

MUSIAD / 2024 EXP



INTERNATIONAL
MUSIAD TRADE FAIR

Global
Trade is
Here!

NOVEMBER 26-29, 2024

TÜYAP İSTANBUL
FAIR CONVENTION AND
CONGRESS CENTER

Müstakil
exhibition | event

TÜYAP





Mahmut ASMALI
President of MUSIAD

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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.



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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 Isiaka 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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Foreign
Participants

8262
Foreign Visitor





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74806
Total Visitors



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**TÜYAP İSTANBUL
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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

MyTüyap
connect

BUSINESS
CONNECT
PROGRAM

Moves business connections
forward to digitals with
Hybrid+ events



mytuyap.com/app



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musiadexpo

TÜYAP İSTANBUL



TÜYAP FAIR CONVENTION AND CONGRESS CENTER
Büyükkçekmece, 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.