



EMITT - East Mediterranean International Tourism and Travel Exhibition, which was opened by the Minister of Culture and Tourism of the Republic of Turkey Mehmet Nuri Ersoy is still open and continues to attract broad interest at TÜYAP Fair, Convention, and Congress Center.

THE VISITORS MEET THE VIRTUAL EXHIBITION “MONA LISA: BEYOND THE GLASS” FOR THE FIRST TIME IN TURKEY AT EMITT

One of the top four tourism exhibitions in the world, 24th EMITT - East Mediterranean International Tourism and Travel Exhibition started on Thursday, January 30 at TÜYAP Fair, Convention, and Congress Center. At the exhibition, exhibitors from every corner of the world, hosted buyers, and industry experts discuss the global and local agenda items of the tourism industry and 35 countries, the most popular tourist attractions in the world and around 40 destinations in Turkey are being promoted. The Exhibition, which is attended by more than 200 hosted buyers from 20 countries, is expected to host more than 60,000 visitors this year.

Presented by the Louvre Museum, “**Mona Lisa: Beyond The Glass**” exhibition continues to attract great attention from the visitors on the second day of EMITT. The VR Exhibition “**Mona Lisa: Beyond The Glass**” which is exhibited in İstanbul for the first time after Paris as well as being one of the most spectacular events of EMITT, satisfies visitors' curiosity about the work and its features. From how the cut behind the original painting formed to the cracks on the surface of the work, the exhibitors are informed with audio narration in detail during the event. The virtual exhibition provides an opportunity to observe Mona Lisa closer and in more detail than ever without going to France.

24th EMITT has opened its doors under the corporate sponsorship of T.R. Ministry of Culture and Tourism, T.R. Governorship of İstanbul, İstanbul Metropolitan Municipality, and Turkish Airlines together with the support of Small and Medium Industry Development Organization (KOSGEB) and business partnership of Turkish Hoteliers Federation (TÜROFED) and Turkish Tourism Investors Association (TTYD) and it continues to attract great attention. On the second day of the exhibition as well, business people gather together and evaluate the opportunities offered by EMITT for new collaborations. As well as the traditional approaches, the applications that bring tourism and technology together in the Experience Area of the Exhibition have been experienced by curious visitors and tourism professionals since the first day of the Exhibition.

Visitors Will Have the Chance to Experience VR Technology Throughout the Exhibition

Exhibitors will be able to experience the use of “virtual reality” through VR content tailored for each day's theme. They will have the opportunity to visit Göbeklitepe, which changed human history, take a tour at the crowded streets of Tokyo and glide over the Colosseum which depicts Rome and the history of the city with virtual reality glasses at EMITT. Exhibitors will have the chance to discover what is going on in the summit with realistic and impressive visuals thanks to Everest VR.

35 Countries are Being Represented

On the other hand, 35 countries will be present in their booths at the exhibition. 24th EMITT will host China, Mexico, and Germany, which are among the most visited 10 tourist attractions in the world as well as the countries from other continents such as Lebanon, Serbia, United Kingdom, Northern Cyprus, Malta, Bulgaria, Dubai, Japan, Lithuania, South Korea, Indonesia, Chile, India, Croatia, Uzbekistan, Azerbaijan, Montenegro,



Guinea, Nepal, Mongolia, Bosnia and Herzegovina, Kosovo, Algeria, Brazil. The countries will provide Istanbulites with a dynamic Exhibition experience by introducing their geographical features, historical and cultural elements, food, and folklore in their booths.

For any details about the EMITT 2020, which hosts a record-high number of international visitors and tourism professionals in its 24th edition as every year, please visit our web page: www.emittistanbul.com.

About Hyve Group

Hyve Group is an international exhibition company that organizes more than 120 events in the world with 17 global offices in 14 countries with more than 1,000 experienced personnel. Hyve Group is a next-generation global events business whose purpose is to create unmissable events, where customers from all corners of the globe share extraordinary moments and shape industry innovation. Hyve Group plc was announced as the new brand name of ITE Group plc in September 2019, following its significant transformation under the Transformation and Growth (TAG) program. Our vision is to create the world's leading portfolio of content-driven, must-attend events delivering an outstanding experience and ROI for our customers. In Turkey, Hyve Group organizes the leading exhibitions of Turkey in the industries of construction (**Yapı – Turkeybuild İstanbul**), tourism (**EMITT**), cosmetics (**BeautyEurasia**), food (**WorldFood İstanbul**), rail systems and logistics (**Eurasia Rail**), by drawing its strength from the global network in the region.

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