

# MUSIAD / 2024 EXP



INTERNATIONAL  
MUSIAD TRADE FAIR

Global  
Trade is  
Here!

**NOVEMBER 26-29, 2024**

**TÜYAP İSTANBUL  
FAIR CONVENTION AND  
CONGRESS CENTER**

**Müstakil**  
KURULUŞ VE FAALİYET

**TÜYAP**





**Mahmut ASMALI**  
President of MUSIAD

# MUSIAD / 2024 EXPO



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Organized with a great participation last year, MUSIAD EXPO will open its doors for the 20th time in 2024. **MUSIAD EXPO 2024**, which will be held at **TÜYAP İstanbul Fair and Congress Center** on **26-29 November 2024**, will continue to bring together investors, industrialists and entrepreneurs from all over the world.

MUSIAD EXPO 2022, the most comprehensive mixed trade fair of Turkey and the region, organized for the 19th time on 2-5 November 2022, offered an extraordinary fair experience with events such as D8 Ambassadors Meeting, International Business Forum and Foreign Missions Reception.

**MUSIAD EXPO**, which will make a name for itself in **2024**, continues on its way by growing every year with its global cooperation network and strong organizational ability.





## MUSIAD EXPO is getting ready to open its doors for the 20th time!

**MUSIAD** continues its efforts to develop trade without slowing down.

Organized for the **19th** time in **2022**, **MUSIAD EXPO**, the most comprehensive mixed trade fair of Turkey and the region, brought together investors, industrialists and entrepreneurial business people from all over the world in Istanbul.

**MUSIAD EXPO**, which is organized with the increasing number of participants and sector diversity every year, will bring together the leading names of the business and political world this year as always.

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## Effective Market Connections



## Direct Sales



## Exhibitors' Profile

- MUSIAD Member Companies
- Members of MUSIAD Foreign Contact Point Companies
- Companies from Organization of Islamic Cooperation
- Companies from Target and Prioritized Countries as Designated in Turkey's 2024 Projections
  - Domestic and Foreign NGOs
  - Municipalities
- Technology Firms and Technoparks





## Visitors From 124 Countries

### 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



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**New Product  
Groups**

**10.000 B2B 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

## Bilateral Business Interviews



**24**  
Sector

**%96**  
Satisfaction Rate  
(Exhibitor and Visitor)

**522**  
Exhibitors

## MoU-International Cooperation

At MUSIAD EXPO 2022, MoU goodwill agreements were signed with a total of **17 different organizations** from **11 different countries**, including China, Gambia, Democratic Congo, Nigeria, Kenya, Morocco and Malaysia.



**MUSIAD / 2024**  
**EXPO**  
INTERNATIONAL  
TURKISH TRADE FAIR

NOVEMBER 26-29, 2024  
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## National Participations

Belarus, Azerbaijan, TRNC, China, Japan, Ethiopia, Venezuela, England, USA, Netherlands, France, Belgium, Georgia, Australia, Malaysia, Indonesia, Iran, Syria, Russia, India were the countries that participated in the national participation.





### MUSIAD Diplomatic Relations Commission



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The D8 Countries Business Diplomacy Summit, organized in cooperation with the D8 General Secretariat and MUSIAD Diplomatic Relations Commission, was held at MUSIAD EXPO.

The summit was attended by President Mahmut Asmalı and Secretary General of D-8 countries İsiaka Abdulkadir Imam, ambassadors, and heads of business councils of D-8 governments. In the program, a MoU cooperation agreement was signed between D-8 countries.





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## Diplomatic Relations Commission



Within the scope of MUSIAD Expo'22 Trade Fair, under the coordination of the Diplomatic Relations Commission at TÜYAP Exhibition Centre on 2 November 2022, 28 Ambassadors, 23 Consuls General, Deputy Consuls General, Consuls, Commercial Attachés, from 60 different countries in our country came together with more than 120 representatives of foreign missions, at the Diplomatic Missions Reception held and evaluations were made in the field of our work and commercial diplomacy.





Organized as part of **MUSIAD EXPO**,  
**IBF - International Business Forum**  
will bring the business world  
together in 2024.

**At MUSIAD EXPO 2022**,  
conferences and collaborations  
developed within the scope of the  
"Food Safety and Generation  
Conservation" program brought many  
Muslim business people together.



## International Business Forum



## Foreign Participants



**16**  
FROM  
COUNTRY

**83**  
FOREIGN WITH STAND  
PARTICIPANT

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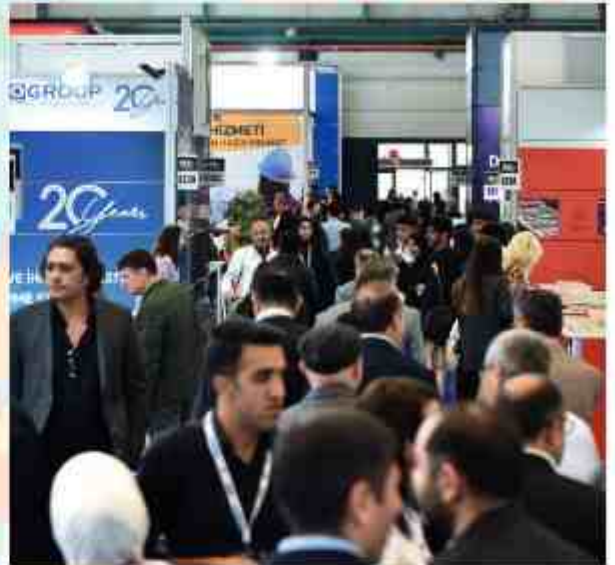
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**Foreign  
Participants**

**8262**  
Foreign Visitor





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**74806**  
Total Visitors





**NOVEMBER 26-29, 2024**  
**TÜYAP İSTANBUL**  
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**CONGRESS CENTER**

## Fair Program

### NOVEMBER 25, 2024 - MONDAY

**10.00 - 12.00** **TÜYAP / 11. HALL**  
28. IBF International Business Forum and  
MUSIAD EXPO 2024 Opening Ceremony

**13.00 - 17.00** **TÜYAP / 11. HALL**  
28. IBF International Business Forum  
Panel Sessions

### NOVEMBER 26-29, 2023 MUSIAD EXPO 2024

### NOVEMBER 26, 2024 - TUESDAY

**10.00 - 17.00** **MUSIAD EXPO 2024**  
**Booth Visits**

**14.00 - 17.00** **TÜYAP / 11. HALL**  
World Presidents Meeting

### NOVEMBER 27, 2024 - WEDNESDAY

**14:00 - 17:00** **TÜYAP / 11A HALL**  
T.C. Ministry of Commerce  
Procurement Committees (B2B)  
Bilateral Business Meetings



### NOVEMBER 28, 2024 - THURSDAY

19:00 - 21:00 **TÜYAP / 11. HALL**  
MUSIAD EXPO 2024  
Dinner Program

### NOVEMBER 29, 2024 - FRIDAY

11:00 - 17.00 **TÜYAP EXPO / KARADENİZ HALL**  
Country and Panel Presentations

10:00 - 12.00 **TÜYAP / MUSIAD VALLEY**  
MUSIAD International Cooperation  
Agreements Signing Ceremony

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Hall Plan

- 1-2** Foreign Participants
- 2-3** Machinery, Automotive, Metal, Energy, Logistics, Information Technologies
- 4** Textile-Ready-To-Wear, Footwear, Saddlery, Sub-Industry, Public, NGO, Service, Tourism, Publishing, Health
- 5-7** Building, Construction, Environment, Real Estate, Real Estate, Consumer Durables, Furniture, Decoration, Lighting
- 8** Food, Agriculture, Packaging
- 10** MUSIAD Valley
- 11** Opening, Event Hall
- 11A** B2B Area - Masjid

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CONNECT**  
EXPO

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**Hybrid+** events



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Project Sales Group  
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www.musiad.org.tr



musiadexpo

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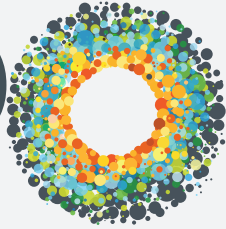


TUYAP FAIR CONVENTION AND CONGRESS CENTER  
MyTuyap, İstanbul / Turkey



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# MUSIAD EXPO 2024 Hall Plan



TEM  
HADIMKÖY  
İSTANBUL

FAIR HOTEL  
TÜYAP  
*Palas*

**TÜYAP**  
LOCATION MAP  
TÜYAP FAIR CONVENTION AND  
CONGRESS CENTER

D100 (E5)  
HADIMKÖY  
INTERCHANGE

AVCILAR  
İSTANBUL

METROBÜS

# MUSIAD EXPO 2024

## Hall Plan

**1-2**

Foreign Participants

**2-3**

Machinery, Automotive, Metal, Energy,  
Logistics, Information Technologies

**4**

Textile-Ready-To-Wear, Footwear,  
Saddlery, Sub-Industry, Public, NGO,  
Service, Tourism, Publishing, Health

**5-7**

Building, Construction, Environment,  
Real Estate, Real Estate, Consumer Durables,  
Furniture, Decoration, Lighting

**8**

Food, Agriculture, Packaging

**10**

MUSIAD Valley

**11**

Opening, Event Hall

**11A**

B2B Area - Masjid

## Fair Area m<sup>2</sup> Prices

5% discount will be provided to the participants participating in the MUSIAD EXPO 2022 FAIR.  
Our prices include the cost of solid waste, online service, insurance and electricity (10 Kw).



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m<sup>2</sup>  
€ 200

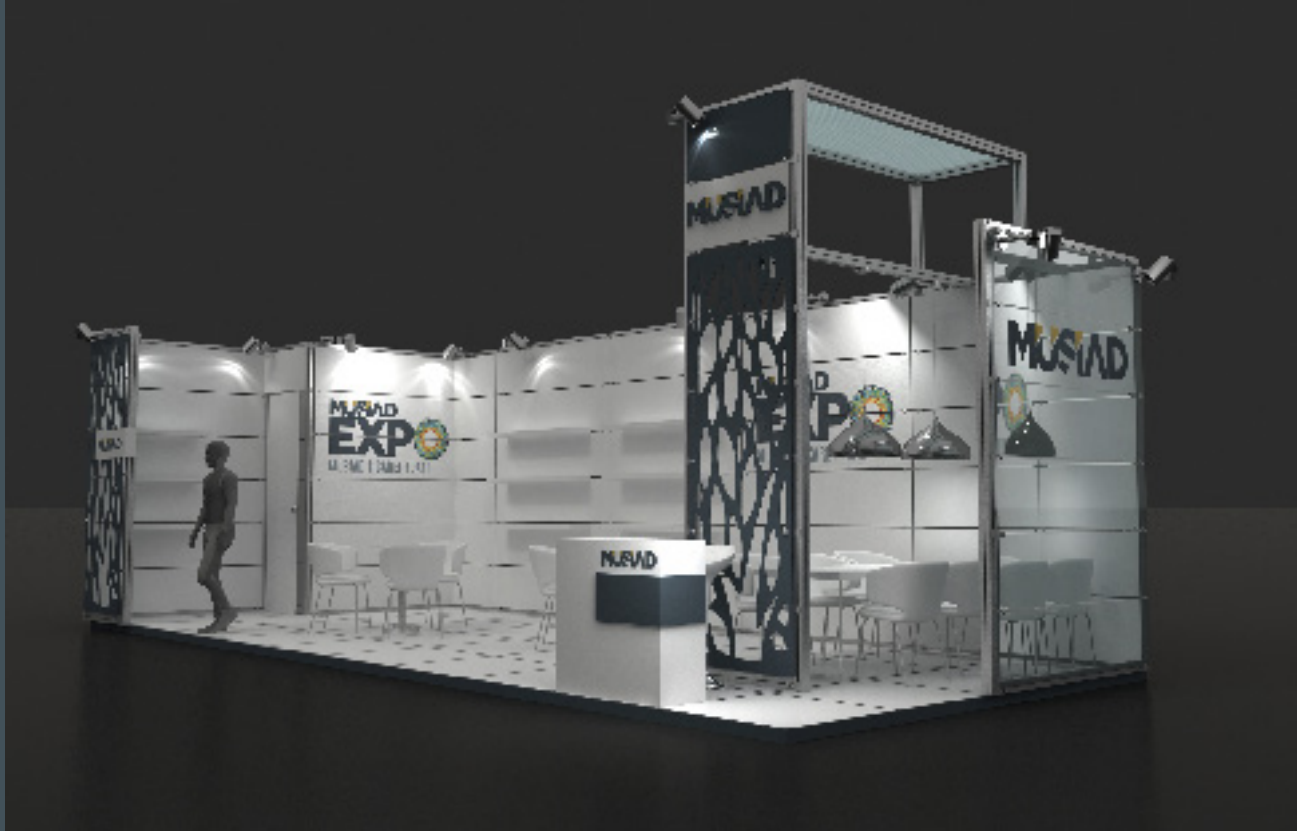
## Booth Area Rental Contact



International Project Sales Specialist  
Aziz Burak Kıvrak  
+90 549 795 19 65  
burakkivrak@tuyap.com.tr

# Ready Standard Stand

At the fair, the Ready Standard Stand application in 4 different m<sup>2</sup> will be presented to the participants. Exhibitors can purchase a Ready Standard Stand in m<sup>2</sup> according to their needs.



## 20m<sup>2</sup> Stand Package

## 40m<sup>2</sup> Stand Package

## 60m<sup>2</sup> Stand Package

## 96m<sup>2</sup> Stand Package

### STAND FEATURES AND EQUIPMENT

#### GROUND

8cm raised platform, white 18mm chipboard tiles

#### WALL SURFACES

8mm white chipboard

#### FACADE DECOR

Chipboard panels on metal construction

#### SIGN

Foil cutting on chipboard floor

#### LIGHTING

10W rail led spot and 30W pendant lamp

#### TABLE

My white chipboard (1m)

#### SEPARATOR PANELS

8mm painted mdf

### INCLUDED IN THE STANDARD STAND

22x1=2m<sup>2</sup> Warehouse - Hanger - 2 Shelves

2 Glass Tables + 6 Chairs

1 Piece Bar Stool

4m<sup>2</sup> Foil Printing

1 Piece Brochure Holder

There is no **FIELD RENTAL** fee in the Ready Standard Stand package price. According to the stand size, m<sup>2</sup> x Area Rental fee is calculated separately.

## Ready Standard Stand m<sup>2</sup> Prices

JANUARY 1, JUNE 30, 2024 Until Date	After JULY 1, 2024
€ 110	€ 125

## Ready Stand Application Contact



**Design / Project Manager**  
Murat Tuğberk ÇELEBİ  
+90 212 672 10 11 - pbx  
muratcan@avasproje.com

**Design / Project Manager**  
Kaan Enes KARACA  
+90 212 672 10 11 - pbx  
kaan@avasproje.com

**Accounting**  
Suat ASLAN  
+90 212 672 10 11 - pbx  
suat@avasproje.com

## Example Calculation Ready Stand + Fair Area

### Until DECEMBER 31, 2023

20m<sup>2</sup> Ready Stand X € 100 m<sup>2</sup> Price = € 2.000

20m<sup>2</sup> Fair Area X € 200 m<sup>2</sup> Price = € 4.000

**TOTAL PRICE € 6.000**

### JANUARY 1 - JUNE 30, 2024 Until Date

20m<sup>2</sup> Ready Stand X € 110 m<sup>2</sup> Price = € 2.200

20m<sup>2</sup> Fair Area X € 200 m<sup>2</sup> Price = € 4.000

**TOTAL PRICE € 6.200**

### After JULY 1, 2024

20m<sup>2</sup> Ready Stand X € 125 m<sup>2</sup> Price = € 2.500

20m<sup>2</sup> Fair Area X € 200 m<sup>2</sup> Price = € 4.000

**TOTAL PRICE € 6.500**

Prices do not include VAT.

# Accommodation

## 4 NIGHTS ACCOMMODATION and BED & BREAKFAST

After  
JULY 1, 2024

SINGLE

€ 200

DOUBLE

€ 225

1 night accommodation fee.  
Prices include VAT and Accommodation Tax.



KAYA İstanbul Fair &  
Convention

TÜYAP Palas

NEAREST HOTELS TO  
THE EXHIBITION CENTER



Reservation

Onur KİLECİLER

+90 533 626 73 99

rezervasyon@musiad.org.tr



# Fair Program

## NOVEMBER 25, 2024 - MONDAY

- 10.00 - 12.00** **TÜYAP / 11. HALL**  
28. IBF International Business Forum and MUSIAD EXPO 2024 Opening Ceremony
- 13.00 - 17.00** **TÜYAP / 11. HALL**  
28. IBF International Business Forum Panel Sessions

## 26-29 KASIM MÜSİAD EXPO 2024

### NOVEMBER 26, 2024 - TUESDAY

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**Booth Visits**
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- 19:00 - 21:00** **TÜYAP / 11. HALL**  
MUSIAD EXPO 2024  
Gala Dinner Program

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Country and Panel Presentations
- 10:00 - 12.00** **TÜYAP / MÜSİAD VADİSİ**  
MUSIAD International Cooperation  
Agreements Signing Ceremony

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