

Press Release

October 2010

CeBIT Bilişim Eurasia (6–10 October 2010; Istanbul, Turkey)

CeBIT Bilişim Eurasia and Broadcast Cable & Satellite – a CeBIT Event collectively host 1,066 exhibiting companies and 131,318 visitors

– Supporting program features 72 conferences, forums and panels

Istanbul, Turkey/Hannover, Germany. CeBIT Bilişim Eurasia and Broadcast Cable & Satellite – a CeBIT Event, Turkey’s leading trade fairs for IT and communications, hosted 1,066 exhibiting companies and 131,318 visitors during their collective 6–10 October 2010 run at the Tüyap Exhibition and Congress Center in Istanbul.

Sixteen countries contributed exhibitors to the fairs, including Azerbaijan, Belgium, France, Germany, South Korea, Spain, Taiwan, and the UK. Total net display space was 19,158 square meters and more than 1,000 new products, services and applications were exhibited.

Business World, which showcased enterprise solutions, was the most prominent exhibit category. Organized into four main sections – Business Software, Supply Chain Software & Services, R&D Technology, and Telecom Infrastructure & Corporate Solutions – Business World hosted 63,849 visitors.

Well-known companies such as IBM, Motorola, Oracle, Siemens, Türksat, and Toshiba demonstrated a broad range of hardware, software, services, and mobile communication technologies. Areas of special interest included 3D technology, smart-living technology, wireless systems, and new generation touch-operated computers.

Türksat, the main sponsor, broadcast its TV channel in 3D while state institutions and municipalities explained their e-state technologies to visitors. Smart-Living and Smart City concepts showed how IT-based solutions can help growing cities solve the problems they face. The latest game consoles, car audio, satellite communication, and audio visual systems were also on display.

The supporting program hosted more than 70 conferences, forums and seminars that included such participating companies as IBM, Garanti, Motorola, Oracle, Sampaş, Siemens, TEB, and Türksat. B2Fair Matchmaking took place for the first time, matching exhibitors with purchasing managers for face-to-face meetings.

The International Purchasing Groups Program, which was supported by the Undersecretariat of the Prime Ministry for Foreign Trade, attracted purchasing groups from 58 countries and realized a 20% increase in the number of international visitors. The Anatolian Purchasing Groups Program hosted businesspeople from cities in Anatolia with support from chambers of industry and commerce, municipalities and universities.

The opening ceremony featured Binali Yıldırım, Minister of Transportation; Ali Abbasov, Azerbaijani Minister of Systems and Information; and Istanbul Chamber of Commerce (ITO) President Murat Yalçıntaş. Other high-ranking politicians in attendance included Sadullah Ergin, Minister of Justice; Mustafa Demir, Minister of Public Works and Settlement; and Nihat Ergün, Minister of Industry and Commerce.

CeBIT Bilişim Eurasia and Broadcast Cable & Satellite – a CeBIT Event will take place again 6–9 October 2011. Both events will emphasize IT solutions for business, the public sector and R&D. Türksat has already confirmed its participation in 2011. Additionally, Turkey is Partner Country for CeBIT 2011 in Hannover, Germany, which will increase awareness of both events in Istanbul. Visit www.cebitbilisim.com for more information.

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