

**MOBİSAD**  
**iMEX**  
exhibition

C L O S I N G  
**REPORT**  
2024

9-12 October 2024  
Istanbul Expo Center (İFM)

  
**MARMARA**  
TANITIM FUARCILIK

  
**MOBİSAD**  
Mobil İletişim Araçları ve Bilgi Teknolojileri İş İnsanları Derneği



## MOBISAD-IMEX 2024: The Meeting that Shapes Future of Mobile Technologies

The only exhibition organized in Türkiye on mobile communication and information technologies, MOBISAD-IMEX achieved a phenomenal success by bringing together all stakeholders of the industry. The activity that was organized at Istanbul Expo Center (IFM) embraced a broad range from prominent names of mobile technology world to domestic and foreign exhibitors.

A total of 99 companies (including 58 domestic and 41 foreign) participated in with 244 brands to cast light on the industry's future.

MOBISAD-IMEX Exhibition hosted 12,555 domestic and 495 foreign visitors and once again proved it is the only exhibition in the industry. It consolidated its foreign significance with this participation.

At ISAF Exhibition that is simultaneously organized with MOBISAD-IMEX Exhibition, 265 domestic companies, 183 foreign companies and a total of 812 brands in total exhibited their products in three different halls. 34,856 visitors that visited both exhibitions had the opportunity to closely follow the most current developments in the industry.

During four days of the exhibition, foreign mobile device producers, technology providers, and many professionals in the industry came together under main sponsorship of 2 largest operators (Turkcell, Turk Telekom).

Deputy Minister of Transport and Infrastructure, Dr. Ömer Fatih Sayan, Chairman of Information and Communication Technologies Authority, Mr. Ömer Abdullah Karagözoğlu, and Director General of Communication Ms. Aysel Kandemir participated in protocol ceremony of our simultaneous exhibitions and gave important speeches about the industry. Subsequently, Vice President Mr. Cevdet Yılmaz, Istanbul Governor Mr. Davut Gül visited the exhibition and came together with representatives of the industry.

MOBISAD-IMEX Exhibition achieved a great success also in 2024, strengthening the vision of making Türkiye the most significant center of the region in mobile communication and information technologies.

We would like to thank all exhibitors, visitors, and supporters that participated in this important activity. We will continue to work to achieve even bigger successes in the coming years.

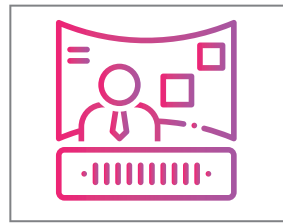
We hope to see you in bigger events,

Respectfully

# MANUFACTURER COMPANIES FROM 10 COUNTRIES EXHIBITED THEIR NEWEST PRODUCTS & TECHNOLOGIES IN MOBISAD-IMEX 2024



**8.000  
sqm**



**244  
Exhibited  
Brands**



**58  
Domestic  
Exhibitors**



**41  
Foreign  
Exhibitors**

**Total number of visitors of MOBISAD-IMEX and ISAF Exhibitions 34.856**

## EXHIBITING COUNTRIES

USA, GERMANY, AUSTRIA, CHINA, FRANCE, SOUTH KOREA, NETHERLANDS, ENGLAND, JAPAN, TAIWAN

## BUYERS, B2B AND B2C VISITORS FROM 29 COUNTRIES VISITED MOBISAD-IMEX IN 2024



**29**  
Countries



**495**  
Foreign Visitors



**12.555**  
Domestic Visitors

## VISITING COUNTRIES

USA, AFGHANISTAN, GERMANY, ALBANIA, AUSTRIA, BULGARIA, ALGERIA, CHINA, INDONESIA, MOROCCO, PALESTINE, INDIA, IRAQ, JAPAN, CYPRUS, LIBYA, LEBANON, NORTH MACEDONIA, MALAYSIA, EGYPT, UZBEKISTAN, PAKISTAN, RUSSIA, SERBIA, SYRIA, SAUDI ARABIA, THAILAND, TUNISIA, JORDAN

## Visitor Profile and Rates of Distribution According to Industries

58%

- Telecommunication
- Informatics/IT
- Consumer Electronics, Mobile Devices
- Electrics, Electronics, Automation
- Mobile Operators

24%

- Retail Industry
- Network Infrastructure Providers
- Start Ups
- R&D Centers
- E-Commerce Companies
- Consultancy Companies

12%

- Public Institutions and Organizations
- Turkish Armed Forces, Police, Gendarmerie
- Municipality, Municipal Company
- Governorate, District Governorate
- Embassy, Consulate, Attache's Office

6%

Bank, Finance, Insurance  
Education/Learning Institution, University  
Chamber, Association, Foundation, Industrial Zones

PROFESSION	RATIO	PROFESSION	RATIO
<b>Company Owner/Partner</b>	<b>44,39%</b>	Sales, Marketing Official / Supervisor	7,47%
Chairman / Member of Board	2,79%	Academic / Educator	1,55%
Senior Manager / General Manager	9,46%	Serbest Çalışan / Freelancer	1,81%
Head of Department / Executive	9,88%	Press, Publication	0,97%
IT Officer / Official	3,96%	Student	4,81%
Software / IT / Mobile Communication Official	4,26%	Other / Unspecified	5,30%
Purchasing Officer / Official	3,35%		



## How Did We Promote the Exhibition

- **Global Access:** We reached potential visitors with inclusive social media advertisement campaigns in 34 countries.
- **International Buyer Delegations:** We cooperated with 3 different international buyer delegations and hosted special buyer guests at our exhibition
- **Accommodation:** We provided free accommodation to 200+ foreign buyers and over 100 public institution officials.

### Intensive Promotion Activities

- **Personalized Communication:** We reached 45,000 people specially by phone, informed about our exhibition, and sent e-invitation.
- **Accessing Broad Masses:** We sent more than 10 million e-mails during the year to introduce our exhibition to broad masses and give detailed information about our exhibition.
- **Field Works:** We visited public institutions and conducted one to one discussions with senior managers, ensuring their participation in our exhibition.
- **International Exhibitions:** We participated in 8 exhibitions organized abroad to introduce our exhibition and meet with potential visitors.
- **Industry Cooperation:** We cooperated with industry associations and invited members to our exhibition.
- **Visual Promotion:** We reached broad masses with billboard ads to promote our exhibition.
- **Digital Marketing:** We conducted an intense promotion activity on social media platforms and interacted with our target audience. With LinkedIn Ads, Google Ads, Instagram Domestic and Foreign Ads, Facebook Domestic and Foreign Ads we continued our activities to increase interaction before and after the exhibition all year long.

We would like to thank all our Sponsors and Institutions that supported our exhibition...

## Main Sponsors



Türk Telekom  
Değerli Hissettirir



## Platinum Sponsors



## Gold Sponsors



## Supporting Institutions



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