



ISAF
security safety



imex
Technology & IT

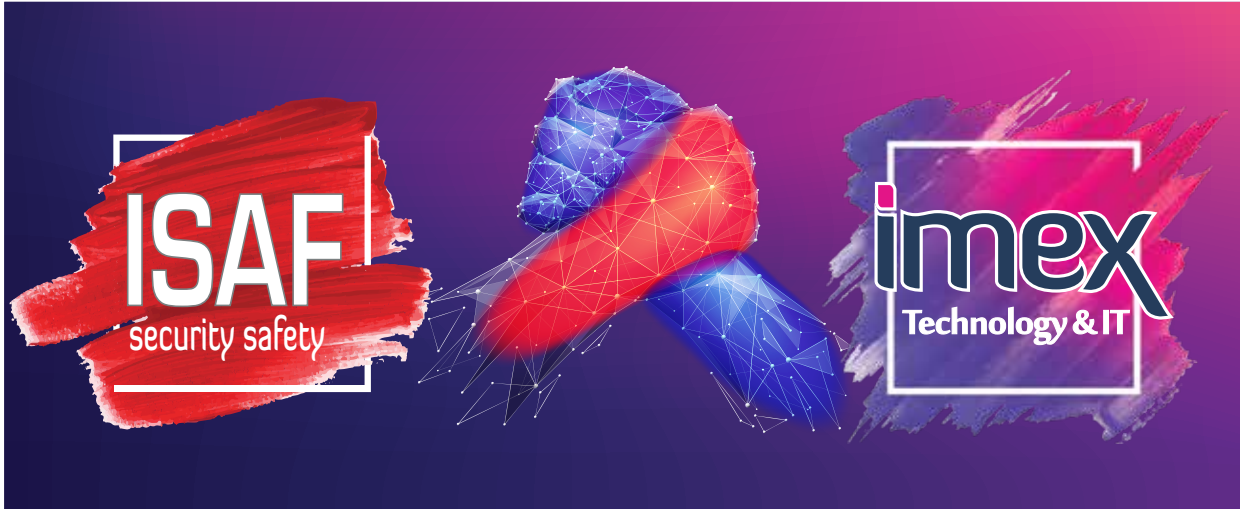
CLOSING REPORT 2022

October 13th–16th,2022
İstanbul Fuar Merkezi (İFM)



MARMARA
TANITIM FUARCILIK

ISAF and IMEX Exhibitions are more powerful when together...



While ISAF that was held for the 26th time at the Halls 5-6-7 at the Istanbul Exhibition Center on 13-16 October 2022 has proven once again that it is the most firmly established exhibition of the sector, IMEX Technology and Information Exhibition that was held for the 2nd time has proven that it is up for becoming the giant of the future and it will rank as a powerful brand in the field of Technology and Information.

The sector's gigantic meeting of ISAF and IMEX has been an outstanding exhibition which 193 participants from 37 countries participated in, 18.726 visitors followed, and professionals met at.

With "IMEX Information, Technology and ICT Summit" that lasted for 3 days and was held concurrently with ISAF and IMEX, the exhibition became a comprehensive and large meeting of the sector. Attended by 47 field-expert lecturers, the summit was assessed by the sector professionals with its presentations and panel sessions covering 19 different topics.

We are thankful to all the professionals who support the development of the sector and to our dear friends who participated as either a participant or a visitor in both all of the sectoral events held by the ISAF brand and the IMEX Exhibition that we held for the 2nd time.

Kind regards,
Marmara Fair Organization Inc.

IMEX has indicated that it will be the exhibition of the future with the participation of start-ups enterprises of high growth...

Companies from 37 countries exhibited their products on a 25.000-m2 site in the 2022 ISAF and IMEX Exhibitions.

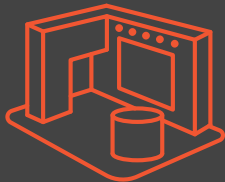
Having been held with the participation of 506 companies in 193 booths, ISAF and IMEX have been the exhibition with the highest number of participants so far.



**25.000 sqm
Venue**



37 Countries



193 Booths



506 Exhibitors

In 2022, new companies joined ISAF which the significant participants of the previous years participated in by expanding their designated areas.

IMEX Technology and Information Exhibition that was held for the 2nd time this year has proved once again that it is up for becoming the giant of the future and will fill in the gap in this field within the country.

With the participation of the start-ups and enterprises of high growth who aim at strengthening their positions in the sector, coming to the fore and taking the first steps into the sector robustly, IMEX 2022 has become more powerful.

There has been a Significant Increase in the Number of International Participants!

Participation of the most important brands of the sector from 37 countries...



While the most important companies leading their sectors in our country once again participated in the ISAF and IMEX Exhibitions, more new and entrepreneur companies participated in 2022 in comparison with the previous years.

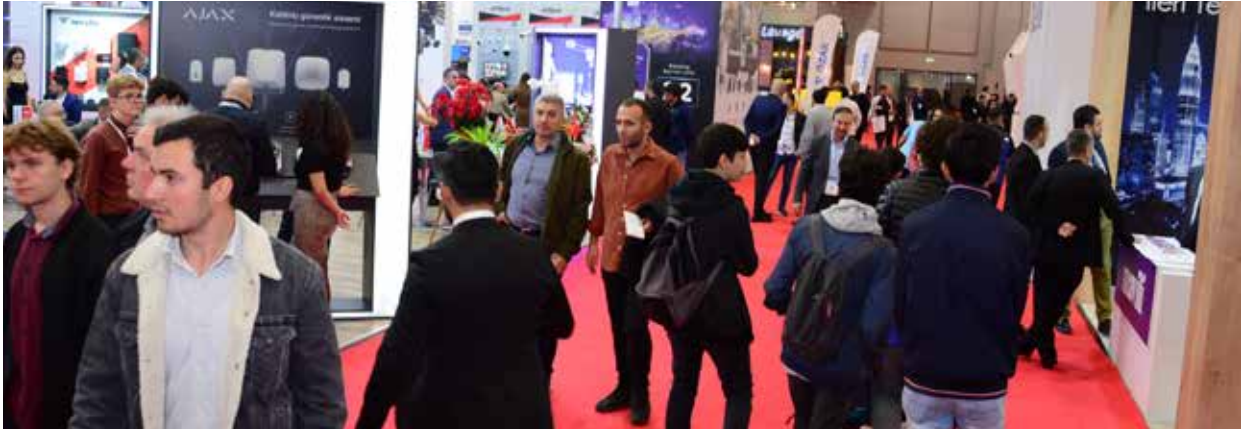
In addition to the domestic companies participating by expanding their designated areas, companies and brands from 37 different countries that are the world's most powerful manufacturers in the fields which ISAF and IMEX cover exhibited their latest and cutting-edge technology products at the ISAF and IMEX Exhibitions.

PARTICIPANT COUNTRIES

AUSTRIA	ESTONIA	JAPAN	RUSSIA	TUNISIA
BELGIUM	FRANCE	KAZAKHSTAN	SINGAPORE	UAE
BOSNIA HERZEGOVINA	GERMANY	LATVIA	SLOVENIA	UKRAINE
BULGARIA	HOLLAND	LITHUANIA	SOUTH AFRICA	USA
CHINA	HUNGARY	MALTA	SOUTH KOREA	VIETNAM
CZECHIA	IRAN	POLAND	SWEDEN	
DENMARK	IRELAND	PORTUGAL	SWITZERLAND	
ENGLAND	ITALY	ROMANIA	TAIWAN	

In addition to participants from abroad who participated in the exhibitions with their representatives, numerous international brands participated in our exhibitions directly from countries and presented that ISAF and IMEX Exhibitions are among the all-time trustworthy and powerful exhibitions.

There has been a noteworthy increase in the number of the international visitors thanks to the end of the pandemic period.

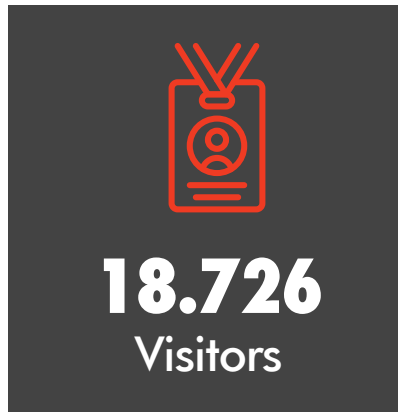


The Most Qualified and Most Professional Visitor Group of All Times

Having been held concurrently with the ISAF Exhibition, IMEX Exhibition has reached the most qualified and most professional visitor group of all times.

Along with the IMEX Exhibition, ISAF whose number and quality of the visitors has been improving since the day it was first held has reached an outstanding quality of visitors.

According to the assessment of the admission records taken from the visitors at the entrance to the exhibition and the online visitor information, we received visitors from 58 countries excluding Türkiye.



Drumming up wide visitor interest from within and outside the country, ISAF and IMEX achieved a growth rate of 46% in the number of foreign visitors in comparison with 2021 and broke a record via hosting profuse international visitors.

Making its growth sustainable via the 46% increase in the number of the visitor countries in comparison with 2021, ISAF and IMEX set the ground for cooperation that is important for the improvement of the sector via bringing together 18.726 sector professionals.

Having received almost 100% satisfaction notes from the participant companies, ISAF and IMEX Exhibitions ensured that the participants left with much greater results they wanted to obtain and targeted for.

| Visitor Profile and Sectoral Distribution Ratios

Accurate Target Group Qualified Visitor *And the Expected Meeting...*

%74

- Security, Defense
- Information, IT
- Electricity, Electronics
- Fire, Emergency, Search & Rescue
- Occupational Health and Safety

%11

- Public Bodies and Institutions
- Municipalities, Municipality Companies
- Law Enforcement Agency, Gendarmerie
- Turkish Armed Forces
- Governorate, District Governorate
- Embassy, Consulate, Attaché's Office
- Other

%10

- Industry/Manufacture Facilities
- Engineering, Architecture, Interior Architecture
- Undertaker, Contractor, Construction, Project
- Electricity Contractor and Project Company

%5

- Education/Training Institution, University
- Hospital, Health Institute, Medicine
- Bank, Finance, Insurance
- Accommodation, Entertainment, Restaurant etc.
- Shopping Mall, Business Center
- Plaza Management and Administration
- Sports Facility, Stadium, Gym

New Sectors... Brand New Visitors...
ISAF Exhibition together with IMEX Exhibition held concurrently
more Powerful and more Different...



Diversity Ratios in the Visitor Occupation Groups in 2022

Having been held for the 26th time, ISAF Exhibition has become an exhibition followed also by new sectors and new visitors via merging its power with that of the 2nd IMEX Exhibition held concurrently.

Having been closely followed by the top executives of the sector shareholders for quarter of a century, ISAF Exhibition was also followed by the professional managers with intense interest thanks to the novelties brought about by IMEX Exhibition.

OCCUPATION	RATIO	OCCUPATION	RATIO
Company Owner / Partner	42,15%	Purchase Officer/Official	2,52%
Chairman / Member of the Board	3,22%	Sale, Marketing Officer/Official	7,60%
Senior Executive / General Manager	9,46%	Academician / Trainer	1,48%
Department, Unit Executive / Head of Dpt.	9,68%	Self-Employed / Freelancer	1,65%
Data Processing Officer/Official	3,99%	Press, Publication	0,81%
Security/Defense Officer	3,03%	Student	4,58%
Fire/Civil Defense Officer/Official	1,70%	Other / Unspecified	4,94%
Occupational Health & Safety Officer/Official	3,19%		

2022 IMEX TECHNOLOGY, INFORMATION AND ICT SUMMIT

Main Theme of the Summit:

“Technologies of the Future and Digital Freedom”

Having been held concurrently with IMEX Exhibition, IMEX Technology, Information and ICT Summit targeted at materializing the growth in the market, the improvement in the sector and the growth of the companies with firm infrastructure and vast knowledge.



Summit Topics:

- “Global and Türkiye” agenda of Information and Technology on the new digital
- Digital Revolution; Metaverse
- Meta World in Technology:
 - Digital ID in every aspect
 - Opportunities and gains in the NFT and Metaverse world
- Metaverse and Entrepreneurship
- Risk optimization in cloud technologies
- Right steps and rapid routes in defense and cyber security
- Software sector agenda and e-turquality export supports
- New dynamics in the ecosystem of R&D and business world
- Trio of R&D, innovation and artificial intelligence for sustainable energy
- Brands competing in the digital!
- Robots in meta and real lives
- Enterprise and investment ecosystem on the global and national scale
- IoT security test application and demonstrations
- Ransomware and protection methods
- Cell phone security program
- Code bank and Code stock event
- What is this networking?
 - Networks of generations and the professions of the future
- How secure are we?
 - Cyber security basic information and information security - internet and social media security (Social engineering)
- Social disaster platform

19 different topics were assessed by the lecturers and panel sessions along with sector professionals at the summit for 3 days.

HOW WE PUBLICIZED THE EXHIBITION

ISAF and IMEX 2022 Exhibitions were publicized with a more improved and detailed campaign in comparison with the previous years.



Ekonomi Newspaper, Elektrikhaber.com, Electricity World Magazine, Energy and Installment, Fuar Aktuel, Hizmetix Magazine, Kontrolkalemi.com, Packworld Magazine, Radüs Magazine, Industry Media Agency, Sanayiden.com, Savunma Newspaper



A&S Adria, Astana Expo, Haptic, Infobalt, Made In China, Roberts Srl, S News



AFAD (Istanbul Governorate The City Disaster and Emergency Management Directorate), I.Ü. Cerrahpasa Vocational School of Technical Sciences - Civil Defense and Firefighting Program, Maltepe Municipality Search & Rescue Department, General Directorate of Forestry, Republic of Türkiye Ministry of Labor and Social Security



AKUT SAR Association, ARFF Association, BILRAD, Ekonomi Newspaper, Elektrikhaber.com, Energy and Installment Sectoral News and Publicity Portal, Fuar Aktuel, Hizmetix Magazine, HSC Publishing (Electricity World Magazine), ISMAK (Ilke Non-Governmental Motorcycle SAR Association), KADAK (Canyon and Outdoor Sports SAR Association), Kontrolkalemi.com, Mechatronics Engineers Association, Packworld Magazine, Radüs Magazine, Industry Media Agency, Sanayiden.Com, Savunma Newspaper, Tulpars, Tüyander, National Recon SAR Association



**GOOGLE ADS, TELEMARTETING,
MAIL MARKETING, BILLBOARDS**



With thanks to ISAF and IMEX Exhibitions sponsors and supporters...

PLATINUM Sponsors



GOLD Sponsor



SILVER Sponsor



Supporting Institutions and Associations





ISAF and IMEX Exhibitions have revealed their true identities in their new halls and proved they are international exhibitions to the hilt.

ISAF and IMEX which gained an outstanding momentum this year will be one of the largest exhibitions within the country in 2023.

We thank our dear friends who share this enthusiasm with us and trust us at all times.

Feridun Bayram
Chairman of the Board



We thank the entire sector for the growth we achieved in 2022.

ISAF and IMEX Exhibitions are preparing for 2023 with brand new strategies.

In 203, there will be a preeminent sector meeting in a much larger exhibition site with many more participants.

Ferhat Bayram
General Manager