

Business is waiting for you!

CeBIT Bilişim Eurasia

No.1 Digital Business Platform of Eurasia



7-12 OCTOBER 2008
Istanbul, Turkey

International Trade Fair For Information Technology, Telecommunications,
Software & Services. www.cebitbilisim.com

CeBIT
eurasia
Bilişim

1 Regional Meeting

Istanbul

A convergence of continents, knowledge and business

Istanbul, capital to many civilizations for over 16 centuries, is now well on its way to becoming the technology capital of Eurasia thanks to its flagship IT and Telecommunications event, CeBIT Bilişim Eurasia. Eurasia's biggest business development platform will be staged in Istanbul from October 7th to 12th, 2008.



Conveniently located at the heart of Eurasia, the fair will bring together in Istanbul many business professionals from 70 different countries and regions, and will offer a unique platform for those who want to step ahead by entering into new global markets and developing new business relations.

CeBIT Bilişim Eurasia's focus will be on products, solutions and services for every conceivable application. The annual IT Summit and Eurasian Business Forum Events will be held concurrently on site at the exhibition grounds providing excellent networking benefits.

Why Turkey?

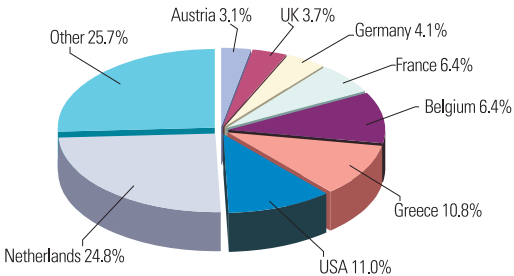
Turkey, The crossroads of business

Turkey is the meeting point of the companies on their way to expand their business in Eurasia region.

With its strategical location as a gateway between Europe, Asia and Middle East, Turkey offers significant opportunities for foreign investors.

- 15th largest economy in the world. ⁽¹⁾
- Expected to rank 3rd for growth rate in the next 10 years, right after India and China. ⁽²⁾
- GDP expanded at about 7 % a year between 2002 and 2007. ⁽³⁾
- 15th most attractive country in the world for FDI. ⁽⁴⁾

International Direct Investment Inflows to Turkey by Countries (2003-2007)



Source: Central Bank of Turkey

Turkish ICT Sector

Turkey recognizes ICT as the driving force of economic and social change

Why is it important to be in this market?

- Over 35% of increase per year in computer sales
- 22 Turkish companies in the global list of 500 fastest growing ICT companies
- Over 59 million GSM subscribers
- Over 19 million internet users
- 30 TV channels at the national level, 250 at the local level
- eGovernment in expansion

(1) Republic of Turkey Prime Ministry Investment Support and Promotion Agency

(2) OECD Report, 2008

(3) Financial Times, Turkey 2008 Report, June 2008

(4) Republic of Turkey Prime Ministry Investment Support and Promotion Agency

CeBIT Bilişim Eurasia

Eurasian Region*

Population: 587.055.807

Internet Users: 102.887.000

GSM Subscribers: 230.000.000

Average Economic Growth Rate: 8.2%

* The research is based on the following countries:

- Armenia
- Azerbaijan
- Belarus
- Bulgaria
- Egypt
- Georgia
- Greece
- Iran
- Iraq
- Kazakhstan
- Moldova
- Romania
- Russia
- Syria
- Tajikistan
- Turkey
- Turkmenistan
- Ukraine
- Uzbekistan



CeBIT Bilişim Eurasia

SHOW DATE

Tuesday 7 October - Sunday 12 October 2008

OPENING HOURS

7 - 11 October 2008 11:00 a.m. - 19:00 p.m.

12 October 2008 11:00 a.m. - 18:00 p.m.

FAIR ENTRANCE TICKET

20 YTL incl. VAT (Approx. 12 Euro)

VENUE

TÜYAP, Exhibition and Congress Center

Beylikdüzü - Istanbul



www.cebitbilisim.com

Business World

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, innovation, mobile business solutions, banking and finance.

Digital Life

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

Digital Life is a lively showcase designed to appeal especially to the consumer crowd and to business users in search of new technologies to spice up their lives, whether at work or at home.

Telecommunications

In 2008, "Telecommunications" will continue to provide detailed information in the telecom sector, as well as on individual oriented services. A third section of the show is dedicated to Telecommunications as a topic of great relevance to all, and one which is producing a varied array of goods and services following the liberalization of the telecommunications market in Turkey. Everything from corporate to personal solutions will be on display here.

Home Electronics

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

KO-Bİ-lişim@CeBITbilişim

KO-Bİ-lişim@CeBITbilişim Thematic Hall is organized for the purpose of introducing the Small and Medium Size Enterprises (SMEs) with the most recent developments in Information and Communications Technologies to enhance their potential of competition within the global economy.

Public Sector

Central and local governments will be sharing their special applications, services and solutions in ICT infrastructure with the public.

YASAD Software

The section is preparing to accomodate software companies who are active in Turkey and aim to present the products they have developed to visitors all over the world.

Innovation

In this section, the products that makes our lives easier, lower the costs and that are ready to be produced and introduced to the market will be on display.

The applications will be evaluated and approved by a selective committee.

Mobile Business Solutions

The Mobile Business Solutions thematic section will be a platform for companies which produce content and value added services for the professional mobile universe to share the latest solutions, products and services with the business world.

Thematic Sections

KOSGEB-TekMer@CeBITbilişim

This program is prepared for companies operating in the Technology Centers, willing to present their innovative and technological products, services and solutions to the business world and create partnerships, provides great advantages to Technology Center companies.

TechnoPark@CeBITbilişim

This program prepared for TechnoPark firms willing to present their innovative and technological products, services and solutions to the business world and create partnerships, provides great advantages to TechnoPark firms.

Future Parc

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

Job & Career

This section will let the exhibitors reach anybody in search of a career: from the ambitious young college graduate to the professional who has been in sector for years.

eHealth / Tele Health*

Tomorrow's hospital management model will be rediscovered here by the triad of commonwealth, private and public alike. Besides, the experts will cover the subject in detail at the Bilişim Summit'08.

Youth@CeBITbilişim

This section will display university projects and job opportunities for the youth. There will also be presentations on the technologies for the young people in its forum area.

Halls, Meetings, Events, S

Business World - Halls 1-2-3-4-5

- Business Software
- Supply Chain Software & Services
- R&D Technology
- Telecom Infrastructure & Corporate Solutions

5





Business World Thematic Sections

- KO-Bİ-lişim@CeBITbilişim
- Public Sector
- YASAD Software
- Innovation
- Mobile Business Solutions
- TekMer@CeBITbilişim
- TechnoPark@CeBITbilişim

Business World Forum Areas

- Public Sector
- CRM- Customer Relationship Management
- ERP- Enterprise Resource Plannig
- Logistics
- eSME
- Internet Security
- Future Banking
- Telekom

Main Sections

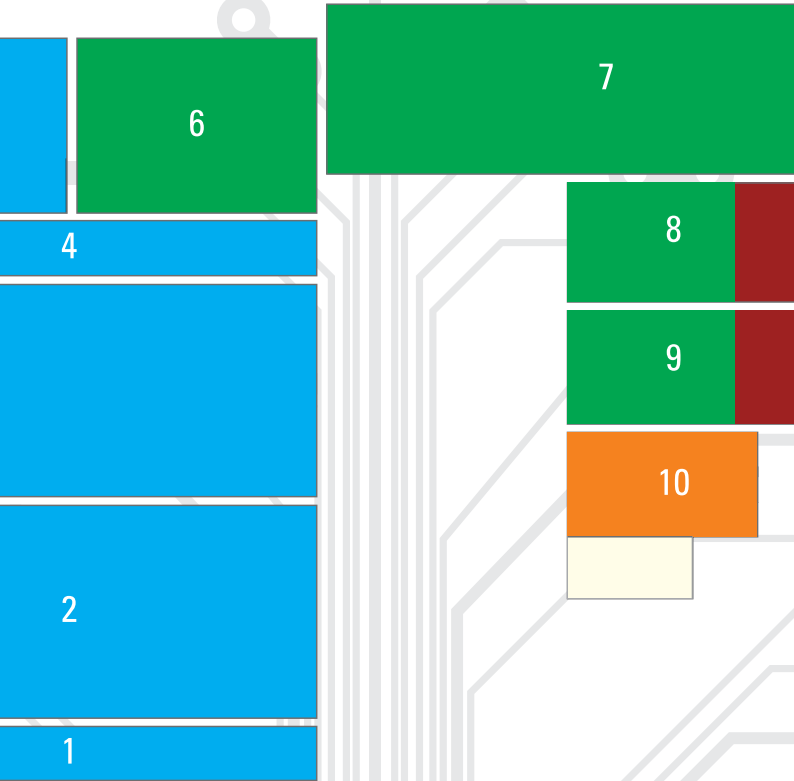
 Business World	 Digital Life
 Home Electronics	 Telecommunication

Summit, Cor

- Bilişim Summit
- Business Solut
- Telecom
- Homeland Sec
- eHealth / Tele
- ICT Export
- Young Summit

* Organised by Interpromedy

Summit & Sessions



Conferences & Sessions*

2008 "Rediscover your Business"
Sessions and Technology

Security
Health

Meetings and Events

- 7th Turkic Republics Cooperation Platform
- ICT Cities Platform
- eGovernment Platform
- Future Learning
- Informatics Departments Meeting
- SME Days
- Finals of CPU TURKEY 2008 Contest
- Eurasian Business Forum
- Telecommunications Museum and Sessions
- Event for Innovation, Patent & Brands

Digital Life - Halls 6-7-8-9

- Navigation
- Digital Imaging
- Digital Entertainment
- Hardware & Peripherals
- Mobile Communications & Consumer Electronics

Digital Life Thematic Sections

- Future Parc
- Job & Career
- eHealth* / Tele Health
- Youth@CeBITbilgişim

Digital Life Forum Areas

- Human Resources
- eLife
- Mobile Life
- Future Learning
- Future Parc
- Navigation

Home Electronics - Halls 8-9

- HD World
- Home Theatre Systems
- Digital Display
- Intelligent Home Systems
- Home Automation

Telecommunications - Hall 10

- VoIP / IP
- DSL and ISDN Providers
- Cable Infrastructure and Services

* In Cooperation with Interpromedya

Meetings and Events



IAT – Informatics Association of Turkey



- 7th Turkic Republics Cooperation Platform
- ICT Cities Platform
- eGovernment Platform

TBV – Turkish Informatics Foundation



- Future Learning
- Enformatics Departments Meeting

TOSYÖV – Turkish Foundation for Small and Medium Business



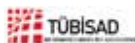
- SME Days

TUBIDER – IT Sector Association of Turkey



- Finals of CPU TURKEY 2008 Contest

TÜBİSAD – Informatics Industry Association



- Eurasian Business Forum

TÜTED – All Telecommunications and Businessmen Association



- Telecommunications Museum and Summit

Turkish Patent Institute



- Event for Innovation, Patent & Brands

Forum Areas at the Fair

Forums: Be the first to discover opportunities and innovations!

The forum areas created according to the new exhibition layout will offer the solutions of the future while showing the trends of today. Forums organized on several issues, like CRM, ERP, Logistic, eSME, eHealth, Internet Security, Future Parc, Human Resources, eGovernment, eLife, Mobile life & Navigation, will let you be the first to discover the innovations and opportunities of the future.

Business World Forum Areas

- Public Sector
- CRM- Customer Relationship Management
- ERP- Enterprise Resource Plannig
- Logistics
- eSME
- Internet Security
- Future Banking
- Telekom

Digital Life Forum Areas

- Human Resources
- eLife
- Mobile Life
- Future Learning
- Future Parc
- Navigation

Other Activities

Eurasian Business Forum

Eurasian Business Forum at CeBIT Bilişim Eurasia is a combination of conferences, workshops and matchmaking activities. The forum is focusing on major international trends in the ICT industry - and their impact on regional innovation policies, educational strategies and cross-border cooperation concept of enterprises.



"Rediscover your Business!"

Bilim Summit as every year, will introduce again the Turkish Business World with the new technologies and business solutions.

This year, Bilim Summit will be organized between 7-11 October 2008 at Istanbul Beylikduzu Tuyap Exhibition and Congress Center's Meeting Halls.

Bilim Summit '08 will take place under the same roof of CeBIT Bilim Eurasia, one of the biggest ICT exhibitions of Eurasia. It expands its field of effect as an international event at which distinguished ideas and experiences are shared.

Conferences & Sessions*

- Business Solutions and Technology
- Telecom
- Homeland Security
- eHealth / Tele Health
- ICT Export
- Young Summit

* Organised by Interpromedya



Your Target is as Close as a Text Message

Through this application, which we term "Intelligent Pairing", visitors can make appointments to meet at the show with exhibitors operating in the IT area that they are interested in or require information on. The service will be available from September on. For further information please visit www.cebitbilisim.com

How it works

1- The visitor requests an appointment by sending a text message containing information on the IT area that they are interested in, leaving a space between each item:

- CATEGORY CODE (3 Separate category codes can be sent in 1 SMS.)
- WEEKDAY/ WEEKEND option
- NAME SURNAME
- COMPANY NAME

to 0532 752 33 00 or they may submit their appointment request via www.cebitbilisim.com

2- The appointment request is added to the system and the visitor receives a text message saying "Your message was forwarded to the related company representatives. They will contact you directly."

3- When the appointment request is added to the system, the related companies receive an email saying "NAME SURNAME FROM COMPANY WANTS TO MEET WITH YOU."

4- Exhibitors who receive such an eMail provide a suitable time for an appointment over the internet, and following this the visitor is sent a text message containing the appointment details.

The standard SMS charges of operators apply.

Press Services

National and International journalists are entitled to free entry via the special Press Gate. Please register at the "Press Information Desk" located at the press entrance. You will receive your Press Card for free and unlimited access to the fairgrounds and press center, plus a lot of useful information about the exhibition. The Press Center is located at the first foyer and second floor and offers the use of all technical facilities, including internet access.

For further information please contact:

Mrs. Monika Brandt
Deutsche Messe, Messegelände 30521 Hannover
Phone: +49 511 89-31632 Fax: +49 511 89-32694
eMail: monika.brandt@messe.de

Visitor Information From A-Z

AIRPORT

Flight information in English is available 24-hours a day by dialing: +90 (212) 465 55 55 or by visiting www.ataturkairport.com

AIRPORT SHUTTLE BUS

The company "Havas" provides airport shuttle bus service between the airport and the city center.

- Airport - Taksim (City center): First shuttle at 5:00 a.m. From 6:00 a.m. to 11:00 pm every 30 min.
- Taksim - Airport, daily: First shuttle at 5:00 a.m. From 7:00 a.m. to 11:30 pm every 30 min.

The ticket price is 10 YTL (approx. Euro 6,-) per person.

For any changes that may occur in the schedule and prices, please visit www.havas.com.tr

AIRPORT WELCOME DESK

Service available for all visitors who arrive at the Ataturk International Airport, Istanbul. You will find the information desk on your right-hand side after passing through customs. The desk is open from 8:00 a.m. - 11:00 p.m. and offers show-related and tourist information.

BADGES

Exhibitors and press members will be issued a special identity badge. Visitors who plan on visiting the "Business World" section of the fair need to obtain a special badge, as well. In order to receive it, they are kindly asked to present their business cards showing their professional status at the registration desk.

BUSINESS CENTER

Offering various office equipment is located next to the business world section (Halls 1, 2, 3,4,5) and is open to visitors and exhibitors at Hall 3.

CAR RENTAL

Car Rental companies at the Atatürk International Airport:

Hertz : +90 (212) 663 08 07

Europcar : +90 (212) 663 07 46

Sixt : +90 (212) 663 25 87

AVIS Rent a Car : +90 (212) 663 06 46

More companies on the web site www.ataturkairport.com

Visitor Information From A-Z

DISABLED VISITORS

Please use the "Restricted Mobility Gate" at the main entrance for free access. Special phones and toilet facilities are also available.

FIRST AID

Located in the 1st foyer across to the business center, with fully equipped ambulance and a team of health care professionals.

FAIR

Fair plan brochures providing information such as hall plans, exhibitor listings, stand locations and important info points. Fair plan brochures will be distributed free of charge to all visitors at the entrance.

HOTEL

See "Travel & Accommodation" below.

INTERNATIONAL VISITORS

International visitors can attend the show for free by entering at the "International Visitors Gate". Please register at the "International Visitors Information Desk".

PARKING LOTS

Parking Lots for up to 13,000 cars.

RESTAURANTS

Various restaurants and snack bars are both on the grounds and in the vicinity.

SHOW CATALOGUE

Available at all entrances for 20 YTL (approx. Euro 10,-)

SHUTTLE SERVICES

Shuttle buses provide regular service between the city center (Taksim) and the fairgrounds.

For further details please visit www.cebitbilisim.com in September.

Departure times during the fair (7-12 October 2008)

From AKM (Taksim, City Center) to the fairgrounds: 9:00 & 11:30 a.m.

From the grounds to AKM: 16:00 & 19:30 p.m.



TAXI

Taxi to the exhibition grounds: Transit time from the city center= approx. 45 minutes (depending on traffic).

Taxi fare = approx. 60 YTL (approx. Euro 30,-) Transit time from the airport to the exhibition grounds = approx. 20 minutes. Please use Istanbul's bright yellow licensed taxis for transport.

TRAVEL & ACCOMMODATION

Please contact the agency below for further information

Semor

Seminar, Organisation, Consultancy and Tourism Co.Inc.

Contact: Fatma Gürer

Çetin Emeç Bulvarı 4.Cad. No:3/16 A.Öveçler - Ankara/ Turkey

T: +90 (312) 479 91 03

F: +90 (312) 479 91 32

@: fatma@semor.com.tr

W: www.semor.com.tr

VISA

Passport holders from certain countries may receive a visa automatically upon entry to the Turkish Republic and do not need to apply at an embassy in their country of residence. Please check with a local Turkish Embassy before planning your trip. For further info on processing the visa application, please check our web site: www.cebitbilisim.com

VISITOR INFORMATION DESKS

Located within the entrance halls, providing information about exhibitors, product categories and printed materials such as the showcatalogue, fair brochure and fair plan.

WARDROBE

Located in the 1st foyer in front of hall 3, free of charge.

WEB SITE

For further and updated information please visit www.cebitbilisim.com.

CeBIT Events Worldwide



The world's leading ICT event

HANNOVER, GERMANY
3-8 MARCH 2009

www.cebitt.com



ISTANBUL, TURKEY
7-12 OCTOBER 2008

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


www.cebittbilisim.com



SYDNEY, AUSTRALIA
12-14 MAY 2009

Australasia's leading event for Information
and Communications Technology

www.cebitt.com.au



ISTANBUL, TURKEY
20-23 NOVEMBER 2008

International Trade Fair and Conference for Satellite,
Communication, Broadcasting and TV-Content

www.cebitt-bcs.com



SAN DIEGO, CALIFORNIA
10-12 JUNE 2008

Satellite and Hybrid Network Solutions for the
Entertainment and Military/Government Markets

www.isce.com



Shanghai, PR China
28-29 OCTOBER 2008

Renaissance Shanghai Pudong Hotel

www.isce.com

www.cebitevents.com

Broadcast
Cable & Satellite
eurasia

a CEBIT Event

www.cebitt-bcs.com

*12th International Trade Fair & Conference
for Satellite Communication, Broadcasting,
Cable and TV Content*



20 - 23 November 2008

Istanbul Expo Center
Istanbul, Turkey

Hall 9 Broadcasting, Cable & TV Content
Hall 10 Satellite Communication

Organizer



Deutsche Messe
Worldwide

Hannover-Messe International
Istanbul Ltd. Şti.

Phone: +90 212 334 69 00

Fax: +90 212 334 69 34

info@hf-turkey.com

FREE ENTRANCE TICKET

www.cebithilisim.com

If you are a visitor from abroad, you are eligible to visit the show for free. Just fill out the voucher below and present it at the international Visitor Entrance, where you will receive a 6-day badge. For visa applications, please contact the organizers of our local representative for a letter of invitation. You find the contact detail at the web site www.cebithilisim.com



Company : Name :

Address : Title :

Post Code : Phone :

City : Fax :

Country : eMail :



FREE ENTRANCE VOUCHER

CEBIT
eurasia
Bilişim

ISTANBUL, TURKEY
7-12 OCTOBER 2008

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

www.cebitbilisim.com



THE ORGANIZER



Hannover Fairs

Interpro Uluslararası Fuarçılık A.Ş.

Deutsche Messe Worldwide

HİFAŞ. - Hannover Fairs Interpro Uluslararası Fuarçılık A.Ş.

Büyükdere Caddesi, CEM İş Merkezi
No: 23/3 34361 Şişli - İstanbul/ Turkey

Tel : +90 (212) 334 69 69

Fax : +90 (212) 334 69 70

eMail : info@cebitbilisim.com

www.cebitbilisim.com

INTERNATIONAL MARKETING & CONTACT



Deutsche Messe

Worldwide

Deutsche Messe

Messegelände
30521 Hannover, Germany

Tel : +49 (511) 89 33 113

Fax : +49 (511) 89 33 140

eMail : Sandra.Mathews@messe.de

www.cebit-events.com

SEE YOU AT THE SHOW!

CeBIT
eurasia
Bilişim