MOBİSAD iMEX exhibition

CLOSING REPORT 2024

9-12 October 2024

Istanbul Expo Center (İFM)

MARMARA TANITIM FUARCILIK

MOBİSAD
Mobil İletişim Araçları ve Bilgi Teknolojileri İş İnsanları Derneği

MOBISAD-IMEX 2024: The Meeting that Shapes Future of Mobile Technologies

The only exhibition organized in Türkiye on mobile communication and information technologies, MOBISAD-IMEX achieved a phenomenal success by bringing together all stakeholders of the industry. The activity that was organized at Istanbul Expo Center (IFM) embraced a broad range from prominent names of mobile technology world to domestic and foreign exhibitors.

A total of 113 companies (including 45 domestic and 68 foreign) participated in with 244 brands to cast light on the industry's future.

MOBISAD-IMEX Exhibition hosted 12,555 domestic and 2.415 foreign visitors and once again proved it is the only exhibition in the industry. It consolidated its foreign significance with this participation.

At ISAF Exhibition that is simultaneously organized with MOBISAD-IMEX Exhibition, 264 domestic companies, 168 foreign companies and a total of 588 brands in total exhibited their products in three different halls. 38,600 visitors that visited both exhibitions had the opportunity to closely follow the most current developments in the industry.

During four days of the exhibition, foreign mobile device producers, technology providers, and many professionals in the industry came together under main sponsorship of 2 largest operators (Turkcell, Turk Telekom).

Deputy Minister of Transport and Infrastructure, Dr. Ömer Fatih Sayan, Chairman of Information and Communication Technologies Authority, Mr. Ömer Abdullah Karagözoğlu, and Director General of Communication Ms. Aysel Kandemir participated in protocol ceremony of our simultaneous exhibitions and gave important speeches about the industry. Subsequently, Vice President Mr. Cevdet Yılmaz, Istanbul Governor Mr. Davut Gül visited the exhibition and came together with representatives of the industry.

MOBISAD-IMEX Exhibition achieved a great success also in 2024, strengthening the vision of making Türkiye the most significant center of the region in mobile communication and information technologies.

We would like to thank all exhibitors, visitors, and supporters that participated in this important activity. We will continue to work to achieve even bigger successes in the coming years.

We hope to see you in bigger events,

Respectfully

MANUFACTURER COMPANIES FROM 10 COUNTRIES EXHIBITED THEIR NEWEST PRODUCTS & TECHNOLOGIES IN MOBISAD-IMEX 2024

8.000 sqm

244 Exhibited Brands

45 Domestic Exhibitors

68 Foreign Exhibitors

Total number of visitors of MOBİSAD-IMEX and ISAF Exhibitions 38.600

EXHIBITING COUNTRIES

USA, GERMANY, AUSTRIA, CHINA, FRANCE, SOUTH KOREA, NETHERLANDS, ENGLAND, JAPAN, TAIWAN

BUYERS, B2B AND B2C VISITORS FROM 29 COUNTRIES VISITED MOBISAD-IMEX IN 2024

29
Countries

2.415
Foreign Visitors

12.555
Domestic Visitors

VISITING COUNTRIES

USA, AFGHANISTAN, GERMANY, ALBANIA, AUSTRIA, BULGARIA, ALGERIA, CHINA, INDONESIA, MOROCCO, PALESTINE, INDIA, IRAQ, JAPAN, CYPRUS, LIBYA, LEBANON, NORTH MACEDONIA, MALAYSIA, EGYPT, UZBEKISTAN, PAKISTAN, RUSSIA, SERBIA, SYRIA, SAUDI ARABIA, THAILAND, TUNISIA, JORDAN

Visitor Profile and Rates of Distribution According to Industries

- Telecommunication
- Informatics/IT
- Consumer Electronics, Mobile Devices
- Electrics, Electronics, Automation
- Mobile Operators

- Retail Industry
- Network Infrastructure Providers
- Start Ups
- R&D Centers
- E-Commerce Companies
- Consultancy Companies

- Public Institutions and Organizations
- Turkish Armed Forces, Police, Gendarmerie
- Municipality, Municipal Company
- Governorate, District Governorate
- Embassy, Consulate, Attache's Office

Bank, Finance, Insurance
Education/Learning Institution, University
Chamber, Association, Foundation, Industrial Zones

PROFESSION	RATIO
Company Owner/Partner	**44,39%**
Chairman / Member of Board	2,79%
Senior Manager / General Manager	9,46%
Head of Department / Executive	9,88%
IT Officer / Official	3,96%
Software / IT / Mobile Communication Official	4,26%
Purchasing Officer / Official	3,35%

PROFESSION	RATIO
Sales, Marketing Official / Supervisor	7,47%
Academic / Educator	1,55%
Serbest Çalışan / Freelancer	1,81%
Press, Publication	0,97%
Student	4,81%
Other / Unspecified	5,30%

How Did We Promote the Exhibition

- **Global Access:** We reached potential visitors with inclusive social media advertisement campaigns in 34 countries.
- **International Buyer Delegations:** We cooperated with 3 different international buyer delegations and hosted special buyer guests at our exhibition
- **Accommodation:** We provided free accommodation to 200+ foreign buyers and over 100 public institution officials.

Intensive Promotion Activities

- **Personalized Communication:** We reached 45,000 people specially by phone, informed about our exhibition, and sent e-invitation.
- **Accessing Broad Masses:** We sent more than 10 million e-mails during the year to introduce our exhibition to broad masses and give detailed information about our exhibition.
- **Field Works:** We visited public institutions and conducted one to one discussions with senior managers, ensuring their participation in our exhibition.
- **International Exhibitions:** We participated in 8 exhibitions organized abroad to introduce our exhibition and meet with potential visitors.
- **Industry Cooperation:** We cooperated with industry associations and invited members to our exhibition.
- **Visual Promotion:** We reached broad masses with billboard ads to promote our exhibition.
- **Digital Marketing:** We conducted an intense promotion activity on social media platforms and interacted with our target audience. With LinkedIn Ads, Google Ads, Instagram Domestic and Foreign Ads, Facebook Domestic and Foreign Ads we continued our activities to increase interaction before and after the exhibition all year long.

We would like to thank all our Sponsors and Institutions that supported our exhibition...

Main Sponsors

TURKCELL

Türk Telekom
Değerli Hissettirir

Platinum Sponsors

AKTÜRK GROUP

DELTA

mobilfon

soultech

ttec

Gold Sponsors

CLASSTEKNOLOJİ

Charjett

GOPLUS by arena

HiKING

mi

Lensun

MWT
MOBILE WORLD TECHNOLOGIES

offo

Reyon
Depodan Depoya

sword space

üçüncübinyıl
Geleceğinizi Tasarlayın

WAWA
teknoloji

DEJI

WOYAX by DEJI

Supporting Institutions

TÜRKİYE ODALAR VE BORSALAR BİRLİĞİ
TOBB

ifm İstanbul
Fuar Merkezi - Expo Center

KOSGEB

MOBİSAD iMEX exhibition

MARMARA
TANITIM FUARCILIK

MOBİSAD
Mobil İletişim Araçları ve Bilgi Teknolojileri İş İnsanları Derneği