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| Press Release |

WIN EURASIA Metalworking (9–12 February 2017):

**Rising Media announces the launch of Inside 3D Printing Istanbul, which**

**takes place within WIN EURASIA Metal Working organized by Deutsche**

**Messe**

**Hannover/Istanbul.** Rising Media & Deutsche Messe have announced the launch of **Inside 3D Printing Istanbul** Conference and Additive Manufacturing Area, which forms part of WIN EURASIA Metalworking. The event takes place at Tüyap Fair and Convention Center, Istanbul, 9-12 February next year.

(Istanbul – 21 November, 2016) – Rising Media and Deutsche Messe have announced the launch of **Inside 3D Printing Istanbul**. This new event is aimed at facilitating an understanding of the business opportunities and constraints of additive manufacturing technology in modern manufacturing and is designed to serve Turkey and neighbouring regional markets.

**Inside 3D Printing Istanbul 2017** will feature two days of conference sessions, as well as a pavilion on the expo floor. The event targets large and medium-sized manufacturing companies, their suppliers and specialist industrial producers.

 “With the launch of **Inside 3D Printing Istanbul** we’re pleased to bring our leading series of additive manufacturing events to the key industrial market of Turkey, along with surrounding markets”, said Matthew Finlay, CEO, Rising Media. “WIN EURASIA attracts 30,000 attendees from across Turkey, CIS, the Middle East and parts of Asia. Many are beginning to explore the potential of additive manufacturing in their industries. We’re also very excited to be partnering with Deutsche Messe, the organizer of the world’s leading industrial technology show.”

The **Inside 3D Printing Istanbul** conference will boast both local and international experts discussing the latest industrial applications of 3D printing, including recent developments in materials, as well as introductory sessions for those yet to adopt this technology.

The additive manufacturing expo pavilion will host guided tours of delegations of manufacturers from across Turkey as well as groups of international buyers. Exhibitors will therefore be able to demonstrate their technology, explaining its stand-alone benefits, as well as the increasing role in integrated manufacturing processes.

**About Rising Media**

Rising Media is a global events and media producer excelling in Internet and technology-related events and content. Events include Inside 3D Printing, RoboUniverse, Virtual Reality Summit, Future of Immersive Leisure, Inside Fintech, Data Driven Business, Building Business Capability, Predictive Analytics World, Text Analytics World, eMetrics Summit, Conversion Conference, Email Innovations Summit, AllFacebook Marketing Conference, Search Marketing Expo, Affiliate Management Days, Influencer Marketing Days and Web Effectiveness Conferences in the USA, Brazil, United Kingdom, Germany, France, Italy, India, China, Korea, Singapore and Australia.

For more information, please visit [www.risingmedia.com](http://www.risingmedia.com). or contact mailto:georg.bercker@messe.de

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**About Deutsche Messe AG**

From its headquarters in Hannover, Germany, Deutsche Messe AG plans and stages leading capital goods trade fairs around the globe. The company ranks among the five biggest tradeshow organizers in Germany, with 329.3 million euros of revenue and a profit of 9.4 million euros in 2015. The company’s event portfolio includes such world-leading events as CeBIT (digital business), HANNOVER MESSE (industrial technology), LABVOLUTION with BIOTECHNICA (lab technology and biotechnology), CeMAT (intralogistics and supply chain management), didacta (education), DOMOTEX (carpets and floor coverings), INTERSCHUTZ (fire prevention, disaster relief, rescue, safety and security), and LIGNA (woodworking, wood processing, forestry). With approximately 1,200 employees and a network of 66 representatives, subsidiaries and branch offices, Deutsche Messe is present in more than 100 countries.

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