

## **The World of Tourism gathers at the EMITT Fair to discover the latest opportunities!**

An important event for the global tourism industry, EMITT – the East Mediterranean International Travel and Tourism Exhibition – was held on 12–15 February 2009, at the TUYAP Exhibition Centre in Istanbul. The exhibition opened its gates for the 13th time to welcome businessmen in the tourism sector from all over the world. Featuring 3,000 companies from nearly 50 countries and approximately 100 cities and regions in Turkey, the exhibition showed a record growth of 20% compared to the previous year.

EMITT was opened by Ertugrul Gunay, the Minister of Culture and Tourism, and DV. Saadalla Agha Al Kalaa, the Minister of Tourism of Syria, which was the official ‘guest country’ for the exhibition and its main sponsor.

During the official opening ceremony, speeches were made by Ekin Fuarçilik A.S. Director Hacer Aydin, Ekin Fuarçilik A.S. Chairman Halim Bulutoglu, Tourism Investors Association (TYD) President Murat Dedeman, Turkish Hotels Federation (TUOFED) Chairman Ahmet Barut, Saadalla Agha Al Kalaa, Minister of Tourism of Syria DV and Ertugrul Gunay, Minister of Culture and Tourism. In total, nearly 120 top executives from 50 countries, as well as 60 officials and more than 100 mayors from Turkey, participated in EMITT’s opening ceremony.

### **50 countries, 100 cities and regions, 3,000 participant companies, 100,000 attendees!**

EMITT gathers hotels, travel agencies, managers, resorts, entrepreneurs, tourism professionals and holiday makers from all over the world. Over 97,500 people attended the exhibition in order to build new relationships with industry leaders from Turkey and abroad.

This year, the exhibition featured 20% more exhibitors than the previous year and included the following countries and destinations: Adjara, Germany, Argentina, Azerbaijan, Bangladesh, Brazil, Bulgaria, Czech Republic, China, Syria, Dubai (UAE), Indonesia, Armenia, Palestine, France, South Africa, Georgia, India, United Kingdom, Switzerland, Italy, Kyrgyzstan, Kosovo, TRNC, Cuba, Kuwait, Lithuania, Lebanon, Macedonia, Egypt, Moldova, Uzbekistan, Pakistan, Peru, Russia, Seychelles, Sharjah (UAE), Slovakia, Sudan, Chile, Thailand, Tunisia, Turkmenistan, Jordan, Yemen and Greece.

### **EMITT’s ‘guest country’ initiative started with Syria**

This year, EMITT launched its ‘guest country’ initiative, awarding it to Syria, which has good relations with Turkey. Syria held various events for professionals and holiday makers during the exhibition.

A number of agreements, which will help to develop the relationship between Turkey and Syria, were signed at EMITT. EMITT hosted the signing ceremony for the 2009–2011 Turkey–Syria programme for cooperation, involving Ertugrul Gunay, the Minister of Culture and Tourism and DV. Saadalla Agha Al Kalaa, Minister of Tourism of Syria.

### **Health tourism thrives at EMITT**

Following feedback from health institutions, an entire hall was dedicated to health tourism at EMITT this year. The display was organised in conjunction with Huseyin Baraner, Marketing Manager of Tourexpi

Health and with the support of Dr. Yasar Bilgin, President of the German–Turkish Health Foundation and Prof. Dr. Maria Bohmer, German Minister of State for Integration.

The sector was further promoted at the first international ‘Holiday and Health Summit’, which took place on the second day of EMITT, gathering all the major names in health tourism.

### **Awards at EMITT 2009**

A number of awards are distributed amongst EMITT exhibitors during a ceremony held on the last day of the exhibition. The awards were presented by Halim Bulutoglu, Chairman of Ekin Group, and Hacer Aydin, Director of Ekin Furacilik.

#### Best Stand Design:

Agency – Havas / Prime Class – Odeon Tours

Hotels – Larespark Deluxe Antalya

Tourism Centre – Adana

Destination – Corum Municipality

Countries – Morocco

#### Best Stand at the Show – Ordu

Best Show – Azerbaijan

Best Performance – Sharjah

#### Most Successful Teamwork:

Agency – Tatil Sepeti

Destination – Sinop

Country – South Africa

#### Most Efficient Promotion – Destination – Rize–Caykur

#### Best Contribution to EMITT 2009 – SSC Turizm

#### EMITT 2009 Friend:

Destination – Van–Burhaniye–Hatay, Samsun

Country – Slovakia

#### Most Authentic Stand – Syria

#### Best Promotion – Rhodes

Country – TRNC, Egypt

#### Most Challenging Stand – Kosovo, Indonesia

#### Friendship Award:

Country – Thailand

Tourism Centre – Agri

Most Active Stand – Yemen

Most Efficient Organisation of Regional Promotion – Alanya

Best Stand Arrangement – DTCM, Dubai

Best Promotional Product – India

Best Newcomer – Switzerland

Best Spa Hotel Stand – Orucoglu Termal Resort Spa

Best Stand Reflecting the Regional Atmosphere – Amasya

Best Stand – Kavala

Best Teamwork amongst Hotels – Joy Hotels

Most Efficient Promotion for a Destination: Kahramanmaras

Most Active Participation amongst Destinations – Kastamonu

### **Ekin Fuar AS partners ITE Group Plc for EMITT and Hotel Guide**

During the opening ceremony for EMITT, a new partnership was announced between ITE Group Plc (UK), one of the world's leading event organisers, and Ekin Fuar AS, part of the Ekin Group, which organises the EMITT exhibition.

ITE organises a number of travel and tourism trade fairs, including MITT (Moscow) and UITT (Kiev). The deal between ITE and Ekin Fuar means that the two companies will organise EMITT together and produce hotel guides for Turkey, Syria and Egypt. Halim Bulutoglu, Chairman of Ekin Group, explains: "The international sales power of ITE contributes to the power of Ekin Fuar A.S. and EMITT. The synergy created by this partnership, will help EMITT to become one of the top five tourism exhibitions in the world. Moreover, Ekin's knowledge of the publishing sector and ITE's international expertise will develop the tourism publication and guide projects in new countries."

The 14<sup>th</sup> Edition of EMITT will be held on 11-14 February 2010 in Istanbul.

More information about EMITT 2009 is available at [www.emittistanbul.com](http://www.emittistanbul.com).

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### **Ekin Group**

Ekin Group is the most experience tourism publication and exhibition producer. Ekin organises exhibitions for the travel and tourism, and hotel and restaurant equipment sectors. The Group also produces hundreds of guides, catalogues, periodicals and books. EMITT has been organised by Ekin since 1997.