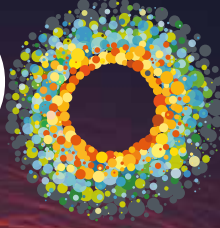


MUSIAD / 2022

EXP



MUSIAD TRADE FAIR

Global
Trade
is Here!

NOVEMBER 2-5, 2022

TÜYAP ISTANBUL FAIR CONVENTION AND CONGRESS CENTER



Müstakil
exhibition / event

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MAHMUT ASMALI
PRESIDENT OF MUSIAD

Initiated with the inaugural speech by Mr. Mustafa Varank, Minister of Industry and Technology, **18. MUSIAD EXPO** was held between on **November 18-21, 2020** in Istanbul, simultaneously with the programs EXPO, IBF (International Business Forum), B2B, MUSIAD World General Executive Council and MoU International Cooperation. 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**.

MUSIAD EXPO 2022 Fair will be held between on **November 2-5, 2022** at **TÜYAP Fair Conventions and Congress Center**.

MUSIAD 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, MUSIAD 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 MUSIAD's and Turkey's clout in world markets.





MUSIAD / 2022 EXPO

MUSIAD TRADE FAIR

**MUSIAD EXPO is
leading for the
19th time on
2-5 NOVEMBER 2022**

MUSIAD relentlessly continues its efforts to enhance commerce.

Organized to boost Turkey's and Turkish business community's activity in the world markets, **MUSIAD EXPO** Fair will be held at **TÜYAP Fair Conventions and Congress Center** between on **November 2-5, 2022**.

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.



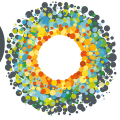
**DIRECT
SALES**



MUSIAD / 2022 EXP

MUSIAD TRADE FAIR

NOVEMBER 2-5, 2022



**EFFECTIVE
MARKET
CONNECTIONS**

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

**VISITORS
FROM
124
COUNTRIES**



**NEW
MARKET
ACQUISITIONS**

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 2022 Projections
- Domestic and Foreign NGOs
- Municipalities
- Technology Firms and Technoparks

**8.000
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

**BILERETAL
BUSINESS
INTERVIEWS**

24 Sector

**600
Exhibitors**

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



**NEW
PRODUCT
GROUPS**

MoU-International Cooperation



MUSIAD EXPO 2020

Goodwill agreements were signed as **mutually and on-line** with **13 countries** including Afghanistan, Azerbaijan, Bosnia and Herzegovina, Guinea, Iraq, Libya, Lebanon, Pakistan, Chile, Tajikistan and Tanzania during the fair.



National Participations



Azerbaijan, Indonesia,
Venezuela, TRNC

IBF-International Business Forum



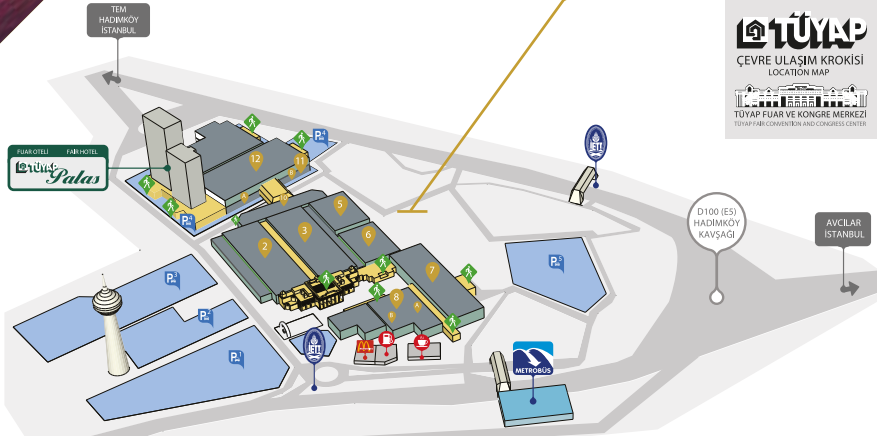
MUSIAD World General Executive Council



MUSIAD / 2022 EXP

MUSIAD TRADE FAIR

HALL
2-3-5-6-7-8-
10-11-12



PRODUCT GROUP TO BE EXHIBITED BY HALL

HALL 2	Building, Construction, Environment, Real Estate	HALL 10	MUSIAD Valley
HALL 3	Food, Agriculture, Packaging	HALL 11	B2B AREA - Masjid
HALL 5	Textile-Ready-made Clothing, Apparel, Furniture, Durable Consumption	HALL 12	Opening, Event
HALL 6	Public, NGO, Service, Tourism, Publishing, Health		
HALL 7	Machinery, Automotive, Industry, Metal, Energy, Logistics		
HALL 8	Information Technologies, MUSIAD Entrepreneurs, International Exhibitors		

MyTüyap connect
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Moves business connections forward to digitals with Hybrid+ events

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TÜYAP İSTANBUL



TÜYAP FAIR CONVENTION AND CONGRESS CENTER

Büyükkemçe, İstanbul / Turkey