

Early reservation opportunities, the most popular tourism routes and leading names of worldwide tourism are at EMITT 2017!

21ST EMITT TOURISM EXHIBITION IS NOW OPENED!

East Mediterranean International Tourism and Travel Exhibition – EMITT is opened for the 21st time. The opening ceremony was conducted by ITE Turkey Tourism & Travel & Fashion Group Director Hacer Aydın, ITE Turkey Board Member and YEM Exhibitions General Manager Burcu Başer, ITE Group Regional Director Vincent Brain, President of German Travel Association (DRV) Norbert Feibig, President of European Trade Association of Hotels, Restaurants and Cafes (HOTREC) Susanne Kraus – Winkler, Mayor of Istanbul Kadir Topbaş, Governor of Istanbul Vasip Şahin, United Nations World Tourism Organization General Secretary Taleb D. Rifai and Republic of Turkey Minister of Culture and Tourism Nabi Avcı.

EMITT, which gathers holiday routes from all around the world and Turkey at the same platform, will this year host 5.000 institutions and organizations from 80 countries at 12 halls of 70.000 sqm.

EMITT, which is among the five biggest exhibitions in the World, will provide information flow to the sector with panels titled “New Targets and Strategies in Tourism”, “Authentic Cities” and “City, Culture and Life: Mardin” throughout the exhibition. EMITT will also host different stage shows and stand events prepared by exhibitors. EMITT, which is once again the gathering point of travel enthusiasts, will end on January 29, Sunday evening.

East Mediterranean International Tourism and Travel Exhibition – EMITT, organized by **EUFA – Uluslararası Fuarçılık** which is among the group companies of **ITE Turkey** which organizes leading exhibitions in leading sectors of Turkey, is taking place for the 21st time on January 26 – 29, 2017. 5.000 institutions and organizations from 80 countries will be promoting holiday destinations from all around the World and Turkey at Tüyap Fair Convention and Congress Center at 12 halls of 70.000 sqm.

The exhibition, which will be organized under the corporate sponsorship of Republic of Turkey Ministry of Culture and Tourism, Istanbul Metropolitan Municipality and Turkish Airlines with the support of KOSGEB and the business cooperation of Turkish Hotels Federation (TÜROFED) and Turkish Tourism Investors Association (TYD), is expected to host 60.000 visitors.

EMITT, which is among the five biggest tourism exhibitions in the World, presents new purchasing, business, business development and partnership opportunities on an international level. The exhibition, which presents exhibitors with the opportunity to increase their business volume, hosts national pavilions, vacation destinations, summer, winter and outdoor tourism destinations, hotels and tourism centers, tour operators and agencies.

EMITT visitors will be able to review and decide on their desired vacation destinations at the exhibition. At EMITT, which will be open for visitors on January 28 – 29, will present travel enthusiasts with budget-friendly vacation routes, convenient prices and “early reservation” campaigns.

Leading names of tourism sector are at EMITT!

EMITT, which gathers tourism resorts and organizations and tourism professionals from all around the World and Turkey with its visitors, is once again hosting panels which will provide information flow to tourism sector. The first panel which will be organized within the scope of the exhibition will take place under the title of “**New Targets and Strategies in Tourism**” on January 26, Thursday at 14:30. At the panel, which will be moderated by TÜRSAB Overseas Representative **Hüseyin Baraner**, **President of DRV Norbert Fiebig** and **President of HOTREC Susanne Kraus Winkler** will be present as speakers.

The panel titled “**City, Culture and Life: Mardin**” will also take place on the first day of the exhibition at 14:30. At the panel, which will be hosted by Republic of Turkey Development Agency, **Mardin Governor Mustafa Yaman**, **Mardin Artuklu University Chancellor Ahmet Ağırakça**, **MARSEV Chairman of the Board Kemal Nehrozoğlu** and **DIKA General Secretary Yılmaz Altındağ** will be present as speakers.

On the second day of the exhibition, the “**Authentic Cities**” panel will take place at 14:30 and be moderated by Head of Atılım University Tourism and Hospitality Management Department **Prof. Dr. İbrahim Birkan**. At the panel, **Gaziantep Mayor Fatma Şahin**, **Eskişehir Mayor Yılmaz Büyükerşen**, **Beypazarı Mayor Tuncer Kaplan** and **Seferihisar Mayor Tunç Soyer** will be present as speakers.

International Buyer Delegation Programme is hosting 450 tour operators from 55 countries!

This year, just like every other year, EMITT Tourism Exhibition will host the Foreign Procurement Committees Program. Within the scope of the program which will take place in partnership with TravelShop Turkey, 450 tour operators from 55 countries have applied. These countries include Azerbaijan, Germany, Greece, India, Italy, Jordan, Kuwait, Macedonia, Philippines, Portugal, Russian Federation, Saudi Arabia, South Africa, Spain, Thailand and United Arab Emirates.

ITE Turkey Tourism & Travel & Fashion Group Director Hacer Aydın had the following to say: “*In addition to being a trading platform which gathers tourism sector professionals, EMITT*

is also an important address for holiday enthusiasts. EMITT, which is being attended by Japan, Kyrgyzstan, Nepal, Kosovo and Mauritius for the first time, is an effective platform with its exhibitors, visitors and the trading volume it creates for the tourism sector. Within the scope of the International Buyers Delegation Program, which supports tourism sector every year, we are hosting more than 450 hosted buyers. The interviews made within the scope of this program will plan tourism sector's route in 2017. At the panels, which we will be organizing within the scope of the exhibition, we will gather the leading names of tourism sector with tourism sector representatives of our country and provide information flow to the sector. With the Special Winter Tourism Section, Special Outdoor Tourism Section and Special Hotel Support Equipment Section, which we are organizing this year in parallel with the sector's development, we will present different options for our exhibitors and visitors. Our visitors will be able to arrange their vacations at convenient prices with early reservation and exhibition-exclusive offers.”

www.emittistanbul.com

About EUF – E Uluslararası Fuar Tanıtım Hizmetleri and ITE Turkey

EUF – E Uluslararası Fuar Tanıtım Hizmetleri which is subsidiary of ITE Turkey, organize events in construction, furniture, food, packaging, promotion, stationery, travel, transport & logistics, energy and construction machinery industries since 1999. EUF takes the international global event organiser ITE Group's knowledge and global know-how techniques on the following events: **WORLDFOOD ISTANBUL** (International Food Products and Processing Technologies Exhibition), **EMITT**, (East Mediterranean International Tourism and Travel Exhibition) **ANKOMAK**, (International Construction Machinery, Building Elements & Construction Technologies Exhibition) **EURASIA RAIL**, (International Rolling Stock, Infrastructure & Logistics Exhibition) **IWE ISTANBUL WATER EXPO** (Istanbul Water and Wastewater Treatment Technologies Exhibition & Conference) and **GLOBAL OIL & GAS TURKEY** (International Oil & Gas Conference).

About ITE Turkey

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

ITE Turkey, which organizes the leading exhibitions of Turkey in sectors of construction, tourism, cosmetics, food, fashion, energy, 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