



10th of June 2022

Press release Busworld: Busworld Turkey 2022, the best edition ever

The 9th edition of Busworld Turkey, organised by Busworld and its Turkish partner, HKF Trade Fairs, was held for three days, from 26 to 28 May 2022 in the Istanbul Expo Center. It was Busworld's first post-covid edition.

The 'new normal' turned out to be a very successful new start for exhibitions in general and Busworld Turkey specifically. In comparison to the previous edition in March 2020, right before the pandemic hit the fan, the 2022 show was both bigger in size as well as in exhibitor and visitor numbers. Also from a visual perspective the show performed outstandingly, being a sight for the eye with all these beautiful vehicles and ditto booths. The show welcomed **11.043 visitors**, with 10.252 Turkish visitors and 791 coming from abroad.

Electric buses rule

In total the exhibition counted **184 exhibitors**, a growth of 43% versus 2020. The two halls (12.500 sqm) were packed with vehicles presented by the Turkish bus and coach builders **Anadolu Isuzu, Karsan, Otokar, BMC, Gülerüz, Mapar (showing Temsa), Ilesbus, Bur-Can, Buskar, Erener, Erduman, Eşref Karoser, Gürsözler and Harputlu**. For the very first time, Busworld Turkey also welcomed **IVECO BUS** for the relaunch of their brand in Turkey after 15 years.

Although some diesel buses could still be seen in the booths, the shift towards electric buses was very obvious. Turkey itself might not be ready yet for the electric vehicles era due to a lack of infrastructure, but that does not stop Turkish manufacturers to produce and export electric buses to the rest of the world.

IVECO BUS showcased three vehicles in their booth. The Streetway CNG was launched for the Turkish market and was accompanied by the Crossway and the E-Way.

Otokar brought not less than 5 vehicles to the show. The articulated e-Kent of 18,75m with Voith motor and Webasto batteries had its world première at Busworld Turkey.

Anadolu Isuzu exhibited the alternative CNG fueled, 100% biogas compatible Kendo, the full electric NovoCITI Volt, the Grand Toro coach (winner of the BigSEE product design award 2021) and the Novolux and Citiport 12 models.

Karsan presented its complete e-vehicle range with 5 models: e-JEST (6m), e-ATAK (8m) and e-ATA (10m, 12m and 18m). With their e-Vision strategy it aims to position Karsan in the Top 5 players of electric buses in Europe.

busworld.

TURKEY ISTANBUL
26-28 MAY 2022



Mapar, who sells, resells and refurbishes buses and coaches of MAN and Temsa, showed its Temsa range this time.

Güteryüz presented its electric bus, the Ecoline Electric and of course its typical open top sightseeing coach, the Panora Open Top.

Bodybuilders **Erener, Erduman, Bur-Can**,... showed their newest creations built on IVECO and Mercedes-Benz Sprinter chassis.

Last but not least the typical Turkish luxurious minibuses caught the eye. Let your mind wander off in those starred ceiling lounges on wheels.

Suppliers

All subsectors were represented. Global loyal Busworld customers such as **Allison Transmission, ZF, Voith, Webasto, Fogmaker** and many more were eager to present their developments. And also Turkish companies like Aselsan, FarHym, Belka, Eltesan... - too many to all be mentioned here, but do check the exhibitor list- confirmed the importance of the manufacturing industry in Turkey.

Everyone was very enthusiastic to finally meet up face-to-face with old and new customers again.

Busworld Speakers' Corner

The first Busworld Speakers' Corner at Busworld Turkey had the opportunity to welcome speakers from both global companies such as IVECO BUS, ZF and Optibus, as well as smaller local companies like HydroBorPEM who are all looking to spread a message. The diversity in the 11 short sessions that were held was great. Safety topics, smart buses and commercial vehicle intelligence, the shift towards electric and hydrogen buses and even winter tire legislation were being discussed during the first 2 days of the exhibition.

IVECO BUS kicked off with its strategy on new sustainable electric buses, which immediately filled up the booth completely. The overall market analysis from Frost & Sullivan of Turkey and its greater region remained a popular and insightful classic in the program that gives you a feel about what's happening today and where we are going to tomorrow.

The open concept of the Speakers' Corner ensured all visitors were free to stop by and take a seat at any time during the talks. A format that will be implemented in future Busworld exhibitions as well in order to bring the no nonsense knowledge as close as possible to the show's attendees. The small (24 seats) open area brings the audience closer to the speaker and creates an open to interact atmosphere.

busworld.

TURKEY ISTANBUL
26-28 MAY 2022 



Vincent Dewaele, General Manager of Busworld International, reacted very enthusiastically: *"After two long years, we are finally back in the field, right where we belong. It was extremely rewarding to experience the reactions of all participants and see how delighted they were to be able to meet in person again. Big smiles everywhere. Clearly trade shows are coming back stronger than ever before. Because people need to meet people in person to do business. And Busworld can help them in doing this in the best circumstances."*

About:

- Busworld Turkey: [website English - Turkish](#)
- Busworld portal site with a complete overview of all Busworld exhibitions: [website](#)
- Pictures Busworld Turkey – rights free [photo library](#)

Press contact:

- Busworld International: Inge Buytaert M: +32 471 215 474 E: inge@busworld.org