



C L O S I N G  
**REPORT**  
2023

14-17 SEPTEMBER 2023

İstanbul Fuar Merkezi (İFM)





## ISAF Exhibition has brought together all the stakeholders of the sector for the 27th time.

Being participated in and followed by all the important global brands of the sectors it covers, the ISAF Exhibition was held as an exceptionally special event where products of 640 companies from 28 countries were exhibited. Having been held in 3 separate halls along with 97 companies that participated in the MOBISAD-IMEX 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 MOBISAD-IMEX 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 preeminent level with the participation of the CEOs of Turkcell, Turk Telekom, and Vodafone who informed about the recent developments following the inauguration program.

Followed with great interest for 4 days 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.

The ISAF Exhibition that is the international brand of the sector and the MOBISAD-IMEX Exhibition that covers the fields of mobile communication and information technologies are held with the goal and the target of becoming, with their contents, one of the most important exhibitions in the sectors they cover throughout the world and making Türkiye 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 ISAF Exhibition and the MOBISAD-IMEX 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

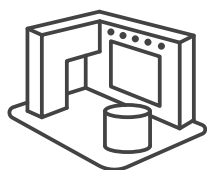
## MANUFACTURER COMPANIES FROM 28 COUNTRIES EXHIBITED THE NEWEST PRODUCTS & TECHNOLOGIES IN ISAF 2023



**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 ISAF 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

70%

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

12%

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

11%

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

7%

- 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
<b>Company Owner / Partner</b>	<b>44,38%</b>	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%		



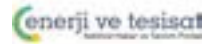
## HOW WE PUBLICIZED THE EXHIBITION



RADIO



PRESS

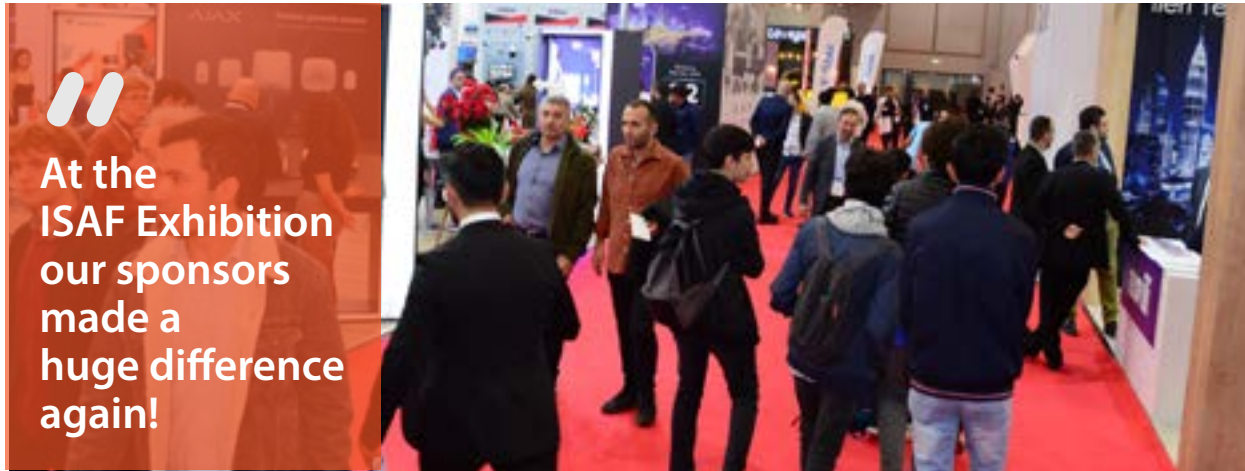


NGO



GOOGLE ADS, TELEMARTETING,  
MAIL MARKETING, BILLBOARDS

**With thanks to ISAF Exhibition sponsors and supporters...**



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**ISAF**  
international

  
**MARMARA**  
TANITIM FUARCILIK