16th MUSIAD International Fair held on 9-12 November 2016 at CNR Expo Istanbul started with the opening speech by Mr. Recep Tayyip Erdoğan, the President of the Republic of Turkey. The fair took place on a net 27,000 sqm stand area within 100,000 sqm total covered area.

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MUSIAD Expo while achieving its goals yearly, also develops and executes new projects. The bilateral business contacts, agreements, and launches in different industries every year during the exhibition are the most tangible indicators.
**DIRECT SALE**

**EFFECTIVE BUSINESS CONTACTS**

**EXPAND TO NEW MARKETS**

**BILATERAL BUSINESS MEETINGS**

**ADVANTAGES OF THE EXHIBITION**

- Direct Sale
- Expand to New Markets
- Bilateral Business Meetings
- Effective Market Connections
- New Trading Partners
- Long-term and Reliable Agreements
- Better Product and Brand Image
- Direct Presentation and Display Opportunities
- Seeing your Competitive Capacity
- Finding Distributors, Dealers, Representatives and Agencies
- Improving Business and Communication Network
- Meeting Trading Representatives from Around the World

**EXHIBITORS**

- MUSIAD Member Companies
- Members of MUSIAD Foreign Branch
- Companies from Member Countries of the Organization of Islamic Cooperation
- Companies from Turkey’s 2018 Target Countries
- National and International NGO Representatives
- Municipalities
- Technology Companies and Technoparks

**VISITORS**

- Academicians and Experts
- Bureaucrats and Ministers
- Journalists and Editors
- Entrepreneurs and Business Leaders
- Unions, Associations, and Chamber of Commerce Presidents
- Industry Representative, Investors, and Manufacturers

**CONTACTS**

- **8,000 B2B MEETINGS**
- **8 HALLS 50,000 sqm**
- **95 MINISTERS FROM 27 COUNTRIES**
- **600 COMPANIES**
- **450 EXHIBITORS**
- **72,000 VISITORS**
- **848 INTERNATIONAL AND 200 NATIONAL PROCUREMENT COMPANIES**

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