

The International Exhibition
of Technology & IT
in the Meeting Point of the Continents



OCTOBER 13th-16th, 2022
Istanbul Expo Center (IFM) / Istanbul Türkiye

Are you targeting to have **PARTNERS**
and **DISTRIBUTORS** in the Region?



IMEX: Technology and IT Exhibition

IMEX which is the meeting of Technology and IT in Turkey is preparing to bring together the sector at the Istanbul Exhibition Center in October 13-16.

Having been held for the first time in October, 2021, IMEX hosted 19.381 visitors in its first year it was simultaneously held along with the ISAF Exhibition (Security, Cyber Security, Smart Home, Fire&Rescue, Safety&Health) . Being followed by approximately 100% professional visitors, IMEX Exhibition also hosted 494 foreign visitors from 50 countries.

IMEX Istanbul where the products that we use a part of our daily lives along with the applications used with these products will be exhibited and debated on will additionally host the introductions of the products, solutions and applications which we do not use in our daily lives yet but will become a part of our lives in the near future.

Within the fields of Technology and IT, IMEX Istanbul is a very significant event which will be the center of today's technology and the key of tomorrow and must definitely be participated in by

- The sector companies and their representatives,
- The manufacturers and the project inventors,
- The distributors and representative companies,
- The vendors and the installation companies,
- The start-up companies, new entrepreneurs and designers,
- The investors and the entrepreneurs seeking new investments,
- The techno-cities and the R&D centers,
- The new entrepreneurs and investors willing to join the sector.

IMEX, THE ONE AND ONLY EXHIBITION OF THE INDUSTRY IN THE REGION IS PREPARING FOR A MASSIVE MEETING OF TECHNOLOGY AND IT PROFESSIONALS

**The only exhibition of the industries it covers,
in the South- East Europe, Middle East and Africa,
will bring together all the partners of the industries
in October 13-16, 2022.**

Under the auspices of IMEX Istanbul,

- The latest developments in the fields of Technology and IT will be exhibited on one site, and the systems today and the future will be analyzed together;
- Sector representatives and users will be able to meet on one site;
- Different sector groups that, in spite of operating within the sector, do not have any contact will be able to meet each other and strengthen current business affairs along establishing new ones;
- Bigger companies in the sector will meet smaller ones at one single point and establish potential solution partnerships thanks to these meetings;
- The recently-developed or developing products, systems and solutions that will take more part in our lives will be exhibited for the first time;
- Users will, on one site, be able to see the current situation in the industry, form an opinion about the future, and envision what may develop in the future;
- Bigger investors will meet start-up companies. While the participant bigger investors welcome the start-up companies and new ideas in their booths, the start-up companies and new entrepreneurs will have the opportunity to exhibit their ideas to the bigger investors.

We are looking forward to seeing you among us to benefit from the relations and cooperation that will be established by this exhilarating event that will be held domestically for the first time in terms of covering the technology and IT fields.

Participate IMEX to:

**Launch your products
to a new market (EMEA)**

**Increase your
brand awareness**

Generate new sales lead

**Position your brand at the
forefront in the region**

**Strengthen your relations
in the region**

**Establish your place within
the industry in EMEA**

PROFESSIONAL VISITORS FROM THE REGION FOLLOWED IMEX FROM THE FIRST EDITION



50
Countries



494
International
Visitors



19.381
Total Visitors

Highest visitor numbers and quality of all time

Organized for the first time in 2021, IMEX reached spectacular visitor numbers. Despite being organized under pandemic conditions, all participants of the IMEX Exhibition, which was visited by 19,381 professionals, were very pleased.

This success, which was achieved in its first year, with the advantage of being held simultaneously with the ISAF Exhibition, which is held in the region and includes many technology topics, will reach much higher levels from the second year. The fact that 19,381 people who visited IMEX and ISAF Exhibitions were almost 100% professional visitors enabled the participants to make important business connections.

We aim for the IMEX Exhibition to host more than 25,000 professional visits in 2022 and we plan our activities accordingly.



Statistics

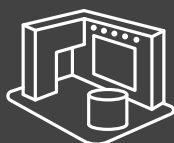
Book your booth at IMEX to meet around 25.000 professionals and high-end users.



14.000 sqm



23 Countries



142 Stands



416 Exhibitors

In its first year, IMEX Exhibition was held with the participation of 416 companies in 142 booth areas together with ISAF. The area used in IMEX-ISAF Exhibitions, attended by companies from 23 countries, was 14.000 sqm.

At the IMEX and ISAF, which took place after a 2-year hiatus, products that would satisfy the visitors were exhibited despite the difficulties of the current conditions. The most important global brands of the industries the exhibitions covers was exhibited during the exhibitions where the latest technologies could be seen.

It is expected that the products of 1,000 companies will be exhibited in the exhibitions, which is prepared to be held in larger areas in 2022, in an area of 25,000 sqm and more than 300 booths.

EXHIBITING PRODUCTS & SERVICES

MOBILE SYSTEMS AND APPLICATIONS

Applications

- Applications for IOS
- Applications for Android
- Other Mobile Applications

Mobile Devices

- Phone
- Tablets
- Mobile Internet Devices
- E-book Readers

Telecommunication Devices, Wireless

- Wireless Transmitters, Walky Talkies
- Wireless Accessories

Wearable Devices and Products

Portable Audio Products

- Bluetooth / Wireless Speakers and Accessories
- Headphones and Accessories

Charging Products

Cases & Covers

ELECTRONICS (PROFESSIONAL AND CONSUMER)

Computer and Accessories

- Computers & Laptops
- Computer System & Peripherals
- Network Products
- Computer & Laptop Accessories

Gaming Products

- PC Gaming Products And Accessories
- Gaming Consoles And Accessories

Sound, Light, Visual Systems

- Professional Audio and Light Systems
- Individual Audio and Light Systems
- Displays and Equipment (Professional)

Cameras and Accessories

Home Electronics Products and Devices

- Televisions, Display Systems
- Audio Systems & Accessories
- Home Electronics & Accessories

Outdoor Electronics

- Electric Transporters (Scooter, Hoverboard etc.)
- Outdoor Entertainment Systems
- Outdoor Power Supplies
- Portable Audio & Video
- Drones, Accessories & Parts

Automotive Electronics

- Car Electronics and Software
- In-Vehicle Camera and Audio Systems
- In-Vehicle Communication Systems
- Hands-free devices

Navigation Devices, GPS

Drones and Unmanned Vehicles

Child Tracking and Security Systems

Pet Tracking Systems

Augmented Reality (AR) / Virtual Reality (VR)

Electronic Sports and Health Products

NEW TECHNOLOGIES

Internet of Things (IoT)

Blockchain Technology

Robots & Robotics

Artificial Intelligence

New Generation Computing

- Edge Computing
- Cloud Computing
- Big Data

Biometrics & Biotechnology

3D Printing

5G Technologies

Cyber Security

START-UPS PAVILLION

TECHNOCITIES, TECHNOLOGY DEVELOPMENT ZONES

- Technocities and Managements
- Technology Development Zones
- Technocities' and Zones' Companies

RESEARCH-DEVELOPMENT CENTERS

INVESTORS

- Ventures Companies
- Investment Companies
- Personel Investors

E-COMMERCE PAVILLION

- Smart Shopping Systems
- Customer Loyalty Systems
- Secure Payment Systems
- Banking and Card Systems
- Subscription Systems
- Automatic Payment Systems

Commercial and Advertising Electronics

- Visual Communication Equipment
- Imaging Systems
- Robotic Systems

Brand new visitors and changing visitor percentages in terms of sectors in 2021

81%

- Security, Defense
- Informatics/IT, Telecommunications
- Electricity, Electronics, Automation
- Occupational Health and Safety
- Fire, Emergency, Search and Rescue

8%

- Public institutions and organizations
- Turkish Armed Forces, Defense Institutions
- Internal Security Institutions
- Local Authorities
- Embassy, Consulate, Attaché

6%

- Engineering, Architecture
- Interior Architecture Firm
- Contracting, Building-Construction, Project
- Contractor, Electrical Project

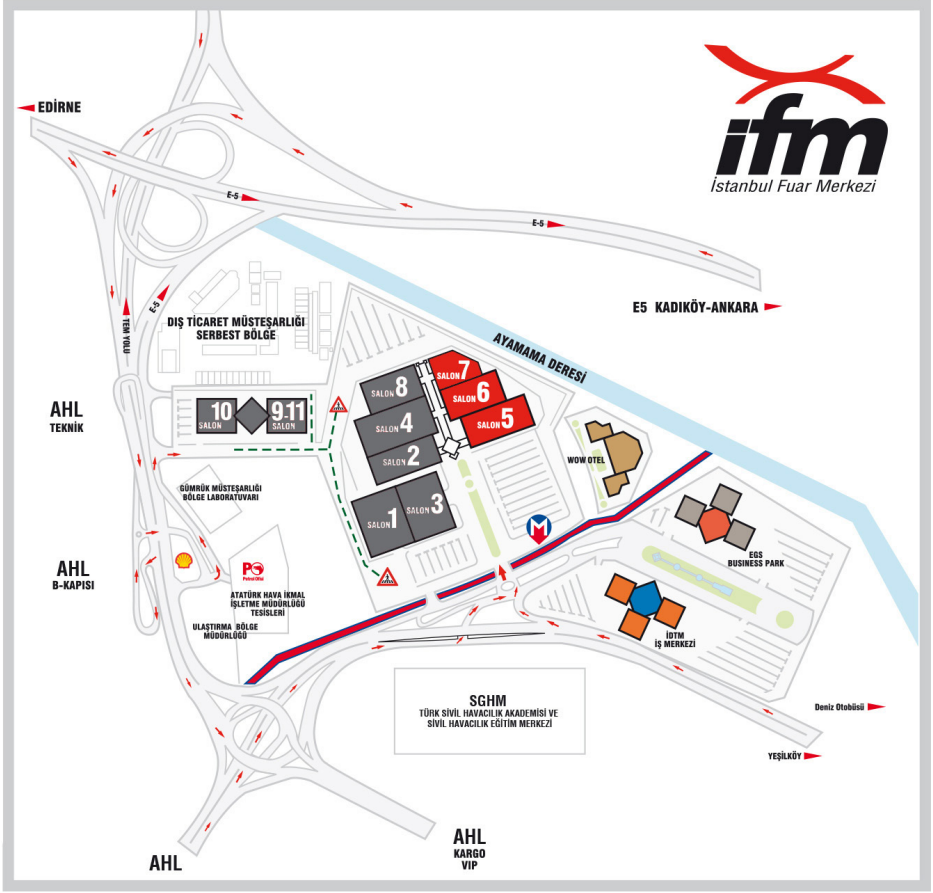
5%

- Education/Training Institution, University
- Shopping Mall, Business Center, Plaza Business
- Accommodation, Hospitality, Restaurant etc.
- Hospital, Healthcare Enterprise, Pharmaceuticals
- Bank, Finance, Insurance

IMEX was visited mainly by the private sector in its first year. IMEX Exhibition hosted 100% professional visitors with the advantage of being held simultaneously with the 25th ISAF Exhibition, which has important visitors' numbers and quality.

The fact that the private sector visitors consisted of 81% of the total visitors also pleased the IMEX participants. Despite the pandemic conditions, the visit of 19,381 professionals to IMEX and ISAF Exhibitions was a very promising result for 2022 and beyond.

Now, we are getting ready for the exciting meeting of IMEX Exhibition in 2022.



By Metrobus; Using Metrobus line, get off at Sirinevler stop and transfer to airport M1A Metro line. You can get off at World Trade Center / Istanbul Expo Center stop.

By Subway; M1A Metro line passes through Istanbul World Trade Center / Istanbul Expo Center complex.

From Istanbul Airport; Take the Havaist Bus line from Istanbul Airport, get off at Yenibosna-Kuleli stop and transfer to airport M1A Metro line. Get off at World Trade Center / Istanbul Expo Center station after one stop.



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