

**Business is waiting for you!**

# **CeBIT Bilişim** eurasia



**7-12 October 2008 Istanbul**

International Trade Fair for Information Technology,  
Telecommunications, Software and Services.

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

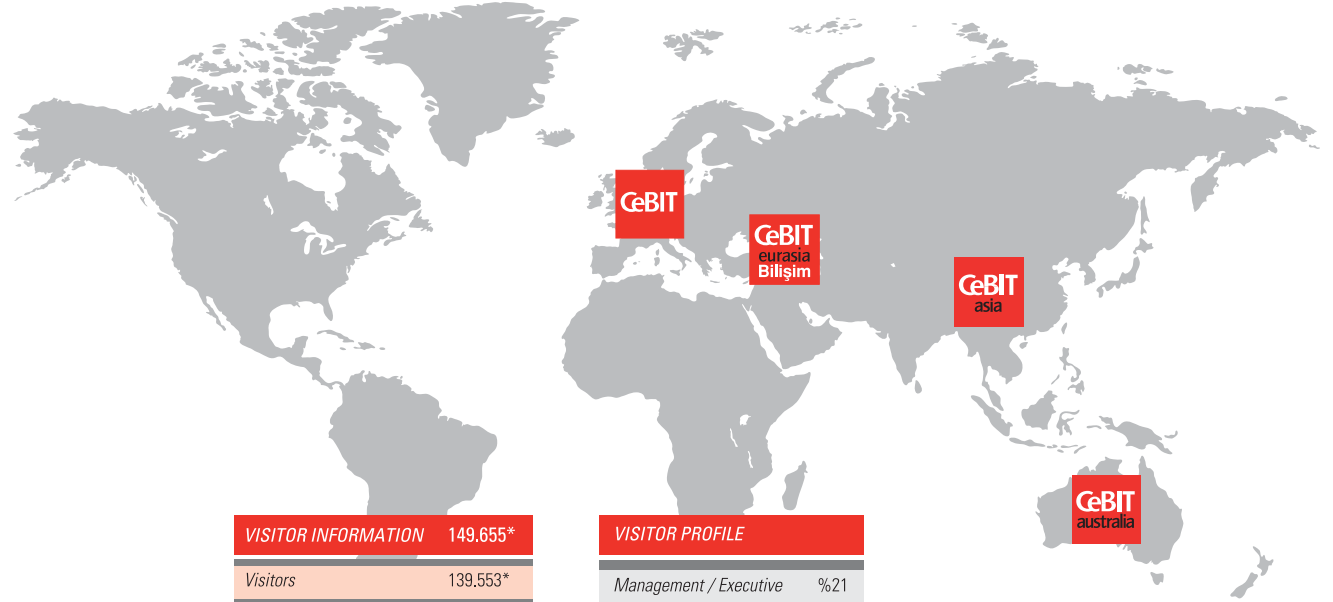
**CeBIT**  
eurasia  
**Bilişim**

# Eurasia's number 1 digital business platform

As the most important B2B platform for the ICT sector in the Eurasian Region, CeBIT Bilisim Eurasia offers its exhibitors and visitors the innovative solutions and products every year.

Besides Turkey, the economies in Eurasia have expanded at a faster rate than the rest of the world. With its ripe business potential in information and communication sectors, Eurasia has become one of the attraction points for international investors. By participating in CeBIT Bilisim Eurasia, you can have direct access to Eurasia's developing economies and guarantee healthy returns on your investments.

## Facts & Figures 2007



CeBIT Bilisim Eurasia has an important place in Tekofaks's corporate communication strategy. Beyond being a communication platform that contributes to our business goals, it is also plays an important part in our social responsibility policy.

### Ayhan Bermek

Chairman of the Board, TEKOFAKS / PANASONIC Turkey

CeBIT Bilisim Eurasia, where we have been present at the same place in the same hall since the first year, has again been very profitable for us this year. We get the chance to establish new business connections, to present our products and services in the most efficient way to the end users and corporate customers, while profiting from the yearly boost of an increasing number of participants.

### Aytaç Biter

General Manager, TOSHIBA Turkey

VISITOR INFORMATION	149.655*
Visitors	139.553*
Staff	8.250*
Press Member	1.852*
Business World Visitors	40.000
Visitor Country/ Region	67

VISITOR PROFILE	
Management / Executive	%21
Technic / Engineer	%20
IT	%17
Marketing / Sales	%15
Other	%27

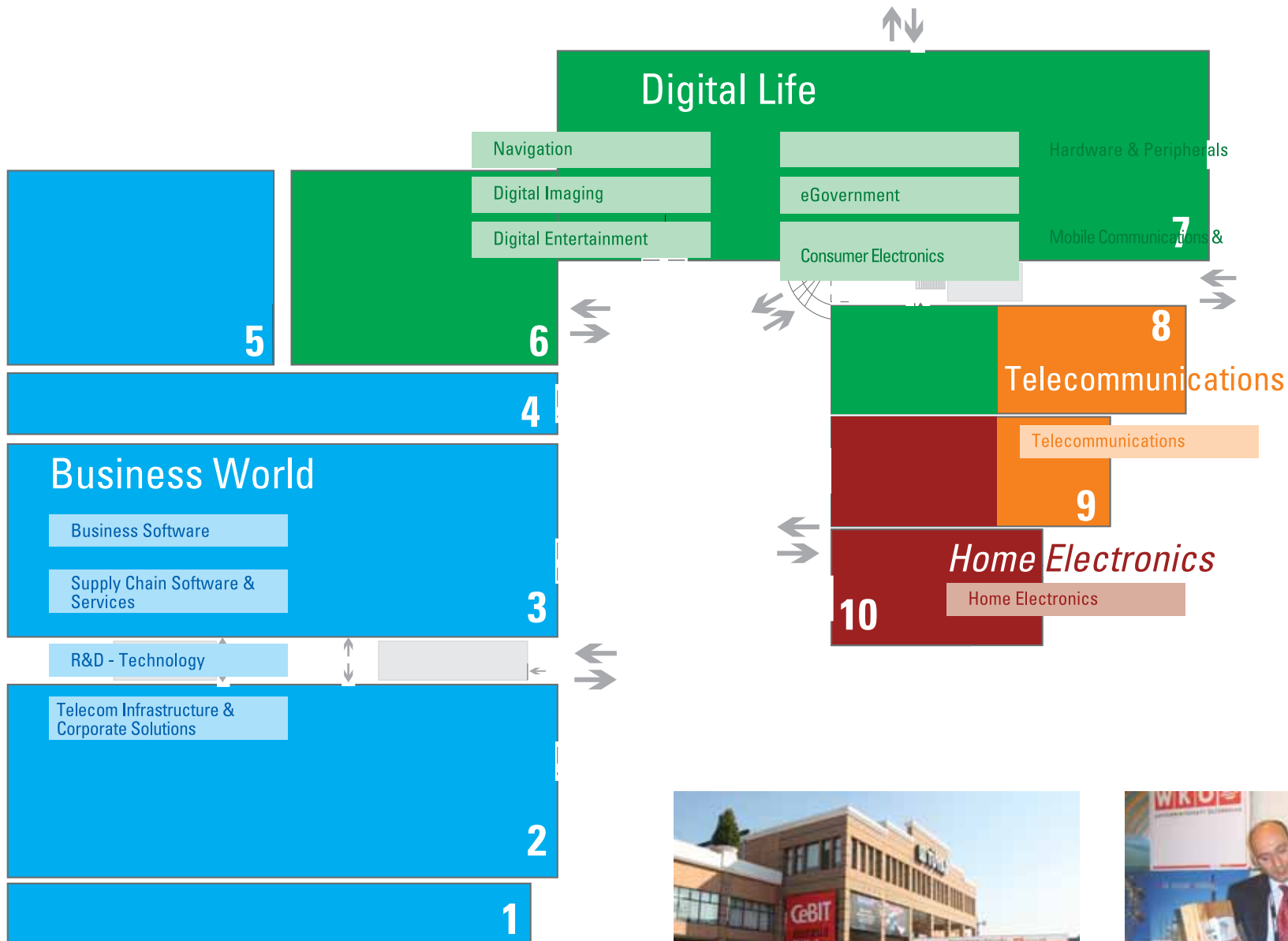
\*Total number of attendees included visitors, employees of participating companies, and members of press.

EXHIBITORS	908
Business World	604
Digital World	264
Telecommunications	40
Exhibitor Country	20

### Decision-Making Authority of the Visitors

Decision-Making Authority	2007	%
Decision-Maker	40.500	%27
Decision-Maker at the Level of Partnership/Consultant	64.500	%43
Other	45.000	%30

# Main Exhibit Groups



With the boosting effect of its renewed categories, the **“Business World”** section will continue to be more than ever the place where sector professionals discuss issues related to software and services, corporate IT infrastructure, innovation, mobile business solutions, banking and finance.

**“Digital Life”** will present technological products related to daily life as well as the business environment, introducing the visitors to new trends.

In 2008, **“Telecommunications”** will continue to provide detailed information in the telecom sector, as well as on individual oriented services.

To be organized for the first time in 2008, **“Home Electronics”** section aims to present the latest innovations and developments in LCD & Plasma screens, mini sound and image display equipments, home entertainment systems, and much more.



# Thematic Sections

## Future Parc

'Future Parc' gives universities and corporations the chance to collaborate and create special R&D projects by adapting academic resources to an environment suitable for investors.

## Innovation

"Innovation" is guaranteed to be the section in which "the most innovative products are displayed".

## Software

"Software" is preparing to accommodate software companies who are active in Turkey and aim to present the products they have developed to a large body of visitors coming from all over the world.

## Mobile Business Solutions

This section will host mobile application solutions aimed at lowering the operation costs of companies.



## Public Sector

In this section, central and local governments will be sharing their special applications, services and solutions in ICT infrastructure with the public.

## Job & Career

"Job & Career" lets you reach anybody in search of a career: from the ambitious young college graduate to the professional who has been in this sector for years.

## Homeland Security

In cooperation with Interpromedya

Specialists will be discussing the various aspects of Homeland Security at Bilisim Summit'08, touching a large variety of issues, ranging from transportation health, environment and urban security.

## eHealth

In cooperation with Interpromedya

Tomorrow's hospital management model will be rediscovered at Bilisim Summit'08 and CeBIT Bilisim Eurasia by the triad of commonwealth, private and public alike.

# What's new at CeBIT Bilişim Eurasia?

## New ways of promotion - reaching out to your customers faster:

After analyzing the data gathered in the past years in terms of sectors, a more efficient and goal-oriented visitor advertising plan was prepared for 2008.

## New exhibition plans - Making better use of the advantages of the digital world:

Following the innovations brought to the fair plan, sectors that affect each other will be gathered together, so that information will be more accessible for everyone.

## New product and service categories

The range of subjects and sectors covered by CeBIT Bilisim Eurasia have been expanded and new information areas constituted both for participants and visitors.

## New forum areas

The forum areas created according to the new exhibition layout will offer the solutions of the future while showing the trends of today.

## Comprehensive promotion that support your marketing activities

CeBIT Bilisim Eurasia supports the work that the exhibitors do in order to strengthen their position in the market and gain new customers.

More info at [www.cebitbilisim.com](http://www.cebitbilisim.com)



## 10 good reasons to participate:

**1** Because this year CeBIT Bilisim Eurasia has a richer content than in previous years.

**2** Because CeBIT Bilisim Eurasia is the ideal place to present innovative products and observe first market reactions.

**3** Because CeBIT Bilisim Eurasia is the meeting spot of the top ICT authorities.

**4** Because CeBIT Bilisim Eurasia attracts the attention of the neighbouring countries' top government officials, non-governmental organizations and business leaders.

**5** Because CeBIT Bilisim Eurasia arranges custom made marketing and promotion that specifically target the individuals you want to see in your stand.

**6** Because important business connections are established at CeBIT Bilisim Eurasia. In 2007, more than 2 billion dollars worth of products and services were ordered.

**7** Because the fair was followed by more than 1800 local and international press members in 2007 and the latest product developments and trends were shown to a large international crowd.

**8** Because during CeBIT Bilisim Eurasia, you get to meet the real people who stand behind the virtual world in many forums, seminars and conference programs

**9** Because CeBIT Bilisim Eurasia offers you business opportunities 365 days a year at [www.cebitbilisim.com](http://www.cebitbilisim.com), the official website of the fair.

**10** Because at CeBIT Bilisim Eurasia you can fully focus on the success of your business, letting us handle all the company presentations and visitor analyses you need.