

Crossroads of Global Trade

Your business partner with 43 years of experience

Agenda

- About Us
- New Generation Applications
- Other Areas of Expertise

About Us

Tüyap at a Glance

Tüyap, founded in Istanbul in 1979, pioneered the exhibition sector in Turkey and took an active role in the transformation of exhibition organization into a regular activity.

Today, Tüyap Exhibitions Group organizes trade fairs in many sectors as the only organization that operates 6 fair centers of its own in Turkey and makes long-term cooperation with more than 400 employees and more than 100 professional organizations.

At the same time, with its New Generation Exhibition applications, it continues to bring business people from different sectors together on its digital platforms for 365 days, regardless of physical conditions.

Glocal Network

TÜYAP EXHIBITIONS GROUP BRINGS TOGETHER THE MOST ACCURATE COMMERCIAL CONNECTIONS WITH ITS STAKEHOLDERS THROUGH ITS EXTENSIVE SALES AND MARKETING NETWORK IT OWNS AND MANAGES.

- Operates in **8** cities
- Owns fair centers in **6** cities
- Local promotion offices in **4** countries
- Cooperations in **18** countries
- Cooperates more than **80** agencies

Tüyap in Türkiye

Full-fledged professional
exhibition centers in 6 cities



Istanbul

14 Halls, 145,000 square meters
33 Meeting and Congress Halls
Integrated 5* hotel Tüyap Palas



Bursa

6 Halls, 140,000 square meters
6 Meeting and Congress Halls
Cooperation with Bursa Chamber of
Commerce and Industry



Konya

6 Halls, 86,000 square meters
3 Meeting and Congress Halls
Cooperation with Konya Chamber of
Commerce



Eskişehir

2 Halls, 12,000 square meters
5 Meeting and Congress Halls
Cooperation with Eskişehir Chamber of
Commerce



Adana

1 hall, 80,000 square meters
2 Meeting and Congress Halls
Cooperation with Çukurova Fairs Inc.



Samsun

2 halls, 50,200 square meters
3 Meeting and Congress Halls
Cooperation with Samsun FKM Inc.

Tüyap in the World

4 promotion offices

21 international representatives

OUR REPRESENTING COUNTRIES

- Hungary
- Malaysia
- Pakistan
- Poland
- Thailand
- Taiwan
- Ukraine
- Vietnam
- Belarus
- United Kingdom
- China
- South Korea
- India
- Hong Kong
- Italy
- Jordan

OUR OFFICES

- Russia
- North Macedonia
- Iran
- Georgia

Our Memberships

Our sustainable cooperation continues with institutions and organizations that are experts in their fields.



Our Certificates

Tüyap has **the number one qualification certificate** authorized by the state for the promotion of Türkiye abroad in the exhibition organization sector.

The Turkish Standards Institute confirms that Tüyap is a customer-oriented institution with a quality management system in accordance with **TS EN ISO 9001:2015** conditions and with the **TS ISO 10002** Customer Satisfaction Management System Certificate.

Tüyap Fair and Congress Center and Tüyap Palas Hotel in Istanbul have **TSE COVID-19 Safe Service Certificate**. It is also the first exhibition company to receive the certificate in Türkiye.





Our Exhibitions

Our Exhibitions in Numbers

1.827

domestic exhibitions

200

exhibitions in 39
countries

337,913

exhibitors

from 127 countries

67,133,226

visitors

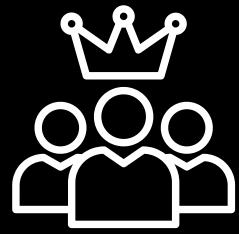
from 213 countries

The Countries We Organized Exhibitions

- USA
- Germany
- Azerbaijan
- Brasil
- Algeria
- Czechia
- China
- Indonesia
- France
- South Africa
- Georgia
- Croatia
- India
- Iran
- Spain
- Israel
- Italy
- Japan
- Canada
- Qatar
- Romania
- Russia
- Serbia
- Syria
- Saudi Arabia
- Tanzania
- Tatarstan
- Tunisia
- Turkmenistan
- Ukraine
- Jordan
- Greece
- Kazakhstan
- TRNC
- Hungary
- Moldova
- Uzbekistan
- Pakistan
- Poland

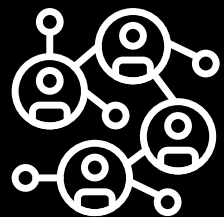
Exhibitions with Tüyap Difference

Powerful, Efficient, International, Progressive Practices



Elite Programme

We bring special guests selected from among important buyer groups to the exhibition as part of our program.



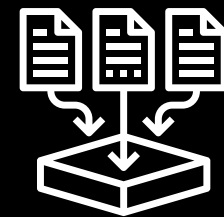
Global Connection Network

Using the wide global network of the partnership of Tüyap and Reed Exhibitions, we carry out an effective promotion in target countries.



Hosted Buyers Programme

We cover the expenses of the distinguished visitors from the countries determined according to the export targets of the exhibitions and bring them together with our exhibitors.



Large Database

We introduce our exhibitions to potential visitors in Tüyap's large database before and after the fair.

Hybrid Exhibitions

We Are Ready For The Future!

We know that nothing can replace face-to-face trade fairs. That's why we make our future plans according to the transforming world.

We call physical exhibitions enriched with digital applications as "**hybrid exhibitions**".



We are proud to be the pioneer of hybrid
exhibitions in Türkiye!

New Generation Applications



With MyTüyap we have developed, we provide you uninterrupted business connections regardless of place and time throughout the year. Thanks to our digital universe called MyTüyap, that offers much more than face-to-face, we enable you to reach your target audience faster.

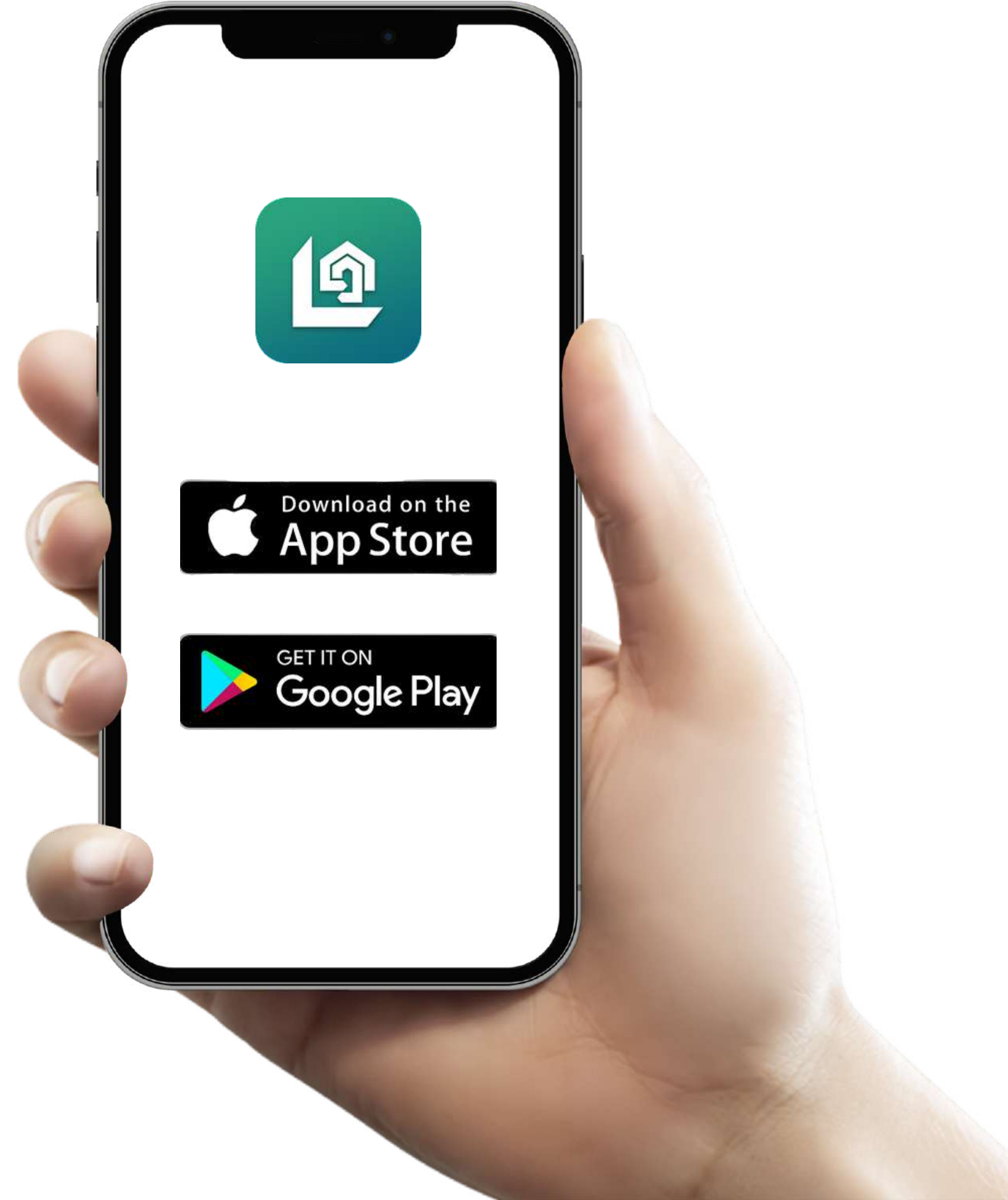


MyTüyap Mobile App

Exhibitions in your pocket
with MyTüyap App!

MyTuyap mobile app offers a unique and easy exhibition experience with indoor navigation, detailed exhibitor search, contactless business card exchange, exhibition calendar, e–invitation and e–badge features.

 TÜYAP



MyTüyap Smart Matching System

Thanks to the smart matching system, you are recommended to visitors who are interested in the products and services you will exhibit at the exhibition, both on the system and via e-mail after receiving their online invitation. Thus, you can arrange your meeting on a single platform with all visitors who are interested in you before the exhibition.

MyTüyap Exhibitor Portal

In the MyTüyap Exhibitor Portal, which we have designed to facilitate the exhibition experiences of our exhibitors, we enable them to handle all the transactions and service requests needed at the exhibition easily and quickly.

Moreover, we give our exhibitors the opportunity to make exhibition promotions on digital channels with special banners.



MyTüyap Business Connect

BUSINESS **CONNECT** PROGRAM

MyTüyap Business Connect is a new generation business connections platform. The platform, where manufacturers and service providers can meet with potential buyers regardless of time and place, allows them to continue their business uninterrupted. Business Connect offers exhibitors and visitors the opportunity to make both messaging and arranging online meetings.



Other Areas of Expertise

Tüyap Palas

Thanks to our five–star hotel Tüyap Palas, we offer you the opportunity to rest where you work, with direct access to Tüyap Fair and Congress Center.

- Comfortable rooms with 24–hour room service
- The largest divisible and pillarless ballroom of the region with a capacity of 1250 people
- SPA, restaurant, patisserie services
- Meeting rooms and concierge services



M.I.C.E. Services

With our experience and technical infrastructure at Tüyap Fair and Congress Center, all your organizations regarding M.I.C.E. will be successful!

What can you do?

- Congress
- Meeting
- Conference
- Special Events
- Seminar
- Launch
- Workshop
- Show
- Movie set
- Exhibition
- Concert

M.I.C.E. Services

Technical Information

- 33 multi-purpose meeting and congress halls with a capacity ranging from 10 to 1250 people, with a total capacity of 10,000 people
- A total of 10,000 square meters of congress and services section
- Press, VIP and management rooms
- All kinds of technical infrastructure and internet services
- Meeting equipment
- Turkish, English, German secretarial service
- Photo/video, cleaning, first aid service
- Helipad
- Restaurant, mini market and catering service
- Accommodation

M.I.C.E. Services

Some of the companies we allocate space to...



Thank you!