

## PRESS RELEASE

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### **Significant Partnership for the Energy Industry: ICCI Powered by POWER-GEN**

Sektörel Fuarçılık, organizer of ICCI which is the largest energy conference and exhibition held annually in Istanbul and PennWell International, a diversified global media and conferences and exhibitions company, have carried out an important partnership for the energy industry. PennWell International, a subsidiary of U.S.-based PennWell Corporation, purchased the 50% ownership share of Sektörel Fuarçılık/ICCI from Hannover Fairs Turkey, a subsidiary of German trade show organizer Deutsche Messe. As a result of this cooperation, ICCI 2017 will open its gates as the joint organization of two global exhibitor companies.

As a result of this partnership promoted as "ICCI Powered by POWER-GEN", ICCI will be a member of the POWER-GEN events which are widely known for serving the energy industry with multiple worldwide events. Moreover, POWER-GEN will get the great opportunity to access to the substantial and growing Turkish market and neighboring countries via ICCI.

Glenn Ensor, Managing Director of PennWell International says that *"ICCI offers the perfect opportunity to partner with Deutsche Messe and Hannover Fairs Turkey on the largest and most respected energy fair in Turkey. We look forward to adding this event to the PennWell portfolio."*

Moreover, in conjunction with the joint venture, Feraye Gürel has been named General Manager of Sektörel and will oversee all operations of ICCI, reporting to Alexander Kühnel, general manager of Hannover Fairs Turkey and Glenn Ensor, Managing Director of PennWell International.

Alexander Kühnel, General Manager of Hannover Fairs Turkey Fuarcilik says that *“We welcome PennWell as a prestigious international partner. We believe that this cooperation will provide great contribution for the industry. ICCI has served as the only energy event in Eurasia where exhibition, conference and B2B events are organized together for years. And now we are taking a step further. In ICCI 2017, our exhibitors and visitors will experience a more powerful event which combine local knowledge with international expertise of two global companies in order to create an efficient international trade platform which is attractive to both Turkish exporters and foreign investors.”*

ICCI which hosted 14.000 visitors from 21 countries and 285 exhibitors last year, will celebrate its 23<sup>rd</sup> year at the Istanbul Expo Center in 3-5 May 2017. The most important meeting point of energy industry, which was supported by the Ministry of Energy and Natural Resources and Energy Market Regulatory Authority, will gather all stakeholders of the industry.

#### **About Deutsche Messe:**

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 trade show organizers in Germany, with revenue of 329.3 million euros and a net 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 and 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 and forestry). With approx. 1,200 employees and a network of 66 representatives, subsidiaries and branch offices, Deutsche Messe is present in more than 100 countries worldwide.

### **About Hannover Fairs Turkey Fuarçılık A.Ş.:**

Hannover Fairs Turkey founded in 1996, is responsible of planning, organization and implementation of fairs in Turkey of Deutsche Messe AG which is inside the world's 10 largest fair companies. It organizes 18 exhibitions with its business partners. The majority of these fairs are focused on manufacturing industries. In addition to the fairs in Turkey, another main activity of Hannover Fairs Turkey is organizing the participation of Turkish companies to fairs of Deutsche Messe AG around the world.

The featured fairs organized by Hannover Fairs Turkey are: WIN Eurasia Metalworking, WIN Eurasia Automation, Automechanica Istanbul (in cooperation with Messe Frankfurt), ICCI International Energy and Environment Fair&Conference; DOMOTEX Turkey, ISK-SODEX, TESKON+SODEX, SODEX ANKARA, Pool Expo, ANKİROS, ANNOVER, TÜRKCAST, ALUEXPO

### **About PennWell:**

Founded in 1910 in Tulsa, Oklahoma, USA, PennWell Corporation is a privately held and highly diversified business-to-business media and conference and exhibition company that provides quality content and integrated marketing solutions for the following industries: Oil and gas, electric power generation and delivery, hydropower, renewable energy, water and wastewater, lasers and optoelectronics, fiber-optics and cable, aerospace and avionics, LEDs and lighting, fire and emergency services, and dental. PennWell publishes over 130 print and online magazines and newsletters, conducts 40 conferences and exhibitions on six continents, and has an extensive offering of books, maps, websites, research and database services. In addition to PennWell's headquarters in Tulsa and several other U.S. locations, the Company has two major offices in London, England.