

PRESS RELEASE

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SeSa Build 2016, Istanbul

The ift and Messe München's "Centre of Expertise" will provide an ideal marketing and knowledge-sharing platform for manufacturers



Fig. 1
The ift Rosenheim's "Centre of Expertise for Security and Safety" at SeSa Build 2016

Manufacturers aiming for long-term success in the Turkish construction market would be well-advised to focus on the following areas: quality, earthquake-resistant design and construction, and IT solutions. From 25-27 February 2016 the ift Rosenheim and Messe München are offering a special exhibition space, called the "Centre of Expertise for Security and Safety", as part of the industry trade fair SeSa Build in Istanbul. The ift Rosenheim has overall responsibility for the technical aspects of the Centre. The Centre of Expertise for Security and Safety will be a high-quality platform where quality-conscious manufacturers can present their products to the world at a low cost.

Turkey remains one of Europe's largest and fastest-growing construction markets. There is a definite desire in the country to use quality products and services wherever possible, even though this may not always be achieved in practice. The safety and security issues of burglar resistance, fire safety, and earthquake resistance are all highly relevant to consumers and the general public in Turkey, so the market offers plenty of opportunities for quality-conscious manufacturers.

The trade fair SeSa Build 2016 in Istanbul is devoted to the topics of quality in construction, earthquake-resistant design and building, and IT solutions, and as such is the ideal

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platform for presenting products and sharing information in these fields. SeSa Build is partnered by BAU – the world's leading construction trade fair – and YEM, Turkey's highly respected Building Information Centre.

The Centre of Expertise for Security and Safety is a special space at the fair where high-quality manufacturers can present their products. The ift Rosenheim and the Turkish standardisation and testing institute TSE will have overall responsibility for the technical aspects of the Centre, and experts from the ift will be on hand to share their know-how. The Centre is first and foremost a showcase for manufacturers' innovative technologies, and an ideal environment for in-depth technical discussions.

The ift Rosenheim is a well-known and respected player in the Turkish construction, window, facade, door and gate industries. It enjoys a good standing with authorities, industry associations and approval bodies, employs Turkish-speaking staff, and has its own testing facilities and sales partners in Turkey. The ift Rosenheim has been giving presentations, participating in conferences and organising special shows in Turkey for many years, for example at the trade fair Istanbul Window.

The Centre of Expertise for Security and Safety is a platform where manufacturers can discover the Turkish market for the first time, and offers a helping hand in securing initial contracts and identifying suitable distribution partners at the SeSa Build fair. Companies interested in showcasing their ideas and products in this exhibition space are warmly invited to submit their application. Full details can be found at www.ift-rosenheim.de/en/sesa-build-2016.

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total 2,997 characters [all including spaces])

Key words: SeSa Build 2016, trade fairs, security, safety, quality, construction, Centre of Expertise, burglar resistance, fire safety, earthquake resistance

About the ift Rosenheim (for trade publications)

The ift Rosenheim is a European notified testing, surveillance and certification body that is internationally accredited according to DIN EN ISO/IEC 17025. Its focus is on the practice-oriented, holistic and rapid testing and assessment of all characteristics of windows, facades, doors, gates, glass and building materials. It aims to bring about sustained improvements in product quality, design and technology, and in standardisation and research. Certification by the ift Rosenheim ensures acceptance throughout Europe. The ift is committed to the dissemination of knowledge. As an independent institute, it enjoys a special status among the media, and its publications document the current state of the art. (712 characters incl. spaces)

About the ift Rosenheim (for consumer publications)

Constructing a quality building takes skill, experience, and the right technology. The same goes for quality windows, facades and doors. The ift Rosenheim is an independent, unbiased scientific institution with 200 employees that has been providing technical services to the window, facade and door industry since 1966, including testing, research, certification, quality management, standardisation, CPD, and the dissemination of technical information. In this way the ift Rosenheim fosters the development of fit-for-use, eco-friendly, reasonably-priced, high-quality products, that make life safer, healthier and more comfortable for their users. (649 characters incl. spaces)

Pictures (available to download from the picture library at www.ift-rosenheim.de/en/bildarchiv)

| No. | Image title and file name | Image |
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| 1 | The ift Rosenheim's "Centre of Expertise for Security and Safety" at SeSa Build 2016 <i>File name:</i> PI151280_Fig_01_Logo_SeSa_ift.jpg Source: ift Rosenheim |  |
| 2 | Turkey is one of Europe's largest and fastest-growing construction markets <i>File name:</i> PI151280_Fig_02_Istanbul_Fotolia_©_seregalsv.jpg Source: © seregalsv, Fotolia.com (Only for use in conjunction with this press release) |  |