8-12, 2022 at the Konya Chamber of Commerce - Tüyap Konya International Fair Center. More than 150 launches

Stating that Konya Agricultural Fair is presented to agricultural professionals as an important platform where innovative products are exhibited every passing year, Tüyap Konya Fair Organization General Manager İlhan Ersözlü said, "As of today, we have opened the doors of our fair with great excitement with the motto of 'Longing Ends'. Konya Agricultural Fair, which is the first agricultural fair we have organized this year as Tüyap Fair Organization Group, brings together the entire agricultural sector as it is also the largest in our country. In our fair, which has proven its worth to foreign business people, the B2B organization we will organize with the contributions of Tüyap's foreign offices in four countries and the important institutions of the city will make a great contribution to the establishment of new export connections. 461 companies from 20 countries are participating in the fair, and our participants will bring a new breath to the sector by launching more than 150 agricultural vehicles, tools, machinery, components and equipment in total. We will host professional visitors from 116 countries and 75 cities of our country. "On this occasion, I would like to thank our fair stakeholders who are always with us and I congratulate all women, including our female farmers in the field, on the International Working Women's Day, considering the importance of the day."

## **International Working Women's Day excitement at the Fair Arena**

The fair's media sponsor Agro TV will bring farmers together in front of the screen with the 'Fair Arena' competition to be held throughout the fair in the open exhibition area. Tüyap Fair Organization Group Chief Executive Officer Zeynep Ünal Öztop, who opened the Fair Arena, said, "I am very happy to open the Konya Agricultural Fair on International Working Women's Day. As Tüyap Fair Organization Group, our female employee ratio, which is above the Turkish average, is our source of pride. At this point, there is a female contribution in all our important jobs, from the executive board to the management of our technical operations. We will continue our work in the new period to further increase our female employment rate. From here, I would like to thank Tüyap's female employees and wish success on the track to Turkey Rally Champion Burcu Çetinkaya, who is the first competitor of the Fair Arena at the Konya Agricultural Fair."

*About TÜYAP: Tüyap was founded in 1979 by Bülent Ünal as the first fair organization company in Turkey. Tüyap Fair Organization Group, which is the pioneer of the development of fair organization in Turkey, has organized 1,827 fairs in Turkey and 200 fairs in 39 countries abroad since its establishment. In the 42 years it has left behind, Tüyap has served 337,913 companies from 127 countries and hosted 67 million 133 thousand 226 visitors from 213 countries in the fairs it has organized. The company, which organized the first Turkish export products fairs in China, Russia and Africa, currently organizes Turkish national participation in an average of 10 international fairs per year. Tüyap, the only private sector fair organization with its own fair center in Turkey, establishes long-term collaborations with its professional staff and more than 100 professional organizations, and organizes regular specialized fairs with its 6 fair centers it owns and operates in Turkey and its international offices in 4 countries. Organizing its fairs with the motto of 'health first for trade' in the new period, Tüyap continues to organize hybrid fairs by mobilizing its digital capabilities with the responsibility of being the first fair organization company to be entitled to receive the TSE COVID-19 Safe Service Certificate by fulfilling the conditions of the Turkish Standards Institute's COVID-19 Hygiene, Infection Prevention and Control Certification Program.*

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