A TALE OF TWO CITIES

Let your business demonstrate its flair and imagination by choosing Istanbul as your next meeting destination.

Istanbul is uniquely positioned, geographically and historically, to inspire and connect people like you to a cultural backdrop of the old and new.

A tale of two cities makes Istanbul like no other.

A nyone who has visited Istanbul will testify to its eclectic and multifarious charms. It is a city like no other because the old cliché is perfectly true: Istanbul is where East meets West - and the result is intoxicating.

Less well known perhaps is the lofty position the city occupies in the meetings industry. A top-10 city since 2010, in 2014 it hosted more delegates than anywhere else in the world, according to ICCA Rankings.

The gateway to Europe and Asia hosted 148 international congresses, across a huge range of subjects, but with particular emphasis on science, education, medicine, and technology.

GLITTERING REPUTATION

You rarely hear a bad word spoken about Istanbul. And international associations seem to love it too. James Lancaster reports...

One of these meetings was the three-day 28th World Congress of Echocardiography and Allied Techniques, held at the Istanbul Convention and Exhibition Centre, ICCEC, on the Bosphorus River, in November 2015. Professor Nevin Nanda, president, World Congress of Echocardiography & Cardioblog, enthused: “Istanbul is a really great city because it’s right in the middle of Asia and Europe so it’s kind of in the middle of the world. And it’s a very beautiful city. You can come to this country ten times, and still visit ten different places. We had a congress here ten years ago and it was very successful, so we thought again of doing this congress in the city.”

Istanbul attracts international association meetings across a huge range of subjects

Another successful meeting was the three-day FZTO International Woollen Textile Organization Wool Round Table, held at the Sabancı Centre, in Beşiktaş district, in November 2015. The group was so impressed with the city it is returning next year. Elisabeth van Delden, secretary general of the International Wool Textile Organisation, said: “We were very impressed with the service of all the staff we met in the hotel.”

BREACHING NEWS

Istanbul has just won the International Conference on Information Integration and Web Based Applications and Services (iWASI) & The International Conference on Advances in Mobile Computing and Multi Media (MOMM) for 2017. iWASI2017 and MOMM2017 will attract 250 delegates. The congress will provide three district levels of experience for the delegates: a learning experience, a networking experience and a motivational experience.

also in the meeting and the congress areas. The level of English of everyone was wonderful; everyone was very flexible. Also as a destination, in regards to flights, we had delegates coming from Australia, South Africa, Argentina and they all had one connection to the city. We really look forward to our next event here in 2017.”

Istanbul’s 53 universities and five technology development zones make it a bonanza hub of learning and innovation, a strength which is increasingly aligned to the meetings sector. Later this year the city’s convention bureau will be running its third Ambassador Programme, introducing academics to the potential for collaboration between universities and the congress sector.

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