

iSFA iSTANBUL

ELECTRICS AND ELECTRONICS
HOME TECHNOLOGIES EXPORT FAIR
02-05 MARCH 2023

Istanbul is neither East nor West
Because Istanbul is both East and West

ORGANIZATION  **AMBIYANS**
FAIR ORGANIZATION TRADE

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   /isfaistanbul  /iSFA 2023

ORGANIZATION SUPPORTING ORGANIZATIONS APPROVED IN COOPERATION WITH MEMBER

This fair is being held properly by the law number 5174 of the Union of Chambers and Commodity Exchanges of Turkey.

Export Platform and Center of Electrical and Electronics Home Technologies Industry

ISFA Istanbul Electrical and Electronics Home Technologies Fair, which will carry Turkish brands to the most distinguished arena of the world in 2023 under the assurance of Ambiyans Fuarçılık, is getting ready to be the most important Export Platform and Center of the industry with its participant volume and number of visitors at Turkey's largest Fair Center between 02-05 March 2023

Ambiyans Fuarçılık, which aims to transfer its knowledge and business opportunities from all over the world through our country with its international collaborations and experience, will host a commercial platform by bringing together the leaders of the industry.

Turkish Manufacturers and Brands, On the Stage with Industry Giants from All Over the World!

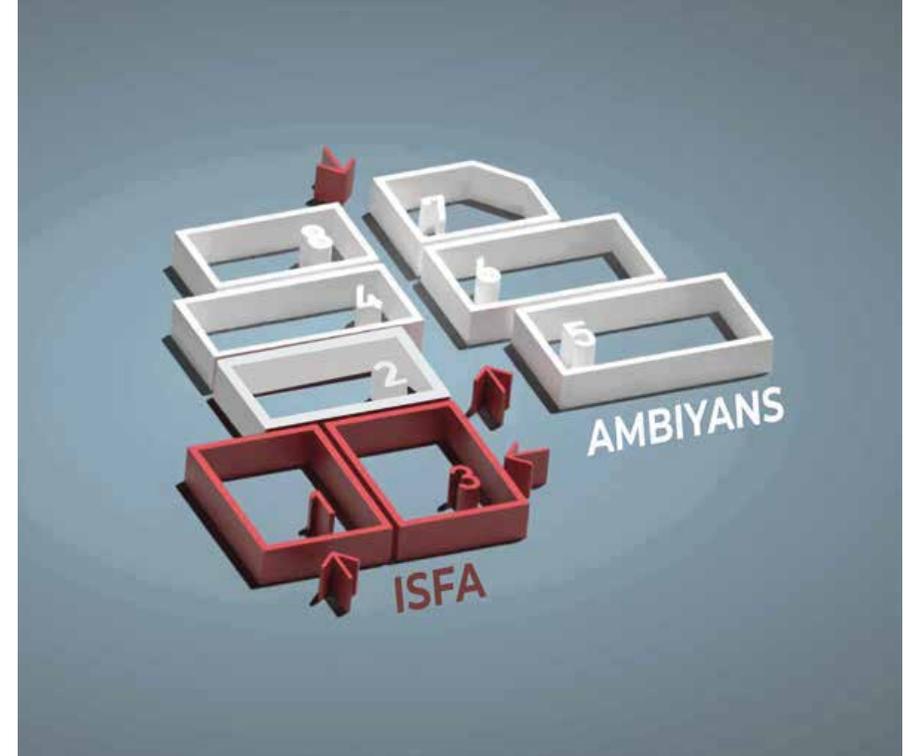
With its extraordinary geographical features, transportation infrastructure integrated with international logistics networks, colorful cultural texture and great natural resource potential, Turkey reveals its thousands of years of commercial experience.

Turkish manufacturers and brands take the stage together with industry giants from all over the world.

New Generation Fair Organization
Excellent Service Concept



Istanbul Expo Center Area Map



ISFA23 will be held on 02-05 March 2023 in Istanbul Expo Center, Turkey's largest fairground, on an area of

100.000 m²

TURKEY'S LARGEST EXHIBITION CENTER

INSTALLED ON 100.000 m² AREA

AN AVERAGE OF 100 FAIRS PER YEAR

New Generation Fair and Art

ISFA23 is an organization that focuses on sustainability in environment, life, technology, design and development in line with its social responsibility mission. The works of world-class artists with the theme of sustainability and digital life accompanying the traditional stands will be exhibited in the ISFA23 exhibition area.



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Global Vision Opportunity with Global Participation and Communication Network

International Network Area, Fair that Helps Understand Market Trends, Improves and Facilitates Trade

Based on the increasing export opportunities and the search for new markets in recent years, we have prepared to offer striking opportunities with a service understanding that guides the industry, as it was years ago, and to come together with visionary fairs and organizations.

Continuing its activities in this direction in the national and international arena, ISFA Istanbul Electric and Electronic Home Technologies Fair hosts the meeting of distinguished manufacturers and brands of the electrical and electronic home technologies industry with professional buyers.

60,000 in 81 provinces,
90,000 in 140 countries

Access to Professional Purchasing Authority

Why ISFA ?

Bringing Turkish brands together with the vision of the world with its more than 25 years of experience and effective staff, ISFA adds a new excitement to the industry with its innovative and youthful outlook.



TWO GIANT INDUSTRIES TWO FAIRS UNDER THE SAME ROOF

In the export field of our country, we bring together 'Electric and Electronic Home Technologies' and 'Home and Kitchen Products' under the same roof on the same dates. "ISFA23 Electric and Electronic Home Technologies Fair" and "Ambiyans Home and Kitchen Products Export Fair", which will be held in Istanbul Expo Center Yeşilköy between 02-05 March 2023, will be located on a total area of 100.000 m² simultaneously.

We aim to create an "Export Platform and Center", which will be visited by professional purchasing officials and opinion leaders from all over the world, by bringing the two sectors together, as befits our country and our industry. By organizing an ideal and quality organization in line with this goal, we will bring the global vision of our domestic production and brands together with international markets.



- Meet with Qualified Contacts
- Determine Your Own Place in the Industry
- Learn the latest trends in the industry in advance
- Get together with the Leading Brands of the Industry
- Meet the World Beyond Your Borders
- Meet with Major Suppliers in the World Market
- Increase Export Limits in the Sector
- Seize the Opportunity to Establish New Collaborations

Vip Asistant

ISFA23 not only organizes the travels of its foreign guests who are the active decision makers of the industry, but also creates a support team that will follow up and organize the transportation between the hotel and the fair, appointments and meetings. VIP Assistant team; will guide the elite guests in the right way in their cultural, gastronomic and shopping visits needs.



FAST Transportation

It is located in a very advantageous area in terms of transportation, located in the central location of Istanbul. It provides easy access to both participants and visitors with many public transportation vehicles.

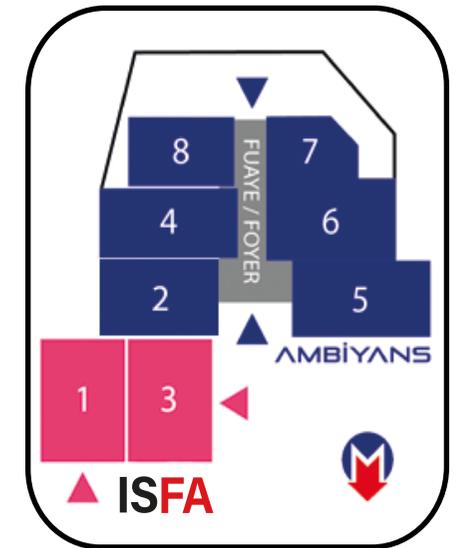
Metrobus
Transportation to the fairground from Zincirlikuyu, Mecidiyeköy and Avclar is provided by the fastest metrobus. By using the Metrobus line, you can transfer to the airport metro from Şirinevler stop and get off at the World Trade Center / Istanbul Expo Center (Dünya Ticaret Merkezi/Istanbul Fuar Merkezi) station and reach the fairground.

Metro
Aksaray-Airport metro line passes through the Istanbul Dünya Ticaret Merkezi / Istanbul Fuar Merkezi (World Trade Center / Istanbul Expo Center) complex. It is possible to transfer to the airport metro line from Zeytinburnu or Şirinevler metrobus stops.

Bus
IETT's 96T bus lines, which carry passengers between Taksim and Atatürk Airport, follow the Bakırköy coastal road after the stops at Şişhane, Unkapanı, Aksaray, Yenikapı, Zeytinburnu, departing from Taksim, and reach the airport after Ataköy and Istanbul Expo Center.

Sea bus
Transportation from Kadıköy and Bostancı to the Fairground; You can use the IDO Sea Bus from Kadıköy and Bostancı to Bakırköy.

Car
You can reach the fairground by road from 3 alternative arteries. (E-5, TEM and coastal road)



Global Promotion Activities

ISFA23 bases its promotion strategy on reaching the highest number of people effectively. With this strategy plan, it takes the participation rate to higher levels.



Exhibitor Profile

In ISFA23; Electrical and Electronic Home Technologies products, tools, equipment and designs that offer a sustainable and comfortable life quality in all areas of our lives will be exhibited.



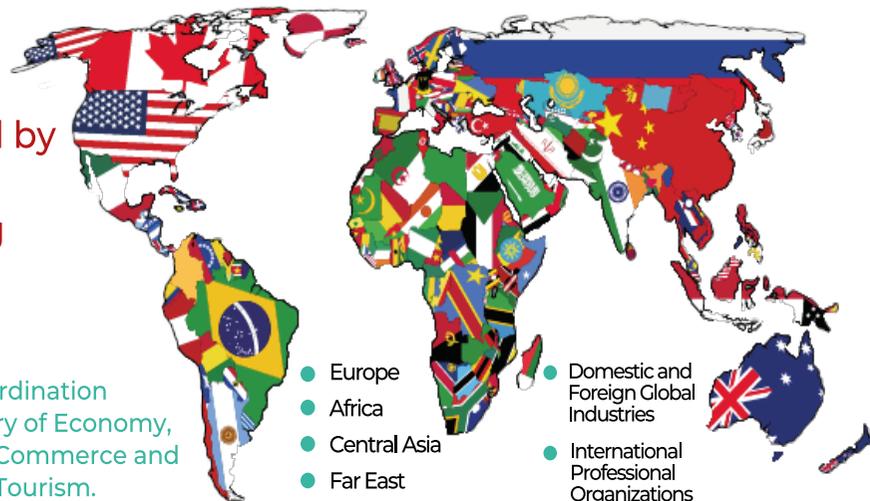
Attending prestigious fairs such as Ambiente, Maison & Object, Canton Fair, Ih+HS Chicago, Index / Hotel, Show Dubai, Heimtextil Frankfurt, Steel Market Housewares, Gift Expo Russia, Mega Show Hong Kong, Homi Milano, Ifa Berlin, Las Vegas Ces and by carrying out international promotional activities, it gains awareness at every point.

It supports the international and national promotion process where great interactions are ensured by;

- Internet
- Radio, Television
- Outdoor Advertisements
- Sending Invitations to Domestic and International Visitors
- Participation in International Sectoral Fairs and Visitor Studies
- Regional Google Adworks Studies Abroad

It is supported by Visits to Domestic and International Sectoral Sundays and Advertising Activities.

Regions Prioritized by ISFA23 for Marketing Activities



It works in coordination with TR Ministry of Economy, TR Ministry of Commerce and TR Ministry of Tourism.

- Europe
- Africa
- Central Asia
- Far East
- Middle East
- North America
- South America
- Domestic and Foreign Global Industries
- International Professional Organizations
- Active Players of Relevant Sectors
- International Press



KITCHEN

- Household Appliances Large
- Solo Devices
- Built-in Appliances
- Small Home Appliances

HOME and LIFE

- Smart Home Systems
- Air Conditioning
- Personal Care

AUDIO and VISUAL SYSTEMS

- TV, Projection
- Cinema Systems
- HIFI Systems
- Entertainment Systems
- AR \ VR
- Satellite Systems

Visitor Profile

The direction of ISFA23 as an export-oriented fair, are the markets that produce and need electronic home technologies, household appliances and home-living products in the world. ISFA23, together with the aim of increasing the market share of our country's producers and exporters; it will also provide important opportunities for manufacturers in different countries in the East to present their products to the Western markets.

- Chain Stores
- Street Stores
- Department Stores
- Specialist Kitchen Shops
- National and International Markets
- National and International Wholesalers
- Distributors
- Technology Stores
- HoReCa Buyers
- Entrepreneurs
- E-commerce Sites
- Purchasing Managers
- Senior Executives
- Designers & Architects
- Press and Media



Overseas Purchasing Authorities

In the organization where we discovered the quality, aesthetics and innovative products sought by professional purchasing officials in the most central location of Istanbul and offered the opportunity to evaluate your energy correctly, our team, which directly reached the foreign purchasing authorities, continues the planning of the participation of the sectoral companies in the world to the fair with the following;

- Visit to sectoral markets around the world
- To invite to the fair by communicating with the purchasing authorities of the chain markets around the world, Visit to sectoral markets around the world.
- Accommodating our visitors from abroad for 2 nights
- Providing 2 nights accommodation and transportation to 5 professional purchasing officers in the light of the demands from our participating companies.
- Inviting selected and professional purchasing officials from many countries to the fair by cooperating with foreign trade companies and agencies and increasing the demand by meeting the accommodation costs
- Planning to ensure the participation of sectoral companies in the world to the fair by contacting customs consultancy, trade attaches and consulates

Domestic Purchasing Authorities

The sectoral markets in Turkey, which are of great importance especially for our manufacturers who have just stepped into the sector, are visited by the Ambiyans Fairs team and invites them to participate in the fair.

- Invitation to the fair by communicating with the purchasing authorities of the chain markets in Turkey.
- By communicating with the Chambers of Commerce and Profession, by inviting them to the fair and providing transportation, it guarantees the wide participation of the market.