

MÜSIAD / 2020
EXP
MUSIAD TRADE FAIR

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MÜSIAD EXPO is to be held at TÜYAP!

MÜSIAD relentlessly continues its efforts to enhance commerce.

Organized to boost Turkey's and Turkish business community's activity in the world markets, **MÜSIAD EXPO** Fair will be held at **TÜYAP Fair Conventions and Congress Center** for the first time, between on **November 18-21, 2020**.

Our fair, organized every year with more and more exhibitors and a wider diversity of industries, will be bringing together "both" the top brands of the business and political community this year.



ABDÜRRAHMAN KAAN
MÜSIAD CHAIRMAN

Initiated with the inaugural speech by Mr. Mustafa Varank, Minister of Industry and Technology, **17. MÜSIAD EXPO** was held between on **November 21-24, 2018** in Istanbul, simultaneously with the programs EXPO, IBF (International Business Forum), UGİK, B2B and HIGH TECH PORT. After welcoming thousands of business people from the world in Turkey, the fair ended with a ceremony attended by Turkish President Mr. **Recep Tayyip Erdoğan**.

MÜSIAD EXPO 2020 Fair will be held between on **November 18-21, 2020** at **TÜYAP Fair Conventions and Congress Center** for the first time.

MÜSIAD EXPO attracts more and more exhibitors and a wider diversity of industries each year, and continues to bolster and enhance trade. Embracing innovation and keeping abreast of global trends, **MÜSIAD EXPO** Fair receives support and demand from across the world. The fair welcomes participants from numerous industries, and the organizations, panel discussions and one-on-one business meetings it hosts help strengthen Turkey's commercial ties, and strengthen **MÜSIAD's** and Turkey's clout in world markets.

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TÜYAP FAIR
CONVENTION AND
CONGRESS CENTER

www.musiadexpo.com
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ufi The Global Association of the Exhibition Industry
ICC/CIHA International Congress and Convention Association
ITFM Member of the Turkish Fair Organizers Association
ISO 9001:2015
ISO 14001
ISO 28000

TÜYAP İSTANBUL
TÜYAP FAIR CONVENTION AND CONGRESS CENTER
Büyükdere, İstanbul / Turkey

THIS FAIR IS ORGANIZED WITH THE AUDIT OF TOBB (THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO.5174.

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**DIRECT
SALES**



**EFFECTIVE
MARKET
CONNECTIONS**

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EXHIBITORS' PROFILE

- MÜSIAD Member Companies
- Members of MÜSIAD Foreign Contact Point Companies
- Companies from Organization of Islamic Cooperation
- Companies from Target and Prioritized Countries as Designated in Turkey's 2020-2021 Projections
- Domestic and Foreign NGOs
- Municipalities
- Technology Firms and Technoparks

**8.000
B2B
MEETINGS**



**ONE-ON-ONE
BUSINESS
MEETINGS**

VISITORS' PROFILE

- Academics and Specialists
- Bureaucrats and Ministers
- Journalists and Editors
- Entrepreneurs and Business Leaders
- Presidents of Chambers of Commerce and Associations
- Sector Representatives, Investors and Manufacturers

THE FAIR'S STRENGTHS

- Direct Sales
- New Market Acquisitions
- One-on-one Business Meetings
- Efficient Market Connections
- New Commercial Partners
- Long-Term and Stable Contracts
- Higher Quality Products and Brand Image
- Direct Promotion and Display Opportunities
- Learning About Your Competitive Strength
- Finding Distributors, Representatives, Dealers and Agencies
- Reinforcing Business and Communication Networks
- Meeting with commercial representatives from every continent

**15,000
FOREIGN
VISITORS**



**NEW
MARKET
ACQUISITIONS**

**Hundreds of
Domestic and Foreign
Procurement Companies**
**100 Thousand
Domestic and
Foreign Visitors**

**NEW
PRODUCT
GROUPS**



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