

# 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

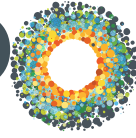




**Mahmut ASMALI**  
President of MUSIAD

**MUSIAD / 2024**

**EXP**



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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 Türkiye 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 Türkiye 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 Türkiye'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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10.000 B2B Meetings



New Product  
Groups

## 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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## 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

- |            |   |            |                              |
|------------|---|------------|------------------------------|
| <b>1-2</b> | Foreign Participants  | <b>8</b>   | Food, Agriculture, Packaging |
| <b>2-3</b> | Machinery, Automotive, Metal, Energy, Logistics, Information Technologies   | <b>10</b>  | MUSIAD Valley                |
| <b>4</b>   | Textile-Ready-To-Wear, Footwear, Saddlery, Sub-Industry, Public, NGO, Service, Tourism, Publishing, Health        | <b>11</b>  | Opening, Event Hall          |
| <b>5-7</b> | Building, Construction, Environment, Real Estate, Real Estate, Consumer Durables, Furniture, Decoration, Lighting | <b>11A</b> | B2B Area - Masjid            |

**MyTuyap connect**

**BUSINESS CONNECT**

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Google Play

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[www.musiad.org.tr](http://www.musiad.org.tr)



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.