

January 2017

**The most popular tourism routes with early booking opportunities
and the leading names of the world tourism sector are in
EMITT 2017!**

**EMITT Tourism Exhibition, the international meeting
point for the tourism industry will be held at Tüyap
Fair Convention and Congress Center between 26 - 29
January 2017**

In its 21st year, East Mediterranean International Tourism and Travel Exhibition – EMITT will be the meeting point for the holiday enthusiasts with the early booking discounts, holiday draw and holiday destinations from 80 countries including Turkey.

Recognized as one of the top five tourism exhibitions in the world, EMITT will gather the players of the tourism industry under the same roof at Tüyap Fair Convention and Congress Center between 26-29 January 2017. Among the topics of discussion of the panels to be held as part of the exhibition are “New Goals and Strategies in Tourism” and “Cities Branded by Originality”. EMITT will also be featuring numerous stage performances from different parts of the world and Turkey and stand events. The exhibition will be open to tourism professionals on its first and second days and to the travellers on the third and fourth days.

Organized by EUF – E Uluslararası Fuarçılık, an affiliate of ITE Turkey, the organizer of leading exhibitions in the leading industries of Turkey, East Mediterranean International Tourism and Travel Exhibition – EMITT will be held in 12 halls representing 70.000 sqm exhibition space at Tüyap Fair Convention and Congress Center between 26 – 29 January 2017. Getting ready to be the meeting point for the tourism industry for the 21st time, EMITT will bring together 5.000 companies and brands from 80 countries.

Sponsored by the Ministry of Culture and Tourism of Turkish Republic, Istanbul Metropolitan Municipality and Turkish Airlines, and organized with support from KOSGEB and in association with Turkish Hoteliers Federation (TÜROFED) and Turkish Tourism Investors Association (TYD) the exhibition is expected to host 60.000 visitors.

At EMITT which will offer new procurement, business development and business partnership opportunities at the international level, exhibitors will get the chance to increase their business volume with the new agreements they will sign at the exhibition. Among the exhibitors of the exhibition are national pavilions; holiday destinations from Turkey; summer, winter and outdoor tourism destinations; hotels and tourism centers; tour operators; and tourism agencies.

And visitors of EMITT will get the chance to get detailed information about holiday destinations of interest to them and decide on holiday options that match their budgets. At EMITT which will be open to visitors between 28 – 29 January, holiday options that match to the budgets of holiday enthusiasts will be offered with discounted prices and “early booking” campaigns.

Leading names of the tourism industry will be at EMITT!

Bringing together tourism professionals, tourism destinations and companies from Turkey and all around the world, EMITT will once again host panels that will provide a stream of information to the tourism industry this year as well. The first panel of the exhibition titled “**New Goals and Strategies in Tourism**” will be held at 14.30 on Thursday, January 26. Among the speakers of the panel which will be moderated by TÜRSAB Global Representative **Hüseyin Baraner**, are **United Nations World Tourism Organization (UNWTO) Secretary General Taleb Rifai**, **HOTREC President Susanne Kraus Winkler** and **DRV President Norbert Fiebig**.

And on the second day of the exhibition, the panel titled “**Cities Branded by Originality**” will be held at 14.30 and will be moderated by **Prof. Dr. İbrahim Birkan**, Head of Tourism and Hotel Administration Department of Atılım University. Among the speakers of the panel will be **Mayor of Gaziantep Fatma Sahin**, **Mayor of Eskisehir Yılmaz Büyükerşen**, **Mayor of Beypazarı Tuncer Kaplan** and **Mayor of Seferihisar Tunç Soyer**.

International Buyer Delegations Program will be hosting buyer delegations from 55 countries!

As it is the case every year, this year as well EMITT will be featuring a International Buyer Delegations Program. Until now, 55 countries have applied to the program that will be organized in partnership with TravelShop Turkey. Among the countries that applied to the program are Azerbaijan, United Arab Emirates, Philippines, South Africa, India, Spain, Italy, Kuwait, Macedonia, Portugal, Russian Federation, Saudi Arabia, Thailand, Jordan and Greece.

ITE Turkey Tourism & Travel & Fashion Group Director Hacer Aydın: “*EMITT is one of the biggest meeting points for the tourism industry of not only Turkey but also the world. In addition to being a commercial platform that brings together the professionals of the tourism industry, the exhibition is also known as an important address for holiday enthusiasts. EMITT which will be joined for the first time by Japan, Kyrgyzstan, Nepal, Kosovo and Mauritius, will be demonstrating its power with its exhibitor profile, high number of visitors and the commercial volume it brings to the tourism industry. This year we’ll be bringing together over 200 procurement professionals from 55 countries as part of the International Buyer Delegations Program which makes great*

contribution to the tourism industry every year. The business meetings to be held as part of this program will be setting the direction of the tourism industry in 2017. And with the panels we'll be organizing as part of the exhibition, we'll be bringing together the leading names of the global and Turkish tourism industry and provide a stream of information to the sector. And with the Winter Tourism Special Section, Outdoor Tourism Special Section and Hotel Support Equipment Special Section which we'll be organizing in EMITT this year as a response to the developments in the sector, we'll be offering different options to visitors.”

Free online invitations for the visitors of EMITT will be available on www.fuaredvetiyesi.com.

www.emittistanbul.com

About EUF – E Uluslararası Fuarçılık and ITE Turkey

EUF - E Uluslararası Fuar Tanıtım Hizmetleri A.Ş., an affiliate of ITE Turkey, has been organizing exhibitions since 1999 for packaging, energy, construction machinery, food, furniture, stationery, promotional items, water and wastewater, tourism, rail systems and logistics industries. With the support of international exhibition company ITE Group Plc.'s global information network, experience and global partnerships, EUF A.Ş organizes; ANKOMAK (International Construction Machinery, Building Elements and Construction Technologies Exhibition), IPACK TURKEY (International Packaging and Food Processing Systems Exhibition), IWE ISTANBUL WATER EXPO (Istanbul Water and Waste Water Treatment Technologies Exhibition and Conference), EMITT (East Mediterranean International Tourism and Travel Exhibition), EURASIA RAIL (International Rolling Stock Infrastructure and Logistics Exhibition), GLOBAL OIL & GAS TURKEY (Turkish International Oil and Gas Conference) and WORLDFOOD ISTANBUL (International Food Products and Processing Technologies Exhibition).

About ITE Turkey

ITE Turkey is the Turkish affiliate of ITE Group Plc, an international trade exhibitions organization company that organizes over 240 exhibitions and conferences annually at the global level with over 1000 experienced personnel from 32 offices in 20 countries. Organizing leading trade exhibitions in the leading sectors of Turkey, ITE Turkey is comprised of YEM Fuarçılık, EUF - E Uluslararası Fuar Tanıtım Hizmetleri, Ekin Fuar, Platform Uluslararası Fuarçılık and TF Fuarçılık companies.

ITE Turkey organizes the leading trade exhibitions of Turkey for the construction, tourism, cosmetics, food, fashion, energy, packaging, construction machinery, rail systems and logistics industries and gets its power from its profound experience in Turkey and the region and from the global network of ITE Group. ITE Turkey, offers opportunities for new business deals, partnerships and purchasing agreements by opening its powerful global network in the exhibition industry to every sector it operates in and contributes to the growth of these industries.

www.ite-turkey.com

For detailed information:

Seher Saygın / Essance İstanbul İletişim Danışmanlığı / 212 282 40 85 – ext. 12; seher.saygin@essance-istanbul.com

Zeynep Yiğit Yalıt / Essance İstanbul İletişim Danışmanlığı / 212 282 40 85 – ext. 23; zeynep.yigit@essance-istanbul.com