

# THE NO. 1 ICT MARKETPLACE IN EURASIA

## JOIN THE VISION

Featuring a USA Pavilion to help you increase exposure in the Eurasian marketplace



**7-12 OCTOBER 2008  
ISTANBUL, TURKEY**

International Trade Fair for Information Technology,  
Telecommunications, Software & Services

[www.cebitbilisim.com](http://www.cebitbilisim.com)



CeBIT Bilişim Eurasia is certified by the U.S. Department of Commerce and hosts experienced commercial specialists who provide on-site counseling to U.S. companies. Learn more at [www.export.gov](http://www.export.gov).



# ISTANBUL: GATEWAY TO EURASIA

## BEST EXPORT OPPORTUNITIES

- Turkish ICT market totaled approximately US\$ 26.7 billion as of January 2008
- Turkey is the world's 17th largest economy, with a relatively young median age of 28
- Turkish market is an enthusiastic adopter of new technologies
- Turkish economy grows an average of 7% each year, with ICT leading the way
- Current privatization projects in Turkey offer ideal investment opportunities
- English speaking business professionals are rapidly implementing EU and global norms

### WELCOME TO ISTANBUL !

As the undisputed economic and financial metropolis of the region, Istanbul serves as an economic bridge between East and West, not only providing a gateway to the Turkish market but also to the entire Eurasian Region. **Turkish hospitality** and a **safe environment** make Istanbul the perfect location for CeBIT Bilisim Eurasia, the region's ICT business platform.

Turkey is at the heart of Eurasia – bridging 35 countries of Eastern Europe, the Middle East, the Black Sea region, the Eastern Mediterranean, the Balkans and the Caspian Region. With Eurasian economies expanding at rates faster than most developed countries, the area has become the object of intense interest.

Eurasia's ICT markets are known for their diverse infrastructure, economic stability, high per-capita income, dynamic growth, and global competitiveness. With its young population of more than 70 million and the pivotal role it plays for the Eurasian IT and telecommunication sectors, the Turkish market offers unparalleled opportunities.



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**CeBIT**  
eurasia  
**Bilişim**

## WHY CeBIT BILISIM EURASIA?

CeBIT Bilisim Eurasia creates unequalled synergies by hosting **150,000 visitors from 57 sectors and 67 countries** annually. All told, the show features 10 halls devoted to three major market segments and hosts more than **900 exhibiting companies from 20 countries**.

- 80% of products exhibited in 2007 were “new” products and services
- 78% of visitors are decision-makers with purchasing authority
- 97% of visitors find the event “important” in terms of market position
- 756 appointments were realized by the Smart Appointment System
- CeBIT Bilisim appeals primarily to an international audience

## USA PAVILION: A COST-EFFECTIVE EXHIBIT OPTION

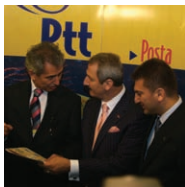
A turnkey booth in the group setting of our USA Pavilion makes exhibiting easy and affordable. You provide the staff, products and graphics and we take care of the rest.

### Standard Turnkey Package

- Booth with wall elements and carpeting
- Furniture package: one table, three chairs, info counter, lockable storage space
- Overhead company name sign
- One spotlight (100 W/3 sqm)
- Electricity supply (3 kW)
- Three electrical receptacles (220V, 50Hz)
- Conference room and lounge area
- Internet, fax, interpreter, cleaning and security services



## VALUE-ADDED SERVICES



### Targeted Promotional Programs Increase Your Visibility

We work to promote all U.S. exhibitors through such promotional channels as the daily show newspaper; the official CeBIT Bilisim Eurasia website; direct campaigns to attendees; press releases; and speaking and sponsorship opportunities.

### Business Matchmaking Program

Developing new business contacts for U.S. exhibitors is our priority with the support of the U.S. Commercial Service, which provides a broad range of export promotion services such as market research, trade counseling and appointment setting.

### Bilisim Summit and Forum Programs

Regional achievements and future progress of the Eurasia Region will be discussed in the annual summit, coupled with international forum programs that focus on emerging market opportunities for e-Health and Homeland Security sectors.



## U.S. COMMERCIAL SERVICE – YOUR GLOBAL BUSINESS PARTNER

With its network of offices across the U.S. and in Eurasia, the U.S. Commercial Service uses its global presence and international marketing expertise to help U.S. companies sell their products and services worldwide.

### Gold Key Service

- Pre-screened appointment schedule arranged before you travel overseas
- Customized market and industry briefings with local trade specialists
- Evaluate potential business partners with detailed reports
- Help with travel, visa, accommodations and clerical support

For more information on Eurasian market opportunities, contact:

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www.buyusa.gov/turkey

## WELCOME TO ISTANBUL

Come and discover the magnificent wonders of Istanbul, an open air museum with 8,000 years of history. Istanbul is truly an impressive sight, dominating both the Golden Horn and the Bosphorus, and overflows with fine monuments and artifacts of Byzantine and Ottoman eras. Last but not least, Turkish cuisine is world-renowned.



## SIGN UP TODAY.

For more information on USA Pavilion exhibit options, contact:



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