

14 October 2009

CeBIT Bilisim Eurasia 2009 (7 to 11 October):

Another great year for international ICT trade fair

- Excellent trade visitor turnout in anniversary year
- Greatly enhanced B2B offering
- Co-location with Broadcast, Cable & Satellite show a boon to order books

Hannover/Istanbul. CeBIT Bilisim Eurasia closed its gates last weekend on a celebratory note, and with good reason: Eurasia's leading information and telecommunication technology trade fair had just completed a highly successful five days of exhibitions and forums in a showcase extravaganza marking its 10th anniversary at the Tüyap Exhibition Center in Istanbul.

Turkish President Abdullah Gül officiated at the Opening Ceremony – a clear endorsement of the fair's great importance for the Turkish ICT sector and for the Black Sea region generally. This year, CeBIT Bilisim Eurasia was co-located with "Broadcast, Cable & Satellite – a CeBIT event" for the very first time, generating even greater synergy benefits and business opportunities for exhibitors and trade visitors.

This year, a total of 146,572 visitors (as compared with 159,302 in 2008) used the fair to get an overview of the leading industry issues and trends and capitalize on business opportunities. A good 53 percent of attendees were trade professionals – a marked increase over last year's figure. On the exhibitor side, 989 international companies (up from 971 last year) from 22 nations showcased an array of innovative ICT products and solutions. In their post-show surveys, exhibitors indicated being

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extremely happy with this year's fair and the outcomes of the business talks held. They were particularly pleased with the high caliber of the attending professionals.

The five-day trade fair had three main display areas: Business World, Consumer Electronics, and Digital Life. Also at center stage were a number of highly attractive special displays, including Public Sector, eHealth, and the Job and Career Market.

This year, CeBIT Bilisim Eurasia once again strengthened its reputation as an exhibition platform that is highly effective at yielding new contracts and orders. The "Business World" exhibition area, an exclusive event restricted to business operators, was very well received by top decision-makers and international business delegates.

The success of this year's event shows that interest in CeBIT Bilisim Eurasia remains strong despite the current difficult economic climate. As a hub for East-West trade, CeBIT Bilisim Eurasia is continually expanding its offering in line with global industry trends.

The next CeBIT Bilisim Eurasia will be held from 6 to 10 October 2010 at the Tüyap Exhibition Center in Istanbul.

Full details are available at www.cebitBilisim.com.

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