

Exhibition

## Turkey Honored at Confex with Best International Destination stand Award



International Confex 2010 took place from 23-25 February 2010.

Turkey attended Confex with a large stand which is organized by the Turkish Culture & Tourism Office in London. International Confex closed on a high note this year as exhibitors and visitors alike declared the event a success after what has been a very challenging year for the industry. Pre-ABC audited figures showed the event attracted 11,058 visitors, up 2% on the previous year's figure of 10,857. As expected, exhibitors took fewer staff to the show resulting in the overall total attendance figure falling 3% to 14,359 from 14,786 last year.

The Confex Stand Awards celebrated the richness and diversity on offer amongst the 1,000 exhibitors at the show. The awards recognized the people, the product and the event service solutions that make Confex the premiere event in the UK. After winning Best Stand Award in the Overseas Venues, Destinations and Incentive Travel Sector last year, Turkey won the Best International Destination Stand Award within the category of 'International Venues, Destinations & Travel' in 2010. Istanbul Convention & Visitors Bureau Sales & Marketing Manager Mrs. Elif Balci Fisunoglu received the award at the Confex fairgrounds, Earls Court.

"The exhibition and stand exhibitors' performance was great. Confex allowed us to present our meetings and incentive credentials to international hosted buyers and visitors. I am also very proud of our stand which won the Best Stand Award" said Mrs. Fisunoglu. Beside the London office of Turkish Culture and Tourism Ministry; Istanbul Convention & Visitors Bureau, Turkish Airlines, Istanbul Convention & Exhibition Centre, Antalya Convention Bureau, Izmir CVB, Oyak Tourism Meeting & Incentive Services, Paloma Hotels, Wow Istanbul Hotels & Convention Center, ODS Turkey attended Confex at Turkey stand.