

The logo for the MOBISAD iMEX exhibition is centered within a white square frame. The word 'MOBISAD' is in white uppercase letters on a red background. Below it, 'iMEX' is in red lowercase letters on a white background, with a red diagonal line crossing through the 'X'. Underneath, the word 'exhibition' is written in white lowercase letters on a red background. The entire logo is overlaid on a large, abstract teal brushstroke that extends across the top half of the page.

MOBISAD
iMEX
exhibition

C L O S I N G
REPORT
2023

14-17 SEPTEMBER 2023
İstanbul Fuar Merkezi (İFM)

The logo for MARMARA TANITIM FUARCILIK features a stylized white graphic of a curved line with an arrowhead pointing right, positioned above the company name. The name 'MARMARA' is in a bold, white, sans-serif font, and 'TANITIM FUARCILIK' is in a smaller, white, sans-serif font below it.

MARMARA
TANITIM FUARCILIK



MOBISAD-IMEX Exhibition has brought together all the stakeholders of the sector.

Being the first sector exhibition to be held in our country in the fields of Mobile Communication and Information Technologies, the MOBISAD-IMEX Exhibition has brought together all the stakeholders of the sector.

Bringing together the representatives of ministries, officials of the related institutions, 3 major operators, mobile device brands, academicians, economists, buyers, sector professionals and those related to the sector, the MOBISAD-IMEX Exhibition resultantly became one of the most engaging exhibitions of all times.

While prominent domestic and international companies of the sector exhibited their products at the exhibition which was held at the Istanbul Exhibition Center, buyers of the sector explored the companies and their products for 4 days long. Followed with great interest by senior buyers, mid-tier retailers and general visitors as well as those interested in the sector, each and every day of the exhibition was intense and dynamic.

Having been held in 3 separate halls along with 640 companies whose products were exhibited at the world-brand ISAF Exhibition that was held concurrently, the exhibition hosted the products of 737 brands and companies.

Followed by 17.467 visitors, the exhibition hosted 15.333 domestic visitors in addition to the record-breaking number of 2.134 foreign visitors.

Having been held within the scope of the exhibition with a total number of 11 sessions participated in by 45 speakers, The Mobile Communication and Information Technologies Conference that proved to be an exceptionally estimable event covering the most up-to-date topics contributed more to the value of the exhibitions.

The inauguration of the exhibition and the conference was executed by and the opening speeches were delivered by the vice ministers of the Ministry of Treasure and Finance, the Ministry of Transport and Infrastructure, the Ministry of Commerce, and the Ministry of Industry and Technology. The conference took place at a preminent level with the participation of the CEOs of Turkcell, Turk Telekom, and Vodafone who informed about the recent developments following the inauguration program.

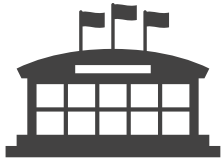
The MOBISAD-IMEX Exhibition that covers the fields of mobile communication and information technologies and the ISAF Exhibition that is the international brand of the sector are held with the goal and the target of becoming one of the most important exhibitions in the sectors they cover throughout the world and making Turkiye the center of attraction in these sectors in the region.

We kindly extend our gratitude to our exhibition participants who make noteworthy contributions to the development of the sector and our invaluable friends who participate in, support, exhibit their products at and visit the MOBISAD-IMEX Exhibition and the ISAF Exhibition which will, while growing every year, follow their paths in compliance with the aforementioned goal and the target.

We wish to see you among us in greater events in the coming years...

Kindest regards,
Marmara Fair Organization

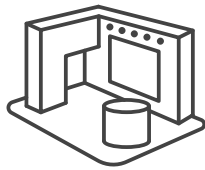
MANUFACTURER COMPANIES FROM 28 COUNTRIES EXHIBITED THE NEWEST PRODUCTS & TECHNOLOGIES AT MOBISAD-IMEX



25.000
sqm



28
Countries



210
Booths



640
Exhibitors

PARTICIPATING COUNTRIES

AUSTRIA, BELARUS, BOSNIA AND HERZEGOVINA, BULGARIA, CANADA, CHINA, CZECH REPUBLIC, ENGLAND, FRANCE, GERMANY, HONG KONG, IRAN, IRELAND, ISRAEL, ITALY, JAPAN, LITHUANIA, MEXICA, NEW ZELAND, PHILIPPINES, POLAND, PORTUGAL, RUSSIA, SOUTH KOREA, TAIWAN, UKRAINE, USA, VIETNAM

BUYERS, B2B & B2C VISITORS FROM 63 COUNTRIES VISITED MOBISAD-IMEX IN 2023 EDITION



63
Countries



2134
International
Visitors



17.467
Total Visitors

VISITOR COUNTRIES

AFGHANISTAN, ALBANIA, ALGERIA, ANGOLA, AUSTRIA, AZERBAIJAN, BAHRAIN, BELGIUM, BOSNIA AND HERZEGOVINA, BRAZIL, CHINA, ENGLAND, FRANCE, GEORGIA, GERMANY, GREECE, HOLLAND, HUNGARY, INDIA, IRAN, IRAQ, ISRAEL, ITALY, JORDAN, KAZAKHISTAN, KENYA, KOSOVO, KUWAIT, LATVIA, LEBANON, LIBYA, LITHUANIA, MACEDONIA, MALAYSIA, MAURITIUS, MEXICA, MONGOLIA, MOROCCO, NAMIBIA, PAKISTAN, PALESTINE, POLAND, QATAR, ROMANIA, RUSSIA, SAUDI ARABIA, SERBIA, SINGAPORE, SOUTH CYPRUS, SOUTH KOREA, SPAIN, SUDAN, SWEETCORN, SYRIA, TAIWAN, TANZANIA, THAILAND, TRNC, TUNISIA, TURKMENISTAN, UAE, USA, UZBEKISTAN

Visitor Profile and Distribution Ratios by Industries



- Security, Defense
- Telecommunications
- Informatics/IT
- Consumer Electronics, Mobile Devices
- Electrical, Electronics, Automation
- Fire, OSH



- Public Institutions and Organizations
- Turkish Armed Forces, Police Dept, Gendarmerie
- Municipality, Municipal Corporation
- Governorship, District Governorate
- Embassy, Consulate, Attaché



- Industrial / Production Facility
- Engineering, Architecture, Interior Design Firm
- Consulting Firms, Investors
- Contractor, Contracting, Building-Construction, Project
- Electrical Contracting and Project Company



- Banking, Finance, Insurance
- Shopping Mall, Business Center, Plaza Operation and Management
- Accommodation, Hospitality, Restaurant etc.
- Hospital, Healthcare Facility, Pharmaceutical
- Education/Training Institution, University

OCCUPATION	RATIO	OCCUPATION	RATIO
Company Owner / Partner	44,38%	Sales, Marketing Officer/Official	6,51%
Chairman / Member of the Board	2,30%	Academician / Trainer	1,59%
Senior Executive / General Manager	9,47%	Self-Employed / Freelancer	1,77%
Head of Department / Executive	9,87%	Press, Publication	0,87%
IT Officer/Official	3,99%	Student	4,91%
Security/Defense/Fire Officer	3,03%	Other / Unspecified	5,30%
Purchasing Officer/Official	3,31%		

HOW WE PUBLICIZED THE EXHIBITION



Supporting
Institutions



PRESS



NGO



GOOGLE ADS, TELEMARKEETING,
MAIL MARKETING, BILLBOARDS

With thanks to MOBİSAD-IMEX Exhibition sponsors...

Main Sponsors

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