

Sector professionals will meet at EMITT!

EMITT – East Mediterranean International Tourism & Travel Exhibition, which is among the five biggest tourism exhibitions in the world, is preparing to host many foreign professional visitors at this year’s edition. EMITT, which will take place on January 25-28, 2018 at TÜYAP Fair Convention & Congress Center, has already been applied by 1.676 invited tour operators from 102 countries.

EMITT, which will take place this year for the 22nd time, is supporting the promotion of the country and the development and acceleration of the tourism sector and also playing an important role in terms of having the understanding of vacation and advantages of early reservation embraced in our country. EMITT, which has the characteristics of a sectoral school for both exhibitors and consumers, will once again lead the sector with various beneficial content and partnerships that will provide value for all exhibitors.

At the exhibition which will provide the exhibitors with the chance to increase their business volume; national pavilions, holiday destinations, exclusive winter tourism and outdoor sections, hotels, hotel support equipment’s, tour operators and agencies will be presented. With the B2B appointment system, which is developed for the exhibitors to gain more benefits and conduct more productive meetings at EMITT, will provide new purchase, business, business development and partnership opportunities to its exhibitors on an international scale. It will be possible to get an appointment and meet with more than 500 hosted buyers (invited tour operators). The appointment system, which was previously unilateral, will now enable hosted buyers to get appointments from the exhibitors with the ready-prepared registry system. On the other hand, the exhibitors unable to get an appointment will have the chance to meet with any company they desire through ‘Speed Networking’ for two days.

Record attention to EMITT: 1.676 invited tour operator applications from 102 countries...

ITE Turkey Tourism & Travel & Fashion Group Director Hacer Aydın stated her views on EMITT, one of the most special tourism exhibitions in the world, and underlined the regular growth of EMITT ever since its emergence in 1999. Aydın had the following to say: “In parallel with the growth of Turkish economy, Turkish tourism is also sustaining its growth. As the most important international exhibition of Turkish tourism, we are also actualizing rapid growth. With 1.676 invited tour operator applications from 102 countries, EMITT has already sparked major interest. Sector representatives from all around the world will come together at EMITT with the Hosted Buyer Programme (invited tour operators) and create new partnerships.”

ITE Turkey



EUF - E Uluslararası Fuar Tanıtım Hizmetleri A.Ş. | EUF - E International Trade Fairs: Ticaret Sicil Numarası: 430499

YEM Fuarçılık A.Ş. | YEM Exhibitions: Ticaret Sicil Numarası: 758423

Platform Uluslararası Fuarçılık A.Ş. | Platform International Exhibitions Inc.: Ticaret Sicil Numarası: 745813

EMITT, which will be open to visitors on January 25-28, 2018, will host tourism professionals in the first two days and holiday makers in the third and fourth days. Travel enthusiasts will be able to inspect their holiday destinations and score their budget-friendly holiday routes with “early reservation” deals.

EMITT, which will take place this year under the corporate sponsorship of Republic of Turkey Ministry of Culture and Tourism, Istanbul Metropolitan Municipality and Turkish Airlines, support of KOSGEB and cooperation of Turkish Hoteliers Federation (TÜROFED) and Turkish Tourism Investors Association (TYD), is expected to host more than 50.000 visitors.

About ITE Turkey

ITE Turkey is the Turkey office of the international exhibition company ITE Group who organizes more than 240 exhibitions and conferences per year worldwide with 32 offices in 20 countries and more than 1.000 experienced personnel. ITE Turkey, who organizes leading exhibition organizations in leading sectors of Turkey, consists of **YEM Exhibitions, EUF – E Uluslararası Fuar Tanıtım Hizmetleri, Ekin Fuar, Platform Fuar** and **TF Fuarçılık** companies.

ITE Turkey, who organizes the leading exhibitions of Turkey in sectors of **construction, tourism, cosmetics, food, fashion, energy, packaging, construction machinery, rail systems** and **logistics**, takes its strength from the global network of ITE Group along with its experience in Turkey and the region. ITE Turkey creates new business, cooperation and purchasing opportunities in exhibitions by transferring its strong global network in the construction sector to each and every sector it is included in and supports the development of these sectors.

www.ite-turkey.com

About EUF – E Uluslararası Fuar Tanıtım Hizmetleri

EUF A.Ş, which is subsidiary of ITE Turkey, organizes the regions’ biggest events in construction, furniture, food, packaging, promotion, stationery, energy and construction machinery industries since 1999. EUF A.Ş takes the British global event organizer ITE Group PLC’s knowledge and global know-how techniques on the following events: **[EMITT \(East Mediterranean International Travel and Tourism Exhibition\)](#)**, **[EURASIA RAIL \(International Rolling Stock, Infrastructure & Logistics Exhibition\)](#)**, **[ISTANBUL RAIL TECH \(Istanbul Rail Tech Conference and Exhibition\)](#)** and **[WORLDFOOD ISTANBUL \(International Food Products and Processing Technologies Exhibition\)](#)**.

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