Istanbul announces its candidacy for the World Marketing Summit (WMS) 2017

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Istanbul CVB is pleased to announce that, Istanbul is one of the official candidates for the World Marketing Summit 2017. WMS is considered as one of the most important events in its field and the event is expected to bring over 1,500 participants.

Istanbul’s cosmopolitan spirit – diverse and intercultural- is proved by the fact that the city is a financial center with nearly 368,000 companies including 24,000 international companies where the marketing activities are held continuously during the year.

Nearly 40 universities in Istanbul offer marketing- related educational programs to their students in different departments. Istanbul has hosted nearly 20 international congresses in subject of marketing during the last years.

Istanbul invests increasingly in communication activities, primarily in advertising. As a natural result of these PR & advertising sectors display an uninterrupted growth in terms of turnover for recent years.

On the other hand, digital marketing has turned into a prominent market lately in Turkey since it is a country of 48% Internet penetration and the youngest population in Europe. Turkey is a hub...
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point for the digital communication and follows the Europe’s best countries, as it’s the fourth fastest in the digital marketing in Europe.