



INTERNATIONAL  
MUSIAD TRADE FAIR

Global  
Trade is  
Here!

---

NOVEMBER 26-29, 2024

TÜYAP İSTANBUL  
FAIR CONVENTION AND  
CONGRESS CENTER

**Mustakil**  
exhibition event

 **TÜYAP**





**Mahmut ASMALI**  
President of MUSIAD



INTERNATIONAL  
MUSIAD TRADE FAIR

NOVEMBER 26-29, 2024

TÜYAP İSTANBUL  
FAIR CONVENTION AND  
CONGRESS CENTER

Organized with a great participation last year, MUSIAD EXPO will open its doors for the 20th time in 2024. **MUSIAD EXPO 2024**, which will be held at **TÜYAP İstanbul Fair and Congress Center** on **26-29 November 2024**, will continue to bring together investors, industrialists and entrepreneurs from all over the world.

MUSIAD EXPO 2022, the most comprehensive mixed trade fair of Türkiye and the region, organized for the 19th time on 2-5 November 2022, offered an extraordinary fair experience with events such as D8 Ambassadors Meeting, International Business Forum and Foreign Missions Reception.

**MUSIAD EXPO**, which will make a name for itself in **2024**, continues on its way by growing every year with its global cooperation network and strong organizational ability.





# MÜSİAD EXPO is getting ready to open its doors for the 20th time!

MÜSİAD continues its efforts to develop trade without slowing down.

Organized for the **19th** time in **2022**, **MÜSİAD EXPO**, the most comprehensive mixed trade fair of Türkiye and the region, brought together investors, industrialists and entrepreneurial business people from all over the world in Istanbul.

**MÜSİAD EXPO**, which is organized with the increasing number of participants and sector diversity every year, will bring together the leading names of the business and political world this year as always.

# MUSIAD 2024 EXP

INTERNATIONAL  
MUSIAD TRADE FAIR

NOVEMBER 26-29, 2024

TÜYAP İSTANBUL  
FAIR CONVENTION AND  
CONGRESS CENTER



## Effective Market Connections



## Direct Sales



## Exhibitors' Profile

- MUSIAD Member Companies
- Members of MUSIAD Foreign Contact Point Companies
- Companies from Organization of Islamic Cooperation
  - Companies from Target and Prioritized Countries as Designated in Türkiye's 2024 Projections
    - Domestic and Foreign NGOs
    - Municipalities
  - Technology Firms and Technoparks





## Visitors From 124 Countries

### The Fair's Strengths

- Direct Sales
- New Market Acquisitions
- One-on-one Business Meetings
- Efficient Market Connections
- New Commercial Partners
- Long-Term and Stable Contracts
- Higher Quality Products and Brand Image
- Direct Promotion and Display Opportunities
- Learning About Your Competitive Strength
- Finding Distributors, Representatives, Dealers and Agencies
- Reinforcing Business and Communication Networks
- Meeting with commercial representatives from every continent





INTERNATIONAL  
MUSIAD TRADE FAIR

NOVEMBER 26-29, 2024

TÜYAP İSTANBUL  
FAIR CONVENTION AND  
CONGRESS CENTER

## New Product Groups



**24**  
Sector

**%96**  
Satisfaction Rate  
(Exhibitor and Visitor)

**10.000 B2B Meetings**



## VISITORS' PROFILE

- Academics and Specialists
- Bureaucrats and Ministers
- Journalists and Editors
- Entrepreneurs and Business Leaders
- Presidents of Chambers of Commerce and Associations
- Sector Representatives, Investors and Manufacturers

## Bilateral Business Interviews



**522**  
Exhibitors

## MoU-International Cooperation

At **MUSIAD EXPO 2022**, MoU goodwill agreements were signed with a total of **17 different organizations** from **11 different countries**, including China, Gambia, Democratic Congo, Nigeria, Kenya, Morocco and Malaysia.



**MUSIAD/2024**  
**EXPO**  
INTERNATIONAL MUSIAD TRADE FAIR

NOVEMBER 26-29, 2024  
TÜYAP İSTANBUL FAIR CONVENTION AND CONGRESS CENTER

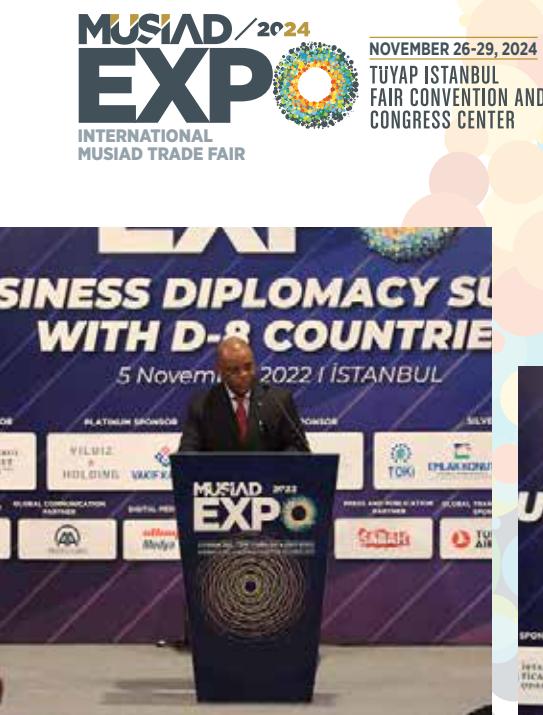
## National Participations

Belarus, Azerbaijan, TRNC, China, Japan, Ethiopia, Venezuela, England, USA, Netherlands, France, Belgium, Georgia, Australia, Malaysia, Indonesia, Iran, Syria, Russia, India were the countries that participated in the national participation.





## MUSIAD Diplomatic Relations Commission



The D8 Countries Business Diplomacy Summit, organized in cooperation with the D8 General Secretariat and MUSIAD Diplomatic Relations Commission, was held at MUSIAD EXPO.

The summit was attended by President Mahmut Asmalı and Secretary General of D-8 countries İsiaka Abdulkadir İmam, ambassadors, and heads of business councils of D-8 governments. In the program, a MoU cooperation agreement was signed between D-8 countries.





INTERNATIONAL  
MUSIAD TRADE FAIR

NOVEMBER 26-29, 2024

TÜYAP İSTANBUL  
FAIR CONVENTION AND  
CONGRESS CENTER



## Diplomatic Relations Commission



Within the scope of MUSIAD Expo'22 Trade Fair, under the coordination of the Diplomatic Relations Commission at TÜYAP Exhibition Centre on 2 November 2022, 28 Ambassadors, 23 Consuls General, Deputy Consuls General, Consuls, Commercial Attachés, from 60 different countries in our country came together with more than 120 representatives of foreign missions, at the Diplomatic Missions Reception held and evaluations were made in the field of our work and commercial diplomacy.





Organized as part of **MUSIAD EXPO**,  
**IBF - International Business Forum**  
will bring the business world  
together in **2024**.

**At MUSIAD EXPO 2022,**  
conferences and collaborations  
developed within the scope of the  
“Food Safety and Generation  
Conservation” program brought many  
Muslim business people together.



## International Business Forum



## Foreign Participants



**16**  
FROM  
**COUNTRY**  
**83**  
**FOREIGN WITH STAND**  
**PARTICIPANT**



**MUSIAD** / 2024  
**EXP** 

INTERNATIONAL  
MUSIAD TRADE FAIR

NOVEMBER 26-29, 2024

TÜYAP İSTANBUL  
FAIR CONVENTION AND  
CONGRESS CENTER

# MUSIAD 2024 EXP

INTERNATIONAL  
MUSIAD TRADE FAIR

NOVEMBER 26-29, 2024

TÜYAP İSTANBUL  
FAIR CONVENTION AND  
CONGRESS CENTER



Foreign  
Participants



8262  
Foreign Visitor





**MUSIAD/2024**  
**EXPO**  
INTERNATIONAL  
MUSIAD TRADE FAIR

NOVEMBER 26-29, 2024  
TÜYAP İSTANBUL  
FAIR CONVENTION AND  
CONGRESS CENTER

**74806**  
**Total Visitors**





NOVEMBER 26-29, 2024

TÜYAP İSTANBUL  
FAIR CONVENTION AND  
CONGRESS CENTER

## Fair Program

NOVEMBER 25, 2024 - MONDAY

10.00 - 12.00

**TÜYAP / 11. HALL**

28. IBF International Business Forum and  
MUSIAD EXPO 2024 Opening Ceremony

13.00 - 17.00

**TÜYAP / 11. HALL**

28. IBF International Business Forum  
Panel Sessions

NOVEMBER 26-29, 2023 MUSIAD EXPO 2024

NOVEMBER 26, 2024 - TUESDAY

10.00 - 17.00

**MUSIAD EXPO 2024  
Booth Visits**

14.00 - 17.00

**TÜYAP / 11. HALL**  
World Presidents Meeting

NOVEMBER 27, 2024 - WEDNESDAY

14:00 - 17:00

**TÜYAP / 11A HALL**

T.C. Ministry of Commerce  
Procurement Committees (B2B)  
Bilateral Business Meetings



## NOVEMBER 28, 2024 - THURSDAY

19:00 - 21:00

**TÜYAP / 11. HALL**  
MUSIAD EXPO 2024  
Dinner Program

## NOVEMBER 29, 2024 - FRIDAY

11:00 - 17:00

**TÜYAP EXPO / KARADENİZ HALL**  
Country and Panel Presentations

10:00 - 12:00

**TÜYAP / MUSIAD VALLEY**  
MUSIAD International Cooperation  
Agreements Signing Ceremony

# MUSIAD / 2024 EXPO

INTERNATIONAL MUSIAD TRADE FAIR

NOVEMBER 26-29, 2024

TUYAP İSTANBUL  
FAIR CONVENTION AND  
CONGRESS CENTER



Hall Plan

**1-2** Foreign Participants

**2-3** Machinery, Automotive, Metal, Energy, Logistics, Information Technologies

**4** Textile-Ready-To-Wear, Footwear, Saddlery, Sub-Industry, Public, NGO, Service, Tourism, Publishing, Health

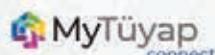
**5-7** Building, Construction, Environment, Real Estate, Real Estate, Consumer Durables, Furniture, Decoration, Lighting

**8** Food, Agriculture, Packaging

**10** MUSIAD Valley

**11** Opening, Event Hall

**11A** B2B Area - Masjid



**Moves business connections forward to digitals with Hybrid+ events**



[mytuyap.com/app](http://mytuyap.com/app)

Project Sales Group  
+90 224 211 50 82  
[tuyapbursa@tuyap.com.tr](mailto:tuyapbursa@tuyap.com.tr)



[www.musiad.org.tr](http://www.musiad.org.tr)



[musiadexpo](#)



İSTANBUL



TUYAP FAIR CONVENTION AND CONGRESS CENTER  
Büyükdere Mah. 1. Blok No: 100  
Büyükdere Mah. 1. Blok No: 100  
Büyükdere Mah. 1. Blok No: 100