



C L O S I N G  
REPORT 2021

October 14<sup>th</sup>–17<sup>th</sup>, 2021  
Istanbul Expo Center (IFM)



## Despite the negative situation in the world ISAF and IMEX Exhibitions have witnessed the record in the number of visitors!



Due to the corona virus pandemic, for 2 years fairs, exhibitions, conferences and other business-related activities were not organised. However, with the help of vaccines, our lives as well as business activities are little by little getting back to normal routine.

After nearly 2 years of stagnation in global business events, representatives of industries were wondering what the effects of this compulsory 2-year break will be. Although companies started planning international business events, most of them were still postponed or even cancelled. In contrast to them, ISAF Exhibition was held. Moreover, it was organised together with IMEX Technology and IT Exhibition which was held for the very first time!

Even though it was wondered how exhibitions could be organized under the current conditions, all the works were carefully planned in order to repeat the success of the ISAF Exhibition as well as to professionally introduce the simultaneously held IMEX Exhibition. In order to provide the most accurate service to the participants and visitors of the exhibitions, all promotion, announcement, marketing and invitation works were planned and implemented with serious care and attention according to the needs of the period.

14-17 October 2021 ISAF was held for the 25th time and it reminded to the whole industry why it has reached the leading position and has kept it for 22 years. On the other hand, we can proudly announce that IMEX Technology and IT Exhibition, which was held for the first time, showed that it will be among the most important exhibitions of our country in the very near future.

ISAF has already been organized 25 times in the 22 years starting in 1999, when the first studies were carried out. Every exhibition since then was closed with growing numbers of participants and visitors, strengthening its ability to bring all the stakeholders of the industry together even in the most difficult times. This all was reached due to the experienced staff working with great effort and devotion and that was again confirmed by the success of the IMEX Technology and IT Exhibition.

We can proudly say that the most important success of ISAF and IMEX Exhibitions was that it was fully and successfully implemented, contrary to the other events during the global pandemic, with record growth among different sectoral events all over the world.

We would like to express our gratitude to all the sectoral events organized under the ISAF name and all our dear friends who participated in the IMEX Exhibition, which we held for the first time. Moreover, a huge thanks to the ones who took part in our exhibitions as visitors.

## Larger stand area of domestic exhibitors

ISAF Exhibition, which started in Ankara in 1999 and which since 2007 has been taking place in Istanbul Expo Center (IFM) Halls 9-10-11, this year, in 2021 was held again in the Istanbul Expo Center. However, this time ISAF was simultaneously organized with the IMEX Technology and IT Exhibition, that is why, 14 years later the exhibition was moved to larger halls, Halls 5-6-7 of the Istanbul Expo Center.

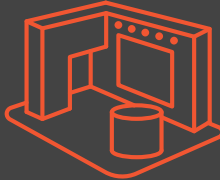
Although the number of stand areas decreased due to the pandemic, especially, due to the absence of foreign companies and small-scale companies, we are happy to announce that there was a significant growth in the square meter area of domestic participants including the participation of the most important domestic companies of the industry.



**14.000 sqm**



**23 Countries**



**142 Stands**



**416 Exhibitors**

Moving from 17.000 sqm (10.000 sqm net) area to 25.000 sqm (15.000 sqm net) area in total, ISAF realized this change by using 14.000 sqm (8,000 square meters net) area in its first year.

In addition to our domestic companies, the products of companies from 23 countries were exhibited, in total 416 companies took part in the ISAF and IMEX Exhibitions presenting their products and services in 142 stands. Moreover, not only new companies joined ISAF in 2021, but also the participants of the past years took part in the exhibitions by expanding their fields of participation. Due to the first time organized IMEX Exhibition, visitors had the chance to discover more new different companies, products and solutions compared to the past exhibitions. IMEX Exhibition also meant that the product and sector range expanded, thus, bringing benefits to both participants and visitors of the exhibitions.

ISAF and IMEX Exhibitions, as well as other big companies, that take an important position in the industry want to present the power during this period. Moreover, they want to show that they are at the forefront of the industry without being affected by the global pandemic. After such a period, it was realized with the participation of new, entrepreneurial and agile companies that want to strengthen their position in the industry, come to the fore and take their first steps in the industry strongly.

## The participation of the most important brands of the industry from 24 countries



Not only the most important companies in our country's industries took part in ISAF and IMEX Exhibitions, but also more new and entrepreneurial companies participated in the exhibition in 2021 compared to previous years.

Together with our local companies enlarging their stand areas, ISAF and IMEX Exhibitions were also attended by the most important companies and brands of the industry from 23 different countries. Moreover, these companies tend to be the strongest in production in the industries covered by ISAF and IMEX. That is why, ISAF and IMEX Exhibitions were a unique opportunity for different companies to exhibit their

### KATILIMCI ÜLKELER

AUSTRIA	GERMANY	RUSSIA	UKRAINE
BOSNIA-HERZEGOVINA	ITALY	SLOVAKIA	U.A.E.
BULGARIA	JAPAN	SLOVENIA	U.K.
CZECHIA	REPUBLIC OF CHINA	SOUTH KOREA	U.S.A.
DENMARK	POLAND	TAIWAN	VIETNAM
FRANCE	PORTUGAL	THE NETHERLANDS	

In addition to the foreign participants participating in the exhibitions through their representatives, many international brands also attended ISAF and IMEX Exhibitions directly from their countries. This displays that ISAF and IMEX Exhibitions are reliable and significant exhibitions of the industry.

We witnessed the significant increase in foreign participation requests in 2021, however, not all these companies could participate in the exhibitions due to the global pandemic. Despite this, we already can guess that the direct international participation in ISAF and IMEX Exhibitions will reach record numbers in 2022!



## Highest visitor numbers and quality of all time

Despite wondering beforehand about how the IMEX Exhibition, which was simultaneously organized with the ISAF Exhibition, would go under the current conditions, we can now proudly announce that it broke the visitor records of all times!

The number and quality of visitors of the ISAF Exhibition have increased every year since the day it was first organized. Contrary to the predictions, the number of ISAF Exhibition visitors, which was predicted to decrease by many segments because of the pandemic, experienced an extraordinary visitor interest! Moreover, this year taking place together with the IMEX Exhibition, it also resulted in a magnificent visitor quality.



ISAF and IMEX Exhibitions broke records even among the events that were held all over the world with the significant increase in the number and quality of visitors. Furthermore, exhibitions were followed by a brand-new visitor segment besides the regular visitors of the exhibitions.

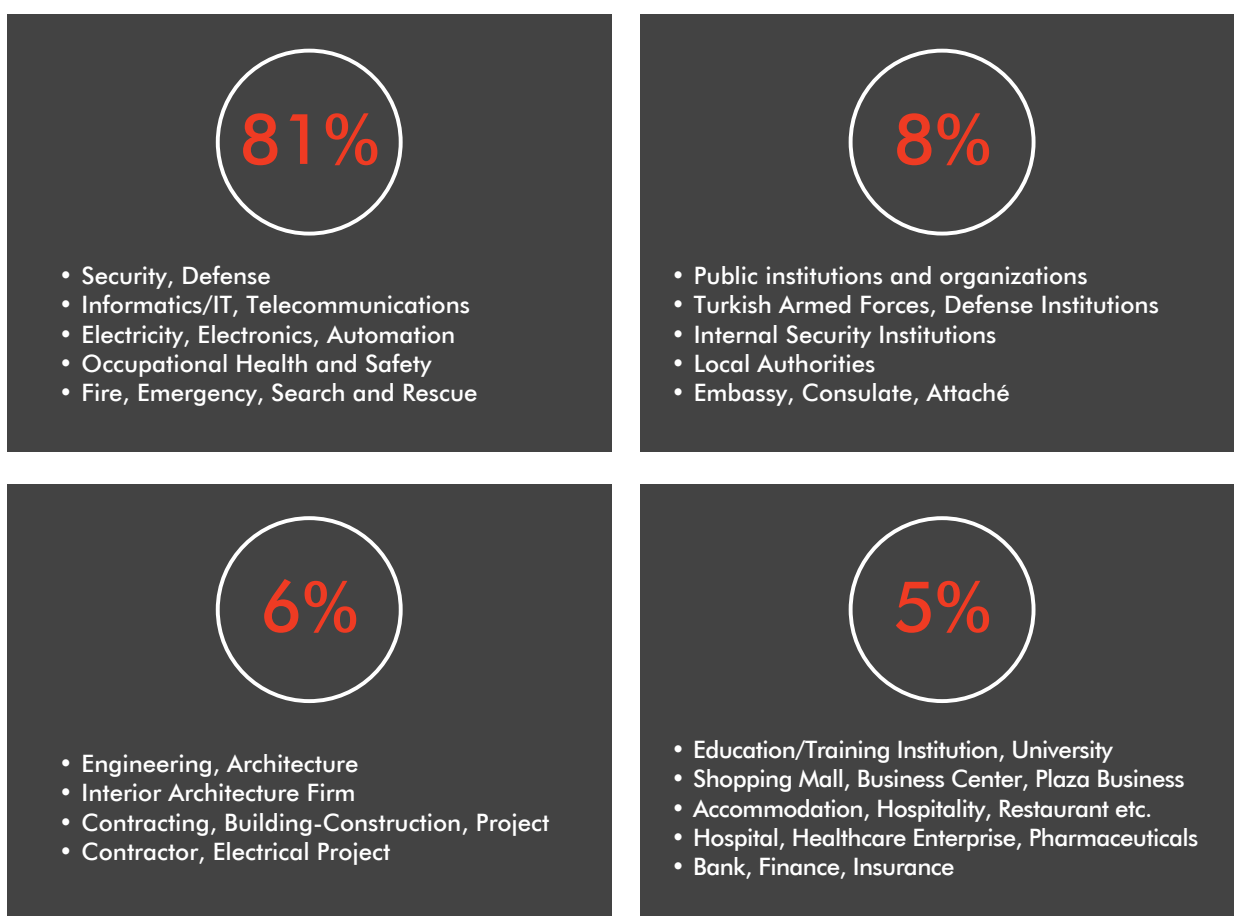
After the ISAF and IMEX Exhibitions the companies participating as exhibitors stated 100% satisfaction, it was also ensured that the participants left what they wanted and aimed to achieve results that are above and beyond. ISAF and IMEX Exhibitions successfully reached the main goal - exhibited their strength and presence in the industry to the regular visitors that followed the exhibitions from the past years.

Besides this, the participants of ISAF and IMEX Exhibitions achieved the most important goal - they met with a brand-new segment of visitors visiting the exhibitions. What is more, there were also many visitors in the industry who changed their suppliers, especially in terms of dealers, practitioners and end users.

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

Even during the pandemic period, there was an increase in private sector representatives at the ISAF Exhibition. Compared to previous years, we can state that increasing private sector representatives were the main reason for the increase in the number of visitors at the exhibition. Although there were no extraordinary differences in the general ratios of the industries, there were significant changes in the players within the industry.

The number of visitors visiting ISAF in 2021 for the very first time was quite high.



Despite the pandemic period, this significant increase in the number and quality of visitors signalizes to the whole industry that there will be a visitor explosion at the 2022 exhibition!

We believe that ISAF and IMEX Exhibitions will be the center of many different businesses and collaborations as of 2022.

**New Sectors! Brand-New Visitors!**  
**ISAF Exhibition is much stronger and much more different**  
**when organized together with the IMEX Exhibition!**



## Occupational group changes that took place with the IMEX Exhibition

For the 25th time organized ISAF Exhibition was strengthened by the IMEX Exhibition, which was held for the very first time.

There were no significant changes in the visitor profession groups among the exhibition visitors together with brand-new sectors and brand-new visitors. However, we can observe a significant change in the percentages of the professional groups. ISAF Exhibition has been actively followed by the highest-level managers of the industry stakeholders for 22 years, but this year it was followed with great curiosity and interest by the professional managers due to the innovations brought by the IMEX Exhibition.

Occupation	Percentage	Occupation	Percentage
Company Owner / Partner	32.43%	Technical Affairs / Building Construction Officer/Responsible	5.10%
Chairman / Member of the Board of Directors	2.68%	Purchasing Officer / Responsible	2.16%
Senior Executive	7.71%	Sales, Marketing Officer/Responsible	9.14%
Department, Unit Manager / Head of Department	6.82%	R&D / Business Development / Quality / Production	1.74%
Unit Manager, Team Leader	6.69%	Academic / Educator	1.15%
IT Officer / Responsible	6.16%	Self Employed / Freelancer	1.96%
Security/Defence/Electronics Officer	3.67%	Press, Broadcast	0.39%
Fire/Civil Defense Officer/Responsible	1.98%	Student	2.61%
Occupational Health and Safety Officer/Responsible	3.95%	Other / Unspecified	3.65%

Despite the pandemic period, the percentage of company owners and senior executives, that are stable and increased, has also been an important indicator showing that ISAF is the most important event of its industry nowadays.

The development of ISAF and IMEX Exhibitions in 2021 strongly signaled that the fairs will be followed by new professional groups and authorities at even different levels in 2022 and the following years.

## HOW DID WE PROMOTE THE EXHIBITION

ISAF 2021 was promoted with a much more detailed campaign than its past.

### TV Advertisements



Bloomberg



TRT HABER

### Radio Advertisements



KAFA  
Radyo



### Local Press Advertisements



Akıllı Binam Magazine, Best Magazine, CCTV Portalı, Dış Ticaret Net, Elektrik Dünyası, Elektrikhaber.Com, Elektrokent Perpa Magazine, Enerji Gazetesi.İst, Enerji Ve Tesisat, Ges Magazine, Güneşhaber.Net, Güvenlik Yönetimi, Hizmetix Magazine, Kontrolkalemi.com, Packworld Magazine, Pompa & Vana, Radüs Magazine , Rüzgar Enerjisi.Com, Tersane Magazine , Yangın Güvenlik Magazine, Yatırımlar Magazine, Yeni Organize Magazine

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### NGO



Beşiktaş Çevre ve Kentsel Arama Kurtarma Derneği, Bilrad Bilişim ve Radyo Amatörleri Kulübü, İ.Ü. Cerrahpaşa Teknik Bilimler MYO Sivil Savunma ve İtfaiyecilik Programı, İsmak İlke Sivil Motorsikletli Arama Kurtarma Derneği, TİGUDER, Türkiye ARFF Memurları Derneği, Ulusal Keşif Arama Kurtarma Araştırma





We express gratitude to these sponsors and supporters of the ISAF Exhibition

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Supporting Institutions and Associations





By organising the IMEX Technology and IT Exhibition simultaneously with ISAF Exhibition, our most important event "ISAF" has added a lot to its strength and to its increasing power every year!

As we always say at the end of each year; ***ISAF (and IMEX) Exhibitions will be much better next year!***



*Feridun Bayram*  
*Chairman of the Board*