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Istanbul CVB is partnering with ICCA as an 'Association Relations Partner' (ARP), to further promote Istanbul as a leading congress destination.

The President of [Istanbul CVB](#) and the [Istanbul Chamber of Commerce](#), Mr. Sekib Avdagic and the ICCA Regional Director (Europe), Mrs. Elif Balci Fisunoglu signed the two-year agreement on Wednesday, 3 October 2018.

Mr. Avdagic stated: "This is an important step for Istanbul's visibility and it will strengthen our relationship with both ICCA and international associations. I believe that it will have a positive impact on Istanbul's position as an international congress destination."

Istanbul CVB will join forces with universities and local associations during the 'Ambassador Program'.

With one of the youngest populations in Europe, Istanbul houses 61 universities and 11 technological development zones that are testament to the city as a hub of learning, inspiration and innovation, perfectly in line with the meetings industry.

On Wednesday 24 October, Istanbul CVB will gather rectors of universities, national associations, sector representatives under the roof of 'Become Istanbul's Ambassador Program', with the Istanbul Chamber of Commerce's sponsorship. Within the Ambassador Program Istanbul CVB will cooperate with national associations and academics, which will make a positive impact on Istanbul's position in the association meetings industry.

As chaired by Istanbul Chamber of Commerce, Istanbul CVB is supported by Ministry of Turkish Culture and Tourism, Governorship of Istanbul, Istanbul Metropolitan Municipality, Association of Turkish Travel Agencies, Hotel Association of Turkey, Turkish Airlines and Turkish Tourism Investors Association.

Istanbul by Numbers:

- **8,500** years of history
- **11** million international visitors in 2017
- **113,000** bed capacity
- **7** convention and exhibition centers
- **61** universities and **11** techno-parks
- **300+** direct flights with Turkish Airlines
- **2** international airports (**a third** will be opened this year as the world’s largest)

Find out more about Istanbul Convention and Visitors Bureau at www.icvb.org, or contact Cagla Demircioglu, Marketing Coordinator, at cagla@icvb.org.

For More Information:

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