



GLOBAL TRADE IS HERE

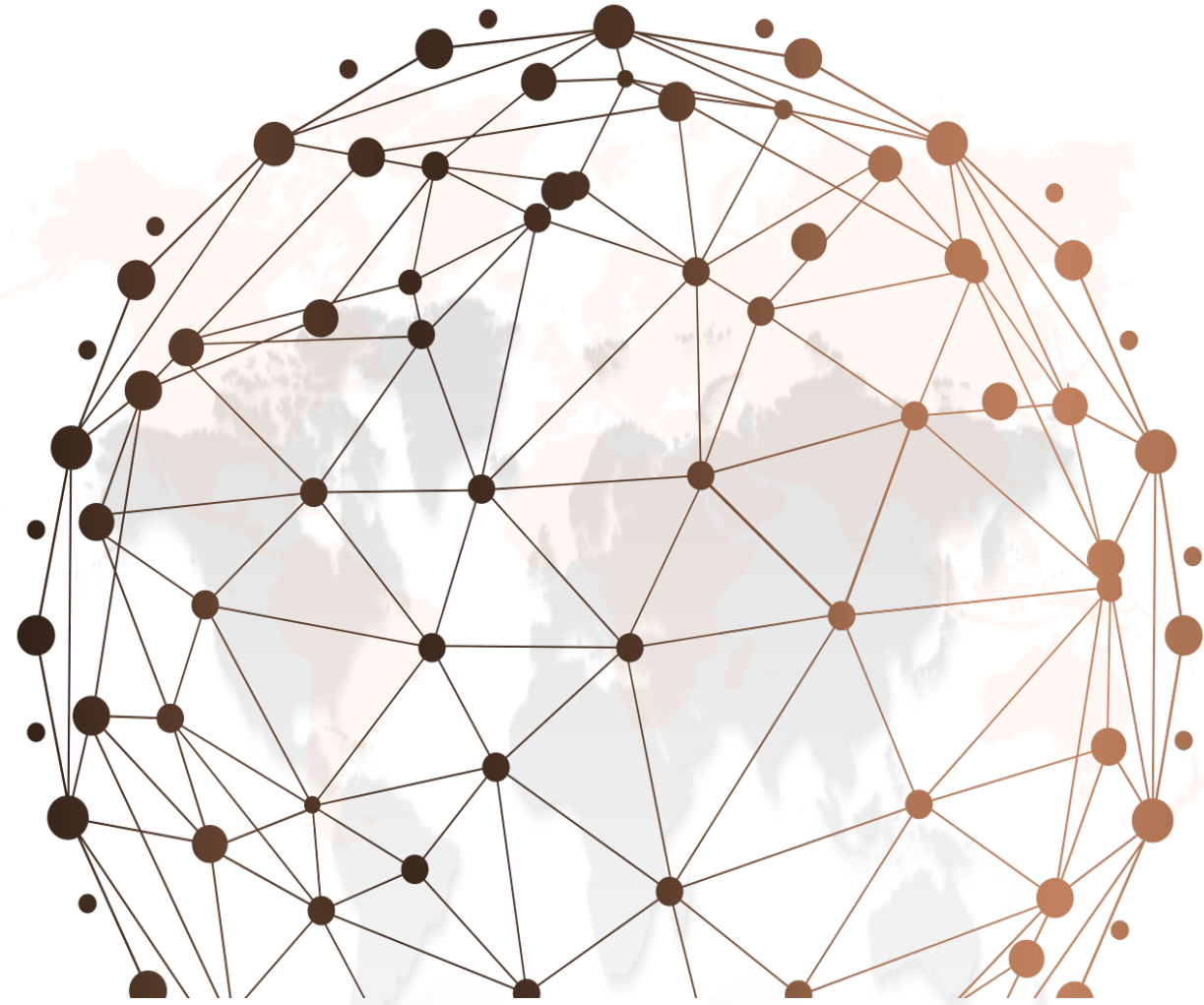




MUSIAD EXPO Fair, which is organized every 2 years in order to increase the effectiveness of our country and business world in the world markets, was held on TÜYAP Istanbul Fair and Congress Center on November 2-5, 2022.

The 19th edition of MUSIAD EXPO 2022, Turkey and the region's most comprehensive mixed-trade fair, offered an extraordinary fair experience with events such as the D8 Ambassadors Meeting, International Business Forum, and Foreign Missions Reception...

MUSIAD EXPO 2022 Fair, hosted participants from various sectors, expanded Turkey's commercial ties through organized events, panels, and bilateral business meetings.



522
Company and
Company
Representatives



16
International
Participating
Country



74.806
Total
Visitors



8.262
International
Visitors

THE PURPOSE OF THE VISITORS' VISIT OF THE FAIR

%84

To follow the innovations and developments in the sector.

%89

Meeting with as many different companies as possible in line with business objectives.

%85

Expanding the business network for future business opportunities and meeting new business people.



THE PURPOSE OF THE VISITORS' VISIT OF THE FAIR

%85

Socializing with the work environment.

%81

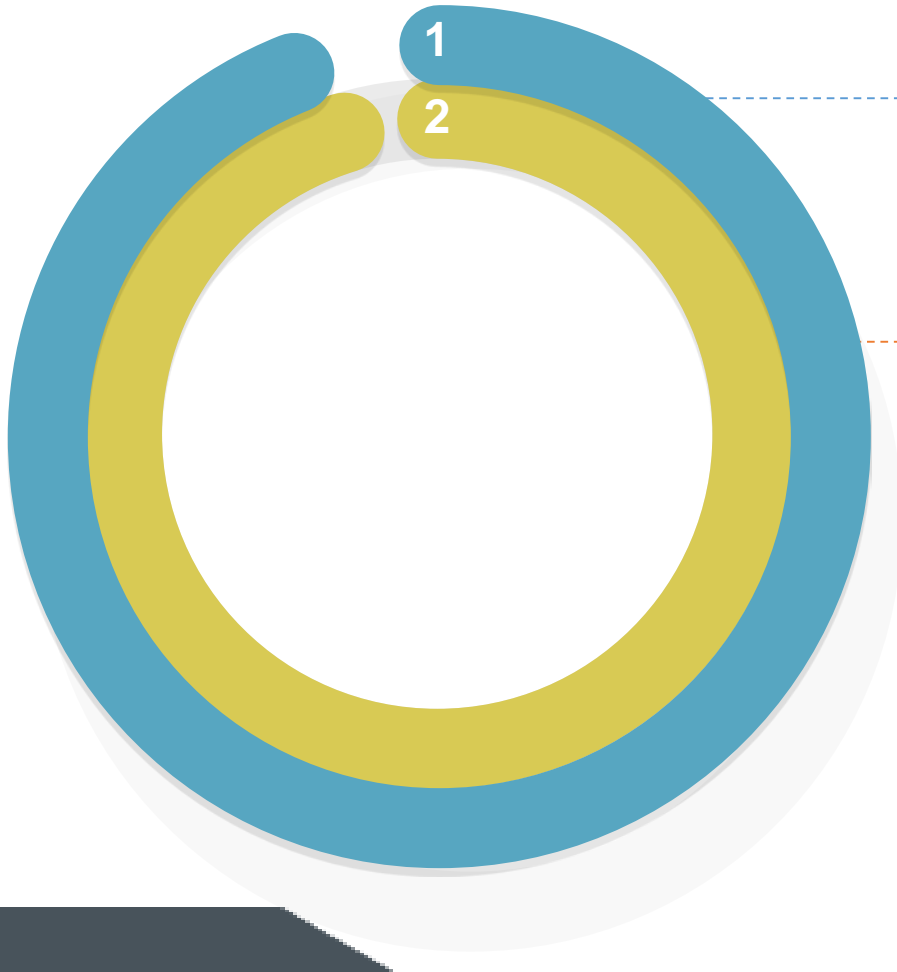
To improve the sectoral knowledge by attending in the events and seminars of the fair.

%83

Meeting with business partners.



VISITOR OPINIONS



91%

Indicates They Are Satisfied

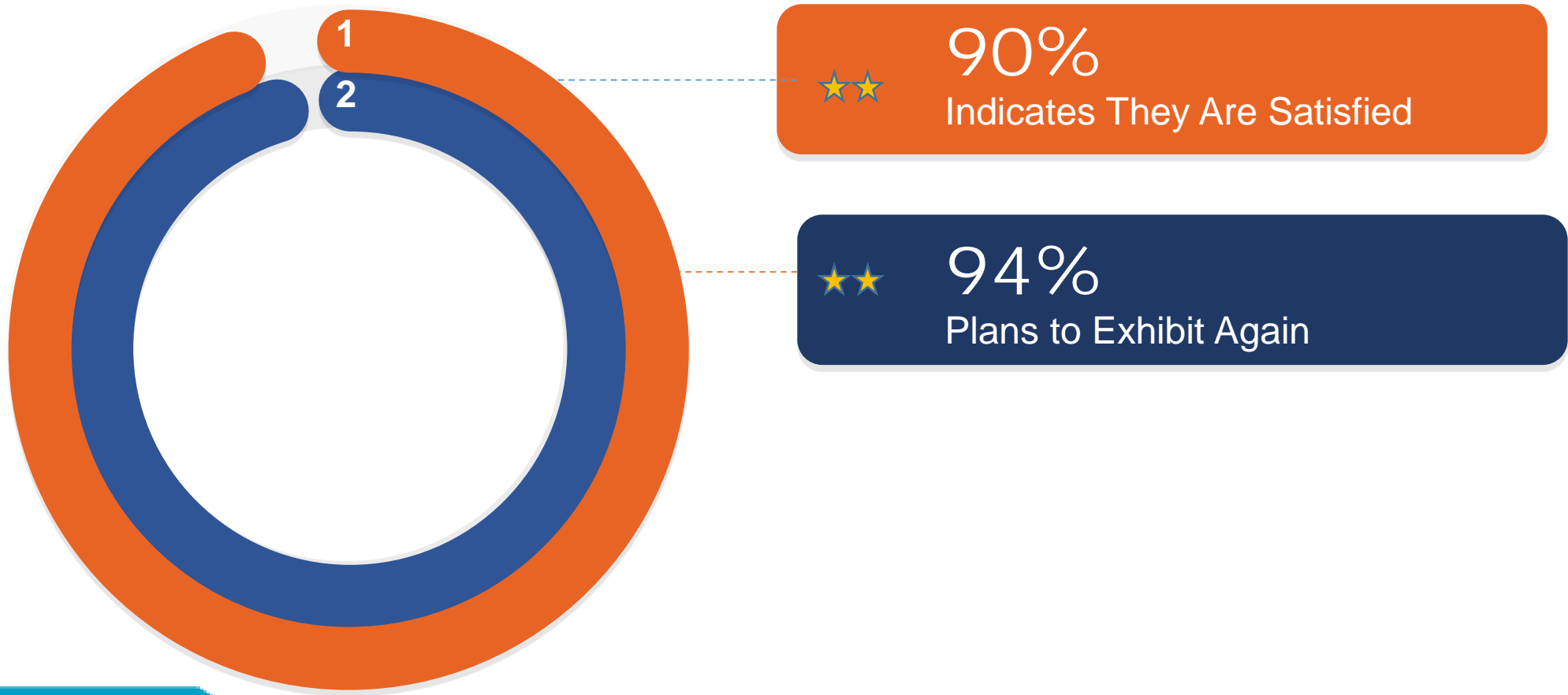


86%

Plans to Visit Again



EXHIBITOR OPINIONS



THE PURPOSE OF THE EXHIBITORS' ATTENDANCE OF THE FAIR



%87

- Increase and strengthen business contacts

%90

- Gaining new potential customers from the international market

%93

- Protecting/strengthening the company's image

%85

- Gaining new potential customers from Türkiye

%91

- Introducing a new product/service

%89

- Keeping up with the competition in the market / following the developments

%86

- Finding an agent or distributor

MOU AGREEMENTS



MÜSIAD / 2022 EXP MÜSIAD TİCARET FUARI

IBF – International Business Forum



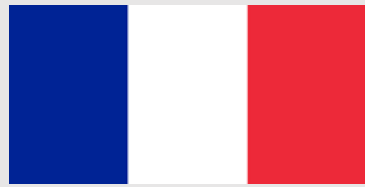
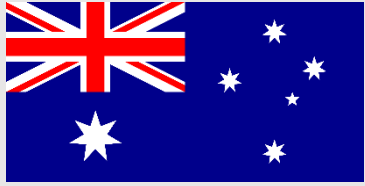
**MOU
AGREEMENTS**



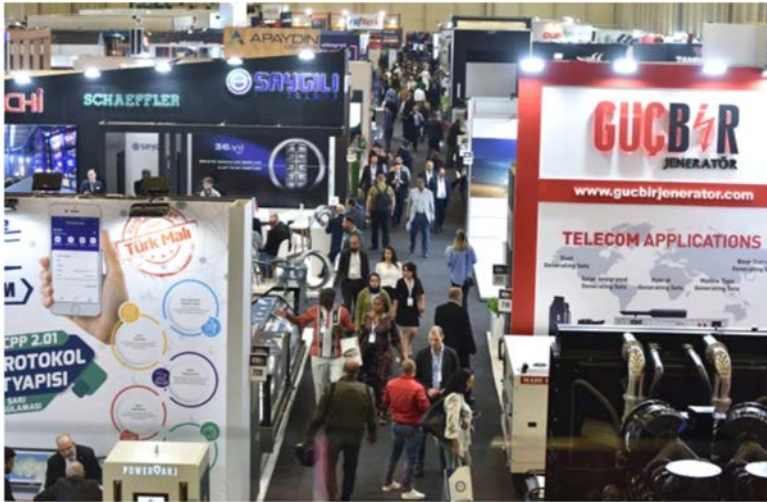
**MÜSIAD / 2022
EXP**
MÜSIAD TİCARET FUARI

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Participations**









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