



Why does 2A Lighting choose YAPI - Turkeybuild Istanbul?

2A Lighting, which exhibited at YAPI - Turkeybuild Istanbul for the first time in 2019, is one of the leading manufacturers of lighting equipment for outdoors, parks, gardens and roads in Turkey with their 2,000 m² closed production facility. The company manufactures all the products they sell and use in their projects and has been exporting to many foreign markets such as Turkmenistan, Azerbaijan, Uzbekistan, Qatar, Dubai, Iran and Iraq.

In the light of the economic problems the local market is experiencing, Sales Manager of 2A Lighting Nadir Durmaz says that their activities in the foreign markets are crucial and that they are aiming to increase their shares in their active foreign markets. The company wants to increase their export share to 80-90% from 50-60% in the coming years and they have already started to license their products to be able to export to more European countries. As a part of this strategy, they are also focusing on R&D and making investments to expand their product range.

Strategy and Goals

Having met a lot of potential customers at YAPI - Turkeybuild Istanbul, 2A Lighting says they observed that most of the visitors were customers who had needs and that there was a high participation from abroad. According to Durmaz, they were able to meet over 200 potential customers at the exhibition. He says that they are still in contact with 30 of them and their projects with at least 10 of them were successfully completed and adds: "We can say that YAPI - Turkeybuild Istanbul has been beneficial in terms of exporting, and as a result we decided to exhibit next year as well."

Having the chance to meet contractors, company and project owners face-to-face at the exhibition, 2A Lighting was able to meet and make offers to business owners, buyers, potential customers and intermediaries not only from Turkey but from around the world. The company booked their stands for this year's edition to not miss on the potential contacts. Their strategy for YAPI - Turkeybuild Istanbul 2020 includes meeting representatives from the Middle East, Turkmenistan, Azerbaijan, and Uzbekistan and promoting their new street armatures, projectors and enhanced smart lighting products. They see the exhibition as the ideal platform to expand their sales networks and increase brand awareness.

When asked to compare their YAPI - Turkeybuild Istanbul experience to other exhibitions in Turkey with limited product groups, Nadir Durmaz says that they realized that builders, landscapers, and raw material sellers were at the exhibition and that they actually need lighting products as well and adds: "Instead of participating in separate exhibitions, we exhibit at an important platform where people who want to buy building materials and project owners get together, thus we create an added-value."

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By exhibiting at YAPI - Turkeybuild Istanbul 2019,
2A Lighting was able to:



Meet
over 200
potential
customers



Make
hot sales



Get together with
architects and
landscape architects



Introduce
their products
to their target
markets



**We met over 200
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a Hyve event

24 - 28 August 2020
Tuyap - Istanbul - Turkey

To enquire about exhibiting, visit
www.yapifuari.com.tr

For more information about 2A Lighting, visit
www.2alighting.com