

Küpür Tarihi: 29-30 Mart
Türü : Basılı yayın

GIBTM Show Daily



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THE OFFICIAL SHOW DAILY FOR THE GULF INCENTIVE, BUSINESS TRAVEL & MEETINGS EXHIBITION

EIBTM SUCCESS BRINGS ISTANBUL TO GIBTM



Istanbul Convention & Visitors Bureau (ICVB) is debuting at GIBTM this week after a successful show at its sister event in Barcelona in December.

"We exhibited at EIBTM and we know the success of the Hosted Buyer programme. Therefore, we think exhibiting at GIBTM will give us the opportunity to meet with a good number of qualified buyers from the region and it will be a good start for promoting Istanbul as a destination," said Elif Balci Fisunoğlu, director of sales & marketing, ICVB.

"As ICVB - the destination marketing organisation of Istanbul, we are here to promote the outstanding conference and

meeting facilities of Istanbul, including state-of-the-art convention facilities, a wide range of accommodation and unusual venues in Istanbul."

Istanbul has hosted many important and large-scale international congresses and events within the past 10 years and has become a preferred destination for international congresses, ranking 12th worldwide with ICCA. In 2009, the city welcomed over 7.5 million visitors, an increase of 6.5 percent year on year.

The city's meeting infrastructure is expanding to meet the increasing potential and demands of international congresses. Harbiye Congress

Center opened its doors in time for the IMF World Bank meeting in October 2009 bringing the capacity of Congress Valley to 20,000. Other venues within walking distance include the Istanbul Convention & Exhibition Center and Hilton Convention Center. Golden Horn Convention and Cultural Center made its soft opening in March 2009 and hosted the fifth World Water Forum with almost 30,000 participants.

ICVB is exhibiting on the Turkey stand alongside Turkish Airlines; Belmond Travel, Antalya and Visitur MICE, Meeting - Incentive - Conference - Event.

Visit stand F120



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TURKEY With 3,000 years of rich culture and history, Turkey is a destination offering inspiring incentive options and excellent meeting facilities

It comes as no surprise that Istanbul has been selected as the European Capital of Culture for 2010. Over the centuries it has served as the capital for the Roman, Byzantine and Ottoman Empires, and extends on both the European and Asian sides of the Bosphorus making it the only city in the world to sit astride two continents.

Turkey currently receives more than 24 million tourists a year, with ambitious plans to increase this figure to 40 million by 2020. Although convention business accounts for just two percent of total tourism, at US\$200 million each year, it's a significant figure. Each year, more than 100,000 business travelers descend upon Istanbul alone to visit conventions held in the city.

"At present, Istanbul hosts between 30 and 35 international congresses a year. However, in 10 years from now, with new investments, centralised marketing strategies, and improved infrastructure, Istanbul will be able to host 100 congresses annually each attended by between 20,000



and 25,000 delegates," forecasts Pervin Zeydani Yalazan, general manager, UKTA* - management company of Istanbul Lütfi Kırdar Convention and Exhibition Centre.

"Our aim is to put Istanbul in the top three and Turkey in the top 10 within 10 years and to do this

we need to bring into operation new convention and organisation venues in Istanbul and utilise the cultural and historical fabric of the city in order to market the city as a whole," Yalazan says.

Istanbul is the business hub of Turkey, and there are three



meeting areas of note. The Airport and Exhibition District offers two exhibition centres providing almost 150,000 square metres of flexible space, as well as meeting and event facilities and several hotels. The Business and Financial District has a number of conference

centres under construction and offers five-star accommodation with extensive meeting space. Conference Valley combines dozens of hotels within walking distance of three conference venues. The Istanbul Lütfi Kırdar Convention and Exhibition Centre (ICEC), Rumeli Fair & Exhibition Hall and Harbiye Congress and Cultural Centre, which opened for the 2009 IMF/World Bank meeting, has 12 floors, a total of 81,000 square metres of space and an auditorium for 3,500 people.

For a more exclusive meeting venue, the Adle Sultan Palace is one of the most selective event settings in Istanbul with its splendid halls featuring high gold leaf ceilings, and gardens boasting magnificent Bosphorus views. The Oval Hall at Adle Sultan Palace can host up to 500 guests while the gardens can accommodate up to 1,500 people on two levels.

When it comes to incentives, Turkey has a host of activities for delegates to enjoy. A dinner cruise down the Bosphorus is one of the best ways to experience Istanbul's many wonders. Why not host a

cocktail reception at an Ottoman cannon factory, serenade guests with a Janissary band and belly dancers, or organise a whirling dervish show and Sultan's fancy dress night?

A few of the must-sees in the capital include Hagia Sophia, the former Orthodox patriarchal basilica constructed between 532 and 537, which later became a mosque but was transformed into a museum in 1935; The Blue Mosque, which dominates the skyline of Istanbul with its cascading domes and six towering minarets and impresses with its high ceiling lined with 20,000 blue tiles; and the Grand Bazaar, one of the largest covered markets in the world with 60 streets and 5,000 shops, attracting between 250,000 and 400,000 visitors daily. It is well known for its jewellery, hand-painted ceramics, carpets and antique shops.

Outside of Istanbul, destinations like Izmir, Antalya and Ankara also offer interesting incentive choices and Cappadocia is also suitable for smaller corporate incentive events. Visit stand F120