

## THE COUNTDOWN TO EMITT BEGINS

**One of the top four tourism exhibitions in the world, East Mediterranean International Tourism and Travel Exhibition – EMITT is set to bring together international tourism professionals and holiday consumers for the 23<sup>rd</sup> time in Istanbul between January 31 - February 3, 2019. EMITT, which achieved 55% growth in terms of the number of exhibitors in 2018, continues to make a significant contribution to the national economy in the growing tourism industry.**

East Mediterranean International Tourism and Travel Exhibition – EMITT which is organized by EUF – E Uluslararası Fuarçılık operating under ITE Turkey, will be held between the dates of January 31- February 3, 2019 in TUYAP Fair, Convention, and Congress Center

EMITT – East Mediterranean International Tourism and Travel Exhibition, along with preparing to host a record-high number of international visitors, continues to lead the industry by creating value for all participants and preparing the ground for beneficial contents and collaborations. This year, over 700 invited tour operators from more than 100 countries including Asia, Europe, Far East, and Latin America will be hosted with the Hosted Buyer (invited tour operator) program organized each year in cooperation with Travel Shop Turkey.

The participation to the exhibition, which will be held with the support of the Ministry of Culture and Tourism, T.R. Istanbul Governorship, Metropolitan Municipality of İstanbul as well as the corporate sponsorship of Turkish Airlines along with the support of KOSGEB (Small and Medium Industry Development Organization) and business partnership of the Turkish Hoteliers Federation and Turkish Tourism Investors Association, from all over the world continues rapidly.

### **EMITT continues to contribute to tourism with 55% growth**

Stating that there is a parallelism between the national tourism and EMITT, **ITE Turkey Tourism & Travel & Fashion Group Director Hacer Aydın** said, “We had the opportunity to clearly see the relationship between the growth in the national tourism and EMITT once again in January 2018. In the EMITT organized for the 22<sup>nd</sup> time in January 2018, we achieved a phenomenal success by hosting 1,065 exhibitors from 85 countries and 54,364 visitors in EMITT. The mobility observed in the tourism sector in 2017 manifested itself also in EMITT and we recorded 55% growth in terms of number of exhibitors in our last exhibition. This growth was a precursor of a rapid rise in the tourism sector in 2018 and we witnessed that the sector has achieved a rapid growth.”

## **Striking topics and everything related to the tourism industry will be discussed in Emitt 2019!**

During the four-day event, different topics will be discussed by the leading names coming from different industries.

The topics including tourism road map, tourism economy, steps to be taken in order to achieve a permanent recovery in tourism industry, estimations and explanations regarding the future of the tourism industry will be addressed by **Journalist, Broadcaster, Economics Commentator Emin apa, Board Chairman of TRSAB Firuz Baęlıkaya, Board Chairman of TROFED Osman Ayık, President of TTYD (Turkish Tourism Investors Association) Oya Narin, President of SKAL Ata Eremsoy, Futurist, Economist, the President of Digital Agency Ufuk Tarhan, and the President of Gastronomy Tourism Association Grkan Boztepe.**

The topic of digitalization, which remains at the top of the agenda of the tourism industry, draws the close attention of all sales and marketing professionals. The names that will address these issues **include Futurist Hotelier Cem Kinay, President of Travel Tech Global Ferda Kertmelioęlu, Founder and General Manager of Neredekal.com zkan Hacıoęlu, CEO of Enuygun aęlar Erol, General Manager of tatilsepeti Koray Kkyılmaz, Co-founder of HotelRunner Arden Agopyan, Sales Manager of Travel Audience Europe Arnaud Valion, Emirates Airlines Turkey, Romania and Bulgaria Regional Manager Bahar Ahmet Birinci.**

Chinese tourists have influenced the whole world. After the introduction of giant Chinese market which is made up of millions of tourists with a keynote speech which will be given by **Dr. Marcus Lee**, the President of the Association of SME Business Owners (ICIF), **Principal of Destination Dr. Consulting Edward Dramberger** will conduct a workshop on how to get in contact with buyers and how to close sales in order to be effective in this market.

The influencers whose tweets, a few second videos or text posts are powerful enough to mobilize millions of people will also meet the visitors at the EMITT Conference Stage. Among the speakers are **the founders of Gezimanya Murat zbilgi and Tuęçe Yılmaz zbilgi, Founders of Biz Evde Yokuz Duygu & Bilgehan elik, The Youngest Turk To Set Foot On All Seven Continents Barkın zdemir, Producer and Communication Consultant Elif Daędeviren, New Media, Influencer Marketing and Social Media Consultant Cem Karakuş, Expert Dietician Dilara Koak and President of Professional Travel Bloggers Association (PTBA) Janicke Hansen.**

Details of the striking panel discussions that will leave a mark on Emitt 2019 can be found at [www.emittistanbul.com](http://www.emittistanbul.com).

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### **About ITE Turkey**

ITE Turkey is the Turkish branch of the ITE Group, the international exhibition company that organizes 150 exhibitions and conferences worldwide with 32 offices in 20 countries and a staff

comprising of over 1,000 experienced employees. Organizing leading exhibitions for the leading industries of Turkey, ITE Turkey consists of the companies **YEM Fuarçılık**, **EUF - E Uluslararası Fuar Tanıtım Hizmetleri** and **Platform Uluslararası Fuarçılık**.

Organizing the leading exhibitions of Turkey in industries such as **construction, tourism, cosmetics, foods, railway systems, and logistics**; ITE Turkey draws its strength from the global network of the ITE Group as well as its experience in Turkey and the region. By sharing its strong global network in the exhibition industry with other industries it operates in, ITE Turkey creates new opportunities for business, collaboration, and purchasing and makes contributions to the development of the industry. [www.ite-turkey.com](http://www.ite-turkey.com)

#### **About EUF – E Uluslararası Fuar Tanıtım Hizmetleri**

Operating under the umbrella of ITE Turkey, EUF - E Uluslararası Fuar Tanıtım Hizmetleri A.Ş. has been organizing exhibitions since 1999 in sectors such as energy, construction equipment, food, furniture, stationery, promotion, water and wastewater treatment, tourism, rail systems, and logistics. With the help of the global information network and the experience of ITE Group as well as global collaborations, EUF A.Ş. carries out the EMITT (East Mediterranean International Tourism & Travel Exhibition), EURASIA RAIL (International Rolling Stock, Infrastructure & Logistics Exhibition), and WORLDFOOD ISTANBUL (International Food Products & Processing Technologies Exhibition).

#### **For detailed information:**

##### **Bersay Communications Consultancy**

Ayben Cumalı / +90 554 844 68 05 / [ayben.cumali@bersay.com.tr](mailto:ayben.cumali@bersay.com.tr)

Erdi Gürel / +90 535 508 23 65 / [erdi.gurel@bersay.com.tr](mailto:erdi.gurel@bersay.com.tr)