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# Incredible STANBUL

A metropolis with a rich history of 8,500 years, Istanbul is an exciting blend of cosmopolitan life and modern infrastructure, making it a good place for MICE

Istanbul is a natural gateway for two continents, Europe and Asia, divided by one of the world's busiest waterways—the Bosphorus Strait. Istanbul is an ideal MICE destination with its vibrancy, modernity, swathe of new infrastructure, heritage and enviable geographical position. It offers unique and exciting venues and a historical meeting place for the East and the West with a mix of cultures and ideas. The city's 51 universities and five techno-parks make it a hub of

learning, inspiration and innovation, perfectly in line with the philosophy of MICE.

With its seven convention and three exhibition centres the city has the capacity to host every type of event, from bespoke incentives to meetings for up to 30,000 corporate and leisure visitors alike. Combined with Istanbul's historic venues, palaces, museums, bazaars, hamams, cisterns and more, it offers meeting planners a variety of remarkable options to

create truly outstanding events. Istanbul is also one of the world's top food destinations with eateries offering fabulous quality traditional fare, haute cuisine and fusion, many in such sumptuous locations as being perched on the Bosphorus with views across the historic peninsula and beyond.

## CONVENTION CENTRE

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## MEDICAL CONGRESSES CHOOSE ISTANBUL

Istanbul's medical infrastructure, including 233 hospitals with 32K bed capacity and as being home to 17 faculty of medicine in its 53 universities makes Istanbul a unique meeting point for medical congresses. Istanbul University and Marmara University are the most important universities in this field. The city hosted around 130 international congresses with 75,864 delegates in 2014 (ICCA) and over 20 per cent of the congresses were medical. By the end of November 2015, the city welcomed over 40,000 delegates and almost 45 per cent of the delegates were part of medical congresses.

Ozgul Ozkan Yavuz, General Manager, Istanbul CVB, says, "We are expecting higher numbers in 2016. Istanbul has confirmed 47 international congresses for 2016 and the figures shows that 40 per cent of the delegates will be part of medical congresses. We hosted Association for the Study of the Liver –APASL Meeting with 4,000 delegates, European Group for Blood and Marrow Transplantation –EBMT with again 4,000 delegates. For the upcoming years, we are excited to be hosting the European Society of Cardiology with approximately 2,000 delegates, WFNS World Congress of Neurosurgery with 8, 000 delegates and World Congress of Pediatric Cardiology and Cardiac Surgery–WPCCS with over 3,000 delegates. As Istanbul CVB, we are aiming to have stronger collaborations with local medical associations and strengthen our position by hosting even more medical congresses in our city."



*Istanbul is among the world's Top 10 Congress Destinations since 2010 and has hosted 130 international congresses in 2014. There were 118 international congresses in 2015*



leisure visitors alike with seven purpose-built convention centres and three exhibition centres which are all Istanbul CVB members spread out in the city—CNR EXPO, Grand Cevahir Hotel & Convention Center, Halic Congress Center, Istanbul Congress Center, Istanbul Expo Center, Istanbul Lutfi Kirdar ICEC and WOW Hotels and Convention Centre.

### ACE OF MICE

Turkey's congress, meeting and event industry exhibition 'ACE of MICE Exhibition' will host MICE professionals and the entire event sector for the third time from March 16-18, 2016 at Istanbul Congress Centre and Istanbul Lütfi Kirdar-ICEC. Congress and event sector's leader organisation 'ACE of MICE Exhibition' is being organised since 2014 and gathers all national and international MICE professionals under the same roof.

ACE of MICE Exhibition gathers MICE professionals from all around the world under the same roof and in 2015 the exhibition hosted 11,687 visitors and 269 attendees from 25 countries. The exhibition hosts 656 hosted buyers from Turkey, North and Latin America, Europe, Africa and Asia in total. Many new technologies, trend topics of the sector, famous speakers and surprise events will be provided to the MICE professionals. It is the most

extensive B2B event of Turkey and will gather Turkey's and world's important MICE industry companies with corporate companies, MICE professionals, associations and national and international hosted buyers. 'Women of MICE' panel will host women of corporate companies, MICE sector and business life. The panel will focus on women's perspective to the sector, problems they have, solutions of them and event success stories.

The 'Speakers' Corner' will be set up within the exhibition area which will host more than 15,000 visitors for three days. The corner will host various valuable expert local and international speakers. Sessions on social media, neuromarketing, hybrid meetings, green meetings, mobile event solutions, event technologies and more.

All of the local and international hosted buyers, attendee companies, speakers and press members are invited to the Network Party. The party will host many special shows and performance during the night and promises to be unforgettable.

Within the Future of Exhibition Sector, Exhibition and Stand Designers' Association Workshop and Summit, there will be a workshop with the attendance of architecture,