



# TURKIC TRADE FAIR

**TURKIC STATES TRADE AND INVESTMENT  
COOPERATION FORUM AND FAIR**

**7-9 NOVEMBER 2024**

*ISTANBUL FAIR CENTER*





## WHAT IS TTF?

TTF, TURKIC STATES: is a trade fair and forum supported by governmental institutions of 8 countries aiming to develop trade, industry, investments, technology, and services among Azerbaijan, Kazakhstan, Kyrgyzstan, Turkey, Uzbekistan, Hungary, Turkmenistan, and the Turkish Republic of Northern Cyprus and to facilitate the marketing of such services to other regions of the world.



It will be organized by ROK International Consultancy Inc. in cooperation with the Organization of Turkic States - Union of Turkic Chambers of Commerce and Industry under the Ministry of Commerce of the Republic of Turkey on 7 - 9 November 2024 at Istanbul Expo Center.



# PROGRAM

## **NOVEMBER 7th 2024**

THURSDAY

Opening Ceremony  
Conferences  
Bilateral Meetings  
Franchising Meetings  
Expo Visits  
Gala Dinner

## **NOVEMBER 8th 2024**

FRIDAY

Conferences  
Bilateral Meetings  
Franchising Meetings  
Expo Visits

## **NOVEMBER 9th 2024**

SATURDAY

Conferences  
Bilateral Meetings  
Franchising Meetings  
Expo Visits  
Agreements  
Closing Ceremony

# PURPOSE

**The purpose is: To create synergy by gathering businesspeople of Turkic States under one organization and to build commercial bridges with international partners.**

**To develop trade, industry, investments, technology, services, and other economic fields among the Turkic States.**

**To ensure the exchange of development experiences of the countries in various fields with other countries.**

**To exhibit the rich cultural heritage, entrepreneur sprits, and economic powers of Turkic States on a huge platform.**

**To conduct studies to facilitate trade and promote investment in the Turkic world. To enable businessmen to share their knowledge and experience with each other and to support each other's development.**

**To increase the production and trade of producers, retailers, wholesalers, importers, and exporters businessmen together.**

**To present new market opportunities to national SMEs, micro manufacturers, and entrepreneurs; to provide an opportunity to reach different markets by integrating with regional and global production chains.**

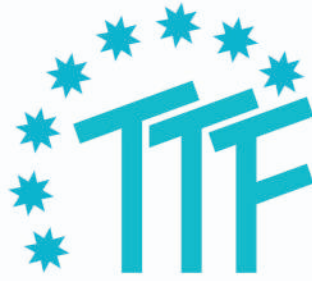
**To provide a possibility to discuss problems, solution proposals, and other up-to-date issues of business people with specialist speakers in detail via conferences to be held.**

**To enable companies to establish international partnerships and strategi partnerships through bilateral business meetings to be organized.**

**To create common brands of Turkic States.**

**To contribute to the expansion of brands abroad through franchising meetings to be organized.**





## TURKIC TRADE FAIR

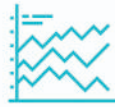
# Why Turkic World?



**Area**

**4.823,5**

(Thousand KM<sup>2</sup>)



**Total GNP**

**1.537**

(Billion USD)



**Population**

**173.8**

(Million)



**Trade Volume**

**1.192,7**

(Billion USD)



Europe and Asia, two of the most important continents of the old world, are home to more than three - fifths of the world's population and have undergone great changes in the last two centuries. Turks, one of the largest peoples on these continents, have always maintained the importance of cooperation necessitated by history and geopolitical realities.

With a population of 178 million and an economic size of 1.9 trillion dollars, the Turkic states offer great opportunities due to their rich natural resources and their location on the strategic trade route called the "middle corridor".

Private sector representatives should not be left out of the process and mutual investment, project and aid initiatives should be expanded to cover different areas.

# Sectors of Turkic World



ENERGY AND  
GREEN ENERGY



MINERAL  
INDUSTRY



DEFENSE  
INDUSTRY



CONSTRUCTION  
SECTOR



TOURISM AND  
SERVICES



INFORMATION  
TECHNOLOGY



AUTOMOBILE



HOUSEHOLD  
APPLIANCES



TRANSPORT  
AND LOGISTICS



FINANCE



TEXTILE



AGRICULTURE



ELECTRICAL  
EQUIPMENT



RETAIL



E-COMMERCE



FURNITURE



MACHINE  
MANUFACTURING



HEALTH CARE  
SERVICES



EDUCATION AND  
CONSULTATION



LAW AND  
MEDIATION



# AZERBAIJAN



GDP	78,6	Billion USD
GDP per Person	6.826,43	USD
Trade Turnover	56,1	Billion USD
Export	41,7	Billion USD
Import	14,4	Billion USD
Regional Trade Turnover	4,7	Billion USD
Annual Growth	4,6	%

## EXPORT

Fuels, solid and fluid oils, vessels and boats, sugar and confectionery, fruits and nuts, etc.

## IMPORT

Machinery, vehicles, iron-steel products, electrical and electronic tools, cereals, etc.





# KAZAKHSTAN



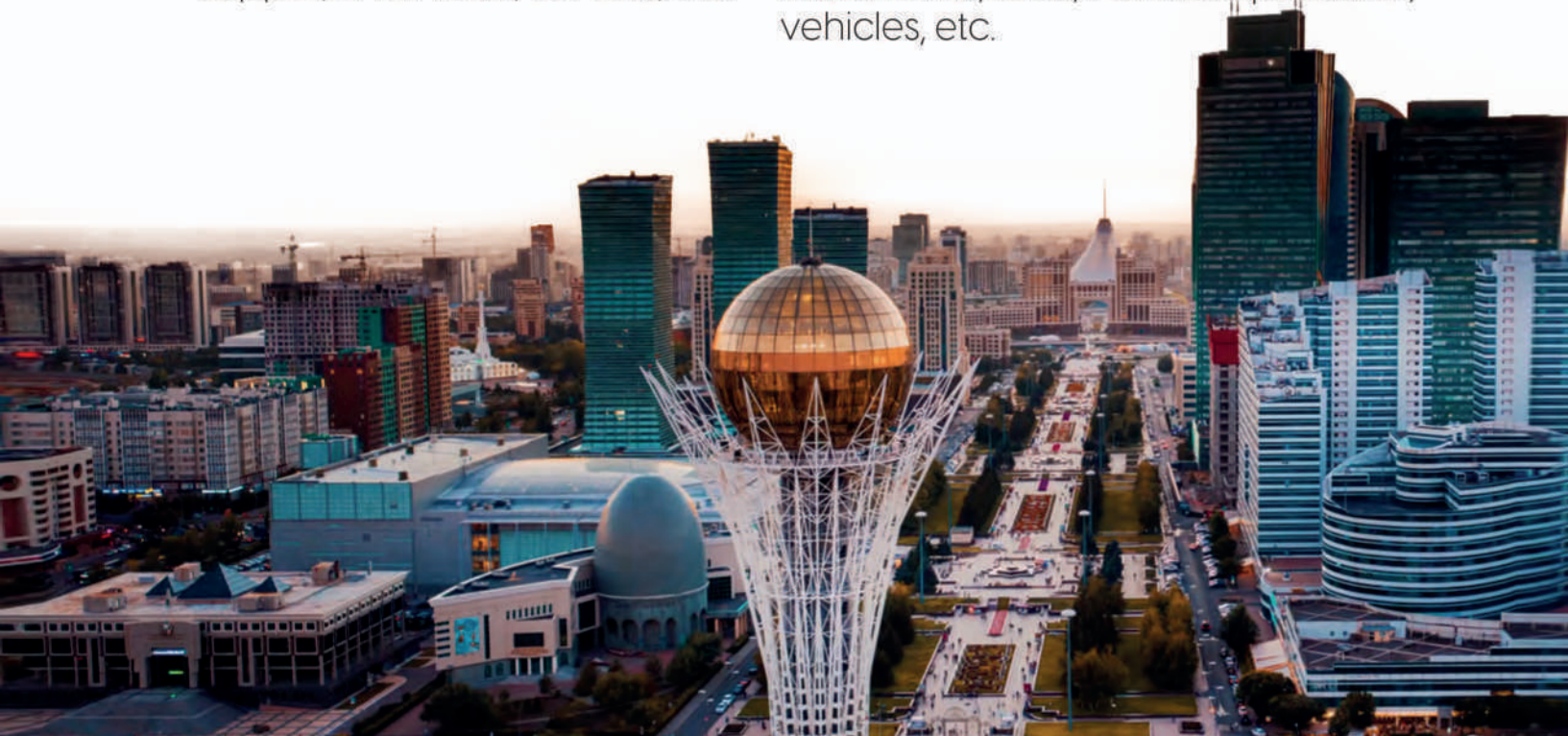
GDP	219,3	Billion USD
GDP per Person	11.439,51	USD
Trade Turnover	134,4	Billion USD
Export	84,4	Billion USD
Import	50,04	Billion USD
Regional Trade Turnover	12.4	Billion USD
Annual Growth	3,2	%

## EXPORT

Fuels, steel and iron, scum and ash, copper, chemicals, cereals, etc.

## IMPORT

Machinery, electrical and electronic instruments, fuels, iron steel products, vehicles, etc.







# KIRGIZSTAN



GDP	10,7	Billion USD
GDP per Person	3.843	USD
Trade Turnover	11.8	Billion USD
Export	2,2	Billion USD
Import	9,6	Billion USD
Regional Trade Turnover	3.5	Billion USD
Annual Growth	7	%

## EXPORT

Pearls and valuable stones, fuels woven clothes, vegetable, milk products, fruits and nuts, etc.

## IMPORT

Machinery, vehicles, iron-steel products, electrical and electronic tools, cereals, etc.



# TURKIYE



GDP	905,5	Billion USD
GDP per Person	10.618,29	USD
Trade Turnover	617,9	Billion USD
Export	254,2	Billion USD
Import	363,77	Billion USD
Regional Trade Turnover	18,3	Billion USD
Annual Growth	5,6	%

## EXPORT IMPORT

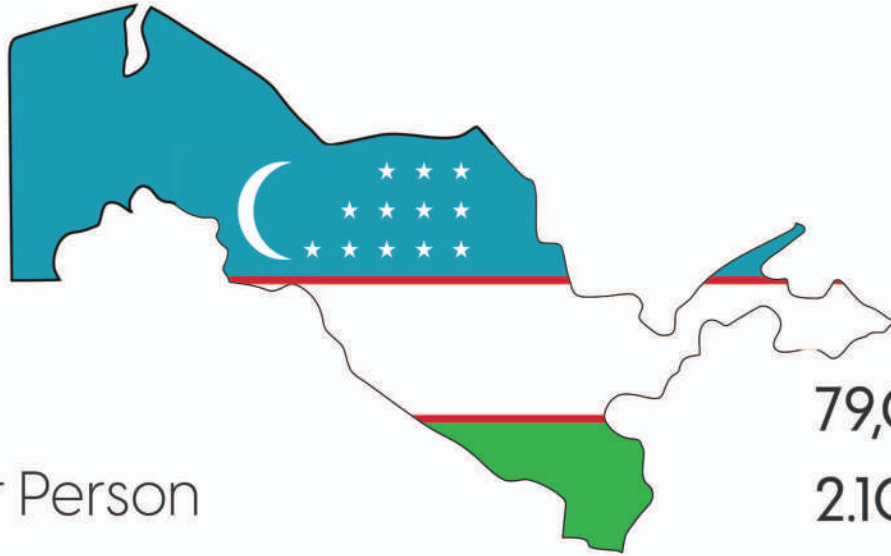
Vehicles, machinery, iron steel products, knitted and woven clothes, electrical and electronic instruments, fuels, pearl and valuable stones.

Fuels, machinery, vehicles, Electrical and electronic tools, vehicles, iron steel products, etc.





# UZBEKISTAN



GDP	79,02	Billion USD
GDP per Person	2.100	USD
Trade Turnover	50	Billion USD
Export	30,7	Billion USD
Import	9,6	Billion USD
Regional Trade Turnover	11,1	Billion USD
Annual Growth	5,7	%

## EXPORT

Gold, wholesale of pure cotton fiber, refined copper, petroleum gas and radioactive chemicals, machinery and equipment, dried fruits and vegetable.

## IMPORT

Packed medicine ,engine vehicles; parts and accessories, refined petroleum, wheat, plastic, iron and steel, timber and cereals.



# HUNGARY



GDP	177,8	Billion USD
GDP per Person	17.301,22	USD
Trade Turnover	307	Billion USD
Export	106	Billion USD
Import	158	Billion USD
Regional Trade Turnover	3,9	Billion USD
Annual Growth	4,6	%

## EXPORT

Machinery and transport equipment, electrical battery, telecommunication products and animal farming, chemicals, equipment, consumption goods, agricultural ready wear, textile, iron-steel and wine

## IMPORT

Machinery and equipment, other products, fuels, electricity, plastics, medicine, iron and steel, etc.





# TURKMENISTAN



GDP	45,2	Billion USD
GDP per Person	12.499,95	USD
Trade Turnover	20	Billion USD
Export	12,7	Billion USD
Import	7,3	Billion USD
Regional Trade Turnover	3,7	Billion USD
Annual Growth	6,2	%

## EXPORT

Petroleum and petroleum products, textile products, carpet and food products, chemical industry products.

## IMPORT

Machinery, vehicles, iron-steel products, Electrical and electronic tools, cereals, etc.



 T.R.N.C.



GDP	1,6	Billion USD
GDP per Person	14.636	USD
Trade Turnover	1,4	Billion USD
Export	0,107	Billion USD
Import	1,3	Billion USD
Annual Growth	4	%

## EXPORT IMPORT

Citrus fruits and milk products, citrus, raki, scrap, citrus fruit concentrates, chicken and potato.

Meat, fruit and processed agricultural products, machinery and equipment, energy and fuels, electricity, plastics, iron steel, etc.



# WHY SHOULD I BECOME A SPONSOR?

## BRAND AWARENESS

Sponsorship packages ensure that the sponsor's brand reaches a large number of people.

Sponsorship of activities or organizations increases the visibility of the sponsor's brand and creates brand awareness among target audiences.

## MARKETING AND PROMOTIONAL OPPORTUNITIES

Sponsorship packages ensure various marketing and introduction opportunities to the sponsors. Among these opportunities are there are advantages such as taking place on advertisement materials, making introductions in activity areas, use of sponsorship logo, media and press relations.

These benefits allow sponsors to communicate their brand more effectively to their target audiences.

## NETWORK BUILDING

Sponsorship packages provide opportunity to develop relationships for sponsors. Taking place in activities or organizations ensures sponsors to establish connection with enterprises, corporations or individuals.

Such connections creates potential for joint projects or future opportunities.

## SOCIAL RESPONSIBILITY AND IMAGE BUILDING

Sponsorship packages help sponsors fulfill their social responsibilities and create a positive image.

Supporting activities or organizations shows that the sponsor plays a valuable role in society and creates a positive perception of their brands.



**7 - 9 NOVEMBER 2024**  
IFM (ISTANBUL FAIR CENTER)

FAIR PLACE **160 \$ + 20% VAT** (M2)

- Use of logo on the website
- Logo and 30 sec promotion on social media
- Logo and promotion in the fair catalogue
- Opportunity to participate in conferences and panels
- Franchise consultancy
- Legal consultancy
- Participation in B2B meeting
- Participation in franchise meeting
- Participating in the panel discussion
- Use of on-screen logos in panel conferences
- Company brochure in the fair bag
- Photo shoot

PACKAGE STAND **40-70 \$ + 20% VAT** (M2)

PRODUCT AND CATALOGS FOR THE COUNTRY STAND **300 \$**

## SPONSORSHIP CONDITIONS

General Sponsor	100.000,00 \$
Platinum Sponsor	75.000,00 \$
Gold Sponsor	50.000,00 \$
Silver Sponsor	35.000,00 \$
Bronze Sponsor	10.000,00 \$
Conference Sponsor	500 - 8.000,00 \$
Gala Dinner Sponsor	Subject to agreement
Special Sponsorships	Subject to agreement



## MAIN SPONSORSHIP - 100.000\$

### SPONSORSHIP AREAS

- Logo use on LED Screens Throughout Fair
- Website Logo Use
- Outdoor Area Use
- Use of the name of Main Sponsor during press releases
- Logo Use on Brochures
- Stand Opportunities (64M<sup>2</sup>)
- Panel Activities
- Presentation of Plaque
- Meal Activities (10 Persons)
- Using company logo on the fair bag and placing brochures in the bag
- 2 pages advertisement area possibility to sponsor on participator guide
- VIP entrance to fair area
- Right of attendance to B2B and Franchise meetings

*Main Sponsor will be deemed as single sponsor in its sector.  
Privileges to be provided upon request of Main Sponsor can be organized.*

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## PLATIN SPONSOR - 75.000\$

### SPONSORSHIP AREAS

- Logo use on LED Screens Throughout Fair
- Website Logo Use
- Outdoor Area Use
- Use of the name of Platin Sponsor during press releases
- Stand Opportunities (32M2)
- Panel Activities
- Presentation of Plaque
- Meal Activities (5 Persons)
- Using company logo on the fair bag and placing brochures in the bag
- VIP entrance to fair area
- Right of attendance to B2B and Franchise meetings

*Platinum Sponsor will be deemed as single sponsor in its sector.*

*Privileges to be provided upon request of Platinum Sponsor can be organized.*

## GOLD SPONSOR - 50.000\$

### SPONSORSHIP AREAS

- Logo use on LED Screens Throughout Fair
- Website Logo Use
- Outdoor Area Use
- Use of the name of Gold Sponsor during press releases
- Stand Opportunities (24M2)
- Meal Activities (3 Kiři)
- Using company logo on the fair bag and placing brochures in the bag
- Right of attendance to B2B and Franchise meetings

*Gold Sponsor will be deemed as single sponsor in its sector.*

*Privileges to be provided upon request of Gold Sponsor can be organized.*



# SPONSORSHIP PACKAGES

## SILVER SPONSOR - 35.000\$

### SPONSORSHIP AREAS

- Logo use on LED Screens Throughout Fair
- Website Logo Use
- Outdoor Area Use
- Use of the name of Silver Sponsor during press releases
- Stand Opportunities (16M2)
- Meal Activities (2 Persons)
- Right of attendance to B2B and Franchise meetings

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# SPONSORSHIP PACKAGES

## BRONZE SPONSOR - 25.000\$

### SPONSORSHIP AREAS

- Logo use on LED Screens Throughout Fair
- Website Logo Use
- Outdoor Area Use
- Use of the name of Silver Sponsor during press releases
- Stand Opportunities (12M2)
- Meal Activities (1 Person)
- Right of attendance to B2B and Franchise meetings

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## CONFERENCE SPONSOR - 9.000\$

Use of logo on TFF'24 website and social media under "Forum Sponsor" headline.

Use of logo, flag and visual on digital panel located on stage of relevant forum.

Use of logo, flag and visual on digital panel located on B2B and Franchise meeting rooms.

The installation and use of company products in B2B and franchise meeting rooms.

Participation in B2B and franchise meetings.

12 M<sup>2</sup> stand use in fair area

Branding right on entrance, stage of and within conference hall.

Display on program schedule and conference invitations.

## GALA DINNER SPONSOR - UPON AGREEMENT

Use of logo on TFF'24 website and social media under "Gala Dinner Sponsor" headline.

Sponsor company will have flags on tables of dining hall and use two roll-ups.

Use of logo on panel located on the hall and on stage.

Right of participation to B2B and Franchise meetings.

Use of logo on summit protocol invitations.

6 invitations to gala dinner.

## MEDIA AND PRESS SPONSOR - UPON AGREEMENT

Use of logo on TFF'24 website and social media under "Media and Press Sponsor" headline.

Company will be introduced on launch, advertisement and press news to be carried in 8 countries.

Right of participation to B2B and Franchise meetings.

Use of 12m<sup>2</sup> of stand in fair area.

Will take place on program schedule and conference invitations.

### **Our expectations from Media Sponsor:**

*Ensuring fair news to take place widely on media outlet, website of sponsor starting before start of fair during fair dates and thereafter.*

*Grant of advertisement right,*

*Grant of insert right within outlet,*

*Grant of banner release right,*

*Live broadcast and/or making news during fair.*

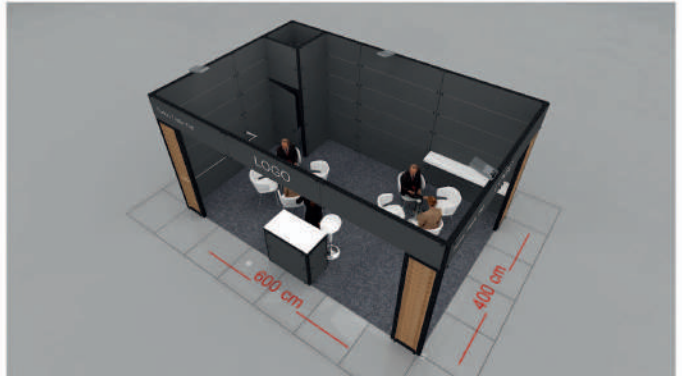
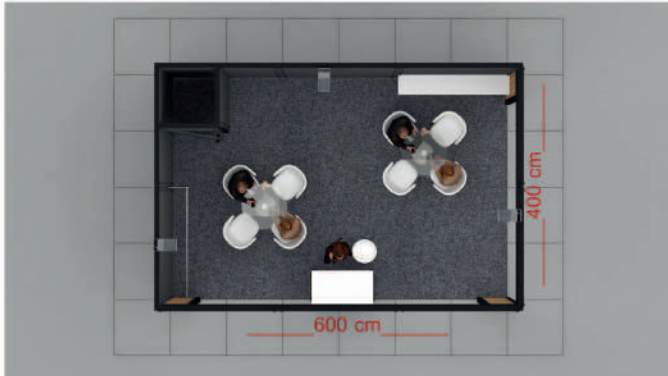
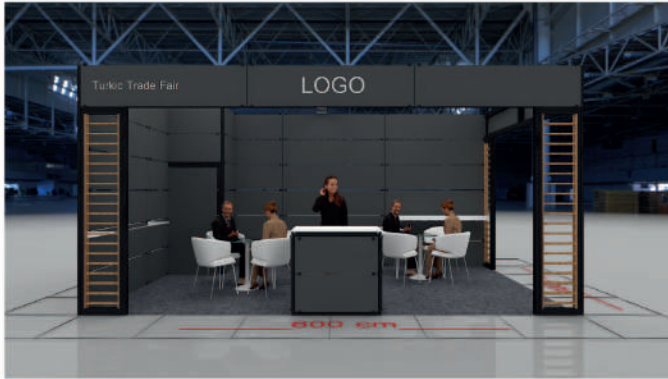


## SPECIAL SPONSORSHIPS - UPON AGREEMENT

- Vehicle sponsorship
- Visitor guide sponsorship
- Entrance systems sponsorship
- VIP area sponsorship
- Name badge sponsorship
- Digital sponsorship
- Service sponsorship
- Technology sponsorship
- Accommodation sponsorship
- Mobile application sponsorship
- Placket sponsorship
- Registration area sponsorship
- Logistics sponsorship
- Simultaneous translation sponsorship
- Transfer sponsorship
- Speaker gift sponsorship
- Reception desk sponsorship
- Vale service sponsorship
- Invitation sponsorship
- Outdoor flag sponsorship
- Fair bag sponsorship
- Photo and Video sponsorship
- LED screen sponsorship
- Healthcare sponsorship

## STAND FEATURES

Stand Size	Frontal Print	Locked Room	Table (T) Chair (C) Stool (S)	Counter	LED Spot Illumination	Waste Basket	Triple Socket
12 M <sup>2</sup>	Yes	1 M <sup>2</sup>	1M - 4S - 1T	Yes	Yes	1 Basket	1 Socket
16 M <sup>2</sup>	Yes	1 M <sup>2</sup>	1M - 4S - 1T	Yes	Yes	1 Basket	1 Socket
24 M <sup>2</sup>	Yes	2 M <sup>2</sup>	2M- 8S- 1T	Yes	Yes	2 Basket	2 Socket
32 M <sup>2</sup>	Yes	2 M <sup>2</sup>	3M - 12S - 1T	Yes	Yes	3 Basket	3 Socket
64 M <sup>2</sup>	Yes	4 M <sup>2</sup>	4M - 16S - 1T	Yes	Yes	6 Basket	6 Socket



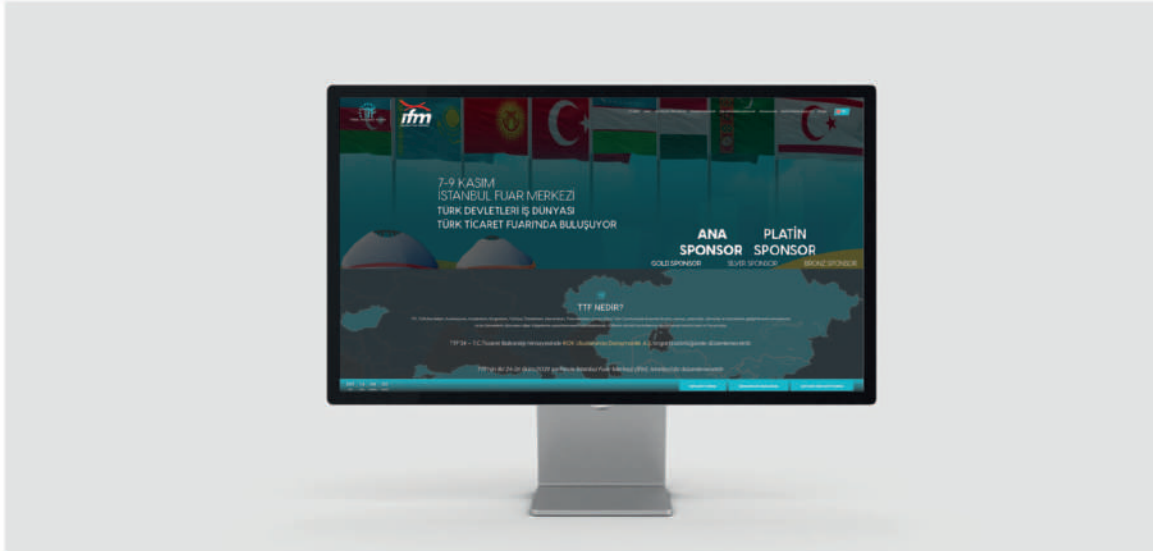
Images used are of 24 M<sup>2</sup> stands.

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## LED SCREEN USE

Use of sponsor company logo along with fair logo to be displayed on LED Screens in Fair area



## WEBSITE LOGO USE

Use of sponsor company logo on introduction website of the fair.

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## OUTDOOR AREA USE

Use of sponsor company logo during outdoor fair introduction studies to be carried in 8 countries until fair date.



## PRESS RELEASES

Use of sponsor company name and briefing on sponsor company in press releases

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## LOGO USE ON BROCHURES

Display of sponsor company logo on brochures to be distributed before and after fair activities.



## PANEL ACTIVITIES

Possibility to organize panel for 45 minutes – determination of panel subject, selection of speakers. Mentioning name of Main Sponsor during all other panels and conferences.

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## PRESENTATION OF PLAQUE

Presentation of thanking plaque for contributions during opening speech and granting of reward during Turkish World reward ceremony



## MEAL ACTIVITIES

Invitation to gala meal, providing special VIP Lounge possibility.

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## USING COMPANY LOGO ON THE FAIR BAG AND PLACING BROCHURES IN THE BAG

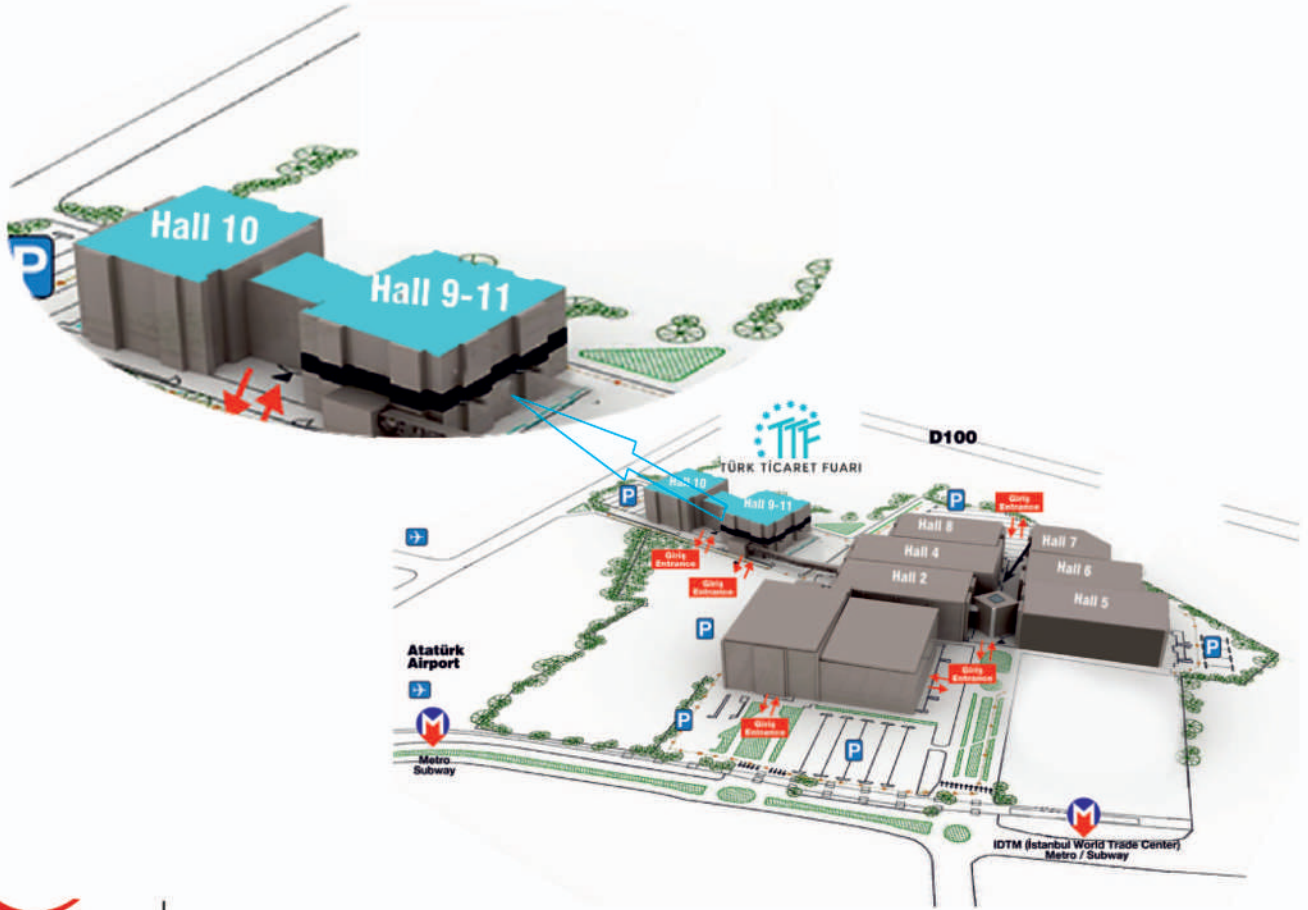
Possibility to add a gift and brochure in fair bags.



## PARTICIPATOR GUIDE

2 pages advertisement area possibility to sponsor on participator guide booklet .

**7-9 NOVEMBER - İSTANBUL FUAR MERKEZİ**







**TURKIC TRADE FAIR**

**ROK  
EXPO**  
DANIŞMANLIK & FUARCILIK



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