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**EMITT increased the number of exhibitors by 25 percent compared to the previous year.**

## **World tourism professionals to meet in EMITT 2018**

*The 22nd East Mediterranean International Tourism and Travel Exhibition – EMITT, which is one of the five biggest tourism exhibitions in the world, will take place at Tüyap Fair and Exhibition Center between 25-28 January 2018. EMITT 2018, which aims to bring together 5,000 companies and brands from more than 80 countries, has already increased the number of exhibitors by 25 percent compared to last year. EMITT, which sheds light on the tourism sector, will be organized in the corporate sponsorship of the Ministry of Culture and Tourism of Turkey, Istanbul Metropolitan Municipality and Turkish Airlines, with the support of KOSGEB and with the cooperation of Turkish Hoteliers Federation (TÜROFED) and Turkish Tourism Investors Association (TYD). The exhibition will host colourful events this year as it is every year.*

*Hosted Buyer (invited tour operator) Program, which will be held during the exhibition, will be attended by 550 invited tour operators from 81 countries including Asia, Europe, Far East, Latin America this year. EMITT 2018, which creates new purchasing, business development, new business and cooperation opportunities in the international arena, aims to host 70,000 visitors this year.*

The Eastern Mediterranean International Tourism and Travel Exhibition - EMITT, organized by EUF - E International Exhibitions incorporated by ITE Turkey, which organizes leading exhibitions in Turkey 's leading sectors, will take place at Tüyap Fair and Exhibition Center between 25-28 January 2018. Organized in the corporate sponsorship of the Ministry of Culture and Tourism of Turkey, Istanbul Metropolitan Municipality and Turkish Airlines, with the support of KOSGEB and with the cooperation of Turkish Hoteliers Federation (TÜROFED) and Turkish Tourism Investors Association (TYD), participation to exhibition from all over the world continues rapidly. EMITT 2018, which increased the number of exhibitors by 25% compared to the previous year, aims to bring **tourism professionals** from **81** countries.

Hosted Buyer (invited tour operator) Program continues this year, creating opportunities international sector business development, new purchasing, new business and cooperation opportunities for tourism sector representatives. Within the program, 550 invited tour operators from *Asia, Europe, Far East and Latin America* countries are expected to participate.

ITE Turkey



**YEM** FUAR EXHIBITIONS

**PLATFORM** ULUSLARARASI FUARCIILIK A.Ş. INTERNATIONAL EXHIBITIONS INC.

EUF - E Uluslararası Fuar Tanıtım Hizmetleri A.Ş. | EUF - E International Trade Fairs: Ticaret Sicil Numarası: 430499

YEM Fuarçılık A.Ş. | YEM Exhibitions: Ticaret Sicil Numarası: 758423

Platform Uluslararası Fuarçılık A.Ş. | Platform International Exhibitions Inc.: Ticaret Sicil Numarası: 745813

**ITE Turkey Tourism & Travel & Fashion Group Director Hacer Aydın** stated that they are satisfied with the intense interest shown to EMITT 2018: *“While the tourism sector continues to rise in our country, EMITT exhibition, which plays an important role in the sector, continues to increase the number of participants and to add new countries within its scope. EMITT is one of the biggest meeting points not only of the Turkish tourism sector but also of the world tourism sector... Despite the fact that the exhibitions is four months away, we were able to increase our exhibitor count by 25% compared to last year. As the exhibition approaches, we expect that this number will increase to **30** percent. We are bringing together representatives of the tourism sector with their colleagues from all over the world. This year we are organizing Hosted Buyer (invited tour operator) Program. Within the scope of the program, we will host 550 sector representatives from **81** countries this year. Companies from **Asia, Europe, Far East and Latin America** are showing great interest in EMITT and apply the program”.*

**Hacer Aydın** said *“Countries that will participate in our exhibition as exhibitors will also try to introduce their countries with colorful events this year. EMITT is a platform where cultural richness of all regions of Turkey are also introduced... We will once again introduce all the regions of our country to the World with activities unique to them. At EMITT, we have also expanded our room with hotel support equipment this year. Thus, the companies that address the sector will reach a broader platform. In addition, Winter Tourism Special Section, Outdoor Tourism Special Section will offer hundreds of options for holiday enthusiasts.”*

EMITT, which brings together the tourism professionals, resorts and organizations from different regions of the world and Turkey each year, will be held at Tüyap Fair and Exhibition Center on 25-28 January 2018 this year.

[www.emittistanbul.com](http://www.emittistanbul.com)

#### **About EUF – E Uluslararası Fuar Tanıtım Hizmetleri and ITE Turkey**

*EUFA.Ş - E Uluslararası Fuar Tanıtım Hizmetleri, which is subsidiary of ITE Turkey, organizes exhibitions in energy, construction machinery, food, furniture, stationery, promotion, water and wastewater treatment, tourism, rail systems and logistics industries since 1999. EUFA.Ş takes global event organizer ITE Group’s knowledge and global know-how techniques on the following events: EMITT (Eastern Mediterranean International Travel and Tourism Exhibition), EURASIA RAIL (International Railway, Light Rail Systems, Infrastructure and Logistics Exhibition), ISTANBUL RAIL TECH (Istanbul Railway Technologies Exhibition and Conference) and WORLDFOOD ISTANBUL (International Food Products and Technologies Exhibition)*

#### **About ITE Turkey**

*ITE Turkey is the Turkey office of the international exhibition company ITE Group, which organizes more than 240 exhibitions and conferences per year worldwide with 32 offices in 20 countries and more than 1,000 experienced personnel. ITE Turkey, who organizes leading exhibition organizations in leading sectors of Turkey, consists of YEM Exhibitions, EUF – E Uluslararası Fuar Tanıtım Hizmetleri and Platform Uluslararası Fuarçılık companies.*

*ITE Turkey, who organizes the leading exhibitions of Turkey in sectors of construction, tourism, cosmetics, food, rail systems and logistics, takes its strength from the global network of ITE Group along with its experience in Turkey and the region. ITE Turkey, creates new business, cooperation and purchasing opportunities in exhibitions by transferring its strong global network in the exhibition sector to each and every sector it is included in and supports the development of these sectors.*

#### **For detailed information:**

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#### **ITE Turkey**



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