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[Home](#) > [News](#) > [Shows](#) > [Top 10 meeting destination Istanbul at ibtm arabia](#)

## Top 10 meeting destination Istanbul at ibtm arabia

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### ibtm arabia, St Regis Saadiyat Island Resort, Abu Dhabi 10-12 February 2015 (stand F09)

The Istanbul Convention and Visitors Bureau (ICVB) is promoting Istanbul as a venue for meetings at ibtm arabia (10-12 February) for the first time ever, being held in Abu Dhabi at the five-star St Regis Saadiyat Island Resort.

ibtm arabia, formerly GIBTM, is the leading international, exclusive event for the Arabian meetings, incentives, conferences and events industry. It is where meetings, events and incentives industry decision-makers meet for global business adventures. This year ibtm arabia brings a fresh new format with quality meetings and an exclusive one-to-one ratio closed community experience for elite exhibitors and hosted buyers who do business in Arabia.

ICVB is representing Istanbul on its own stand with one-to-one meetings taking place over the three days in pre-booked sessions. Detailed information is being given to participants re meetings and incentives in Istanbul as well as promotional material and gifts being handed out. With its full itinerary of workshops, meetings and other activities during the fair, ICVB is promoting Istanbul to its fullest.

ibtm arabia will be host to MICE buyers from 30 countries around the globe this year. Fifty per cent of the visitors originate from the Middle East, whilst Europe and Russia comprise 25% and both America and the Asia Pacific 10%, making it a truly global event.

As a historical meeting point between East and West and spanning two continents, today's Istanbul is a top MICE destination offering unique and exciting venues. The city has the capacity to host every type of event, from bespoke incentives to meetings for up to 30,000 for corporate and leisure visitors alike. Combined with Istanbul's historic venues, palaces, cisterns and the like, it offers meeting planners a variety of remarkable options to create truly outstanding events. Easily accessible from around the world, Istanbul is served by nearly 300 international airlines at its two airports and accommodation is both numerous and offers a selection across the spectrum.



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