Digital Transformation in Exhibition Industry

Business Connections

Beyond Face-to-Face

www.tuyap.com.tr

We are ready for the future

With our applications that bring our products and services to the digital world, and provide year-round trade connections to our exhibitors and visitors, our trade shows offer much more than face-to-face meetings.

As Tüyap Fair Organization Group, we provide trade connections throughout the year with our digital platforms that bring buyers and sellers together. With platforms accessible from the web and mobile, we offer our exhibitors the opportunity to display their products and services, meet relevant buyers with our smart B2B matching system, communication channels that are not limited to the duration of the fair.

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We Offer Export Opportunities to Our Manufacturers with Digital Platforms that Provide All Year Round Business Connections

Tüyap digital platforms are visited by a total number of 6.3 million professionals, annually

Exhibitor profile pages are displayed over 1.5 million times per year on our digital platforms

Tüyap websites get 19.5 million views annually and introduce our exhibitors to the world

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Exhibitor Directory

Our websites, which carry the business connections into the virtual environment, bring our exhibitors together with millions of buyers from all over the world.

The exhibitor directory, available on all digital platforms, allows our manufacturers to showcase their products to the world throughout the year and to establish business connections.

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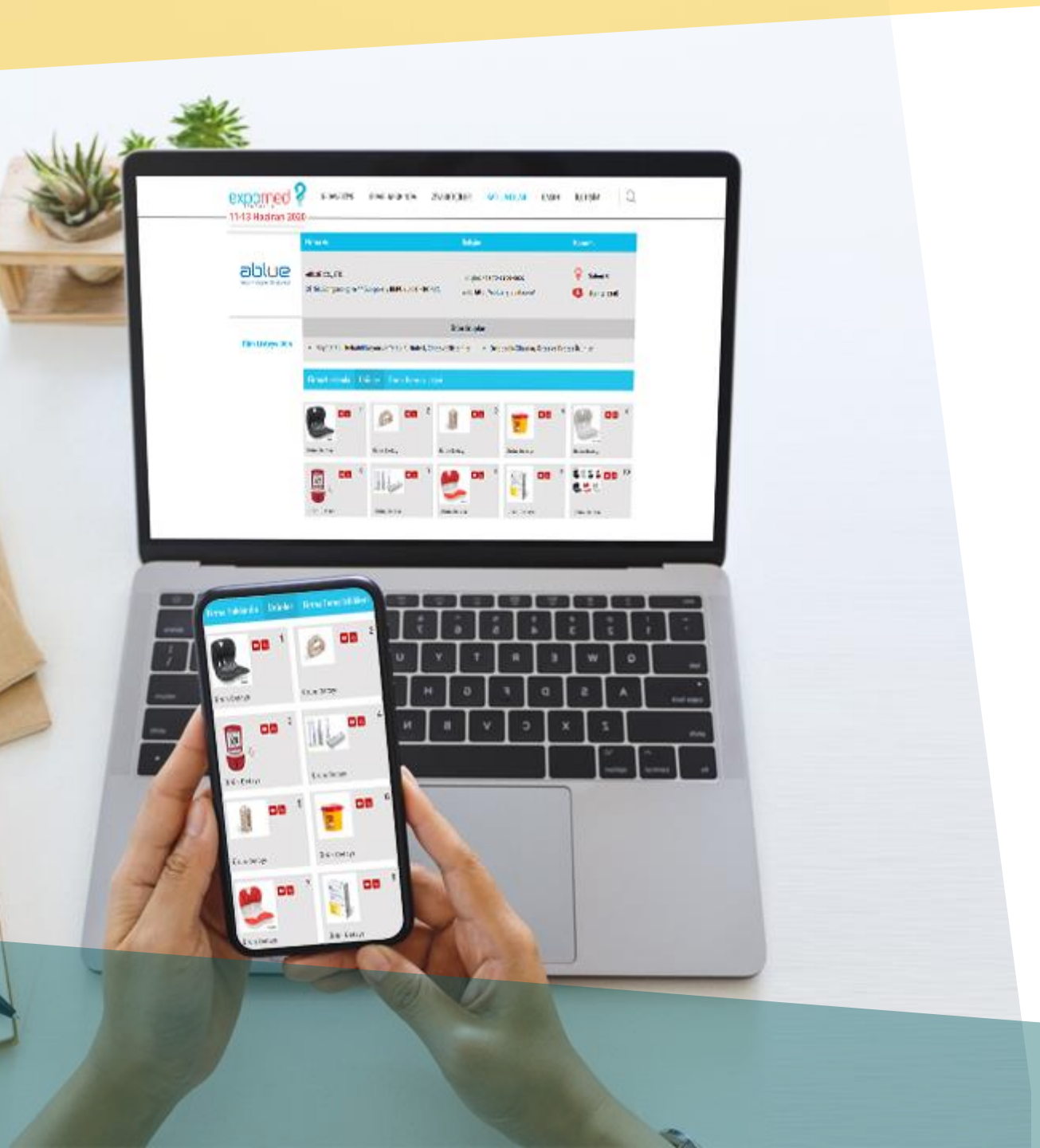

Product Directory

Our product directory allows buyers from all over the world to easily find what they are looking for among thousands of products, and promotes the products of our exhibitors throughout the year.

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Smart Matchmaking System

Thanks to our matchmaking algorithm that we developed with our 40 years of experience in the exhibition industry, we bring thousands of buyers and exhibitors together and offer business connections throughout the year.

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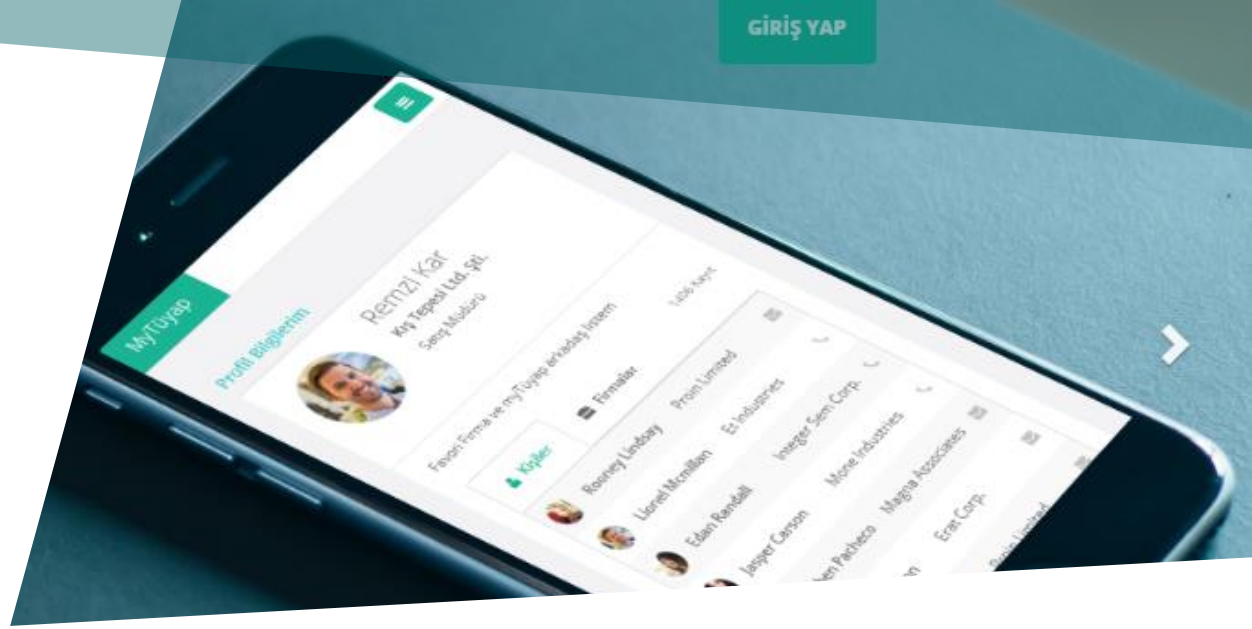
B2B Matchmaking and Networking Application

Thanks to our smart matchmaking and networking system that includes a video meeting feature, our exhibitors can instantly meet with buyers from all over the world. Travel restrictions do not hinder your trade.



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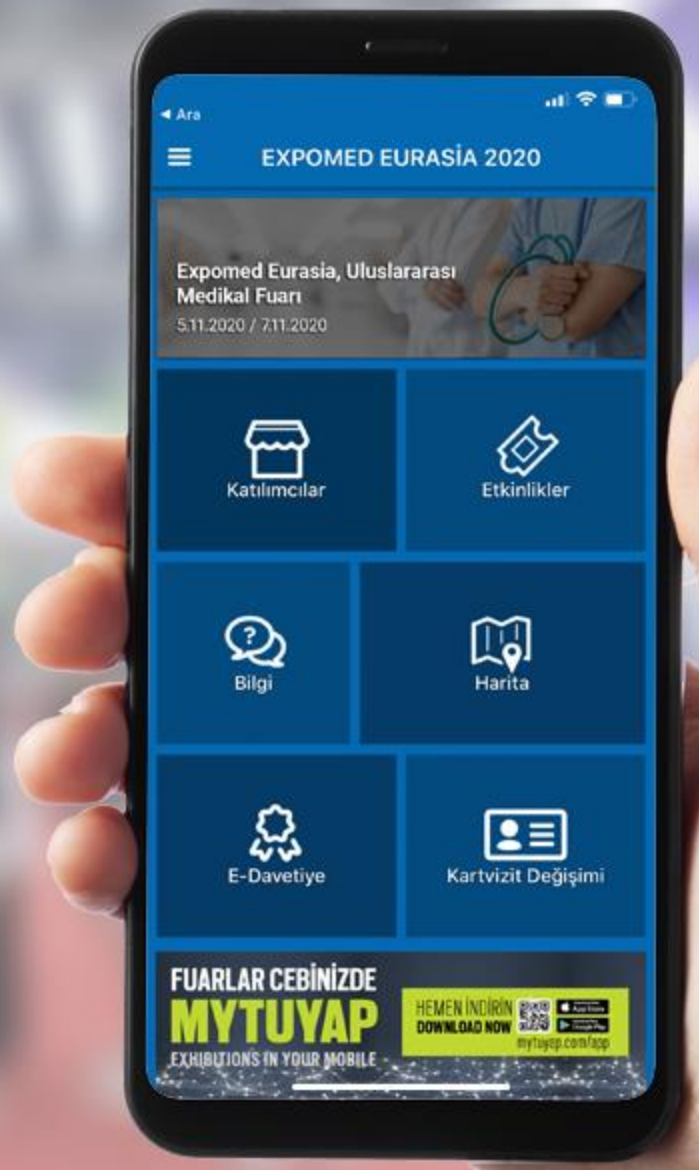
MyTüyap Mobile App

MyTüyap Mobile Application offers a unique and seamless show experience with features such as detailed exhibitor search, product display, digital business card exchange, real-time indoor navigation system, event calendar and e-badge.

130 thousand active users

Carrying all the features of the exhibitor directory and more to mobile, MyTüyap application provides easy access to our exhibitors' products and services anytime & anywhere.



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Exhibitor Digital Services

Our exhibitors can manage all promotion and preparation processes from a single digital platform. Through the exhibitor portal, they can create their profile pages on web & mobile platforms, add information, videos, photos about their products, follow and respond to B2B calls and receive requests for venue services.

Create Your Profile

List Your Products

Request Venue Services

Manage B2B Meetings

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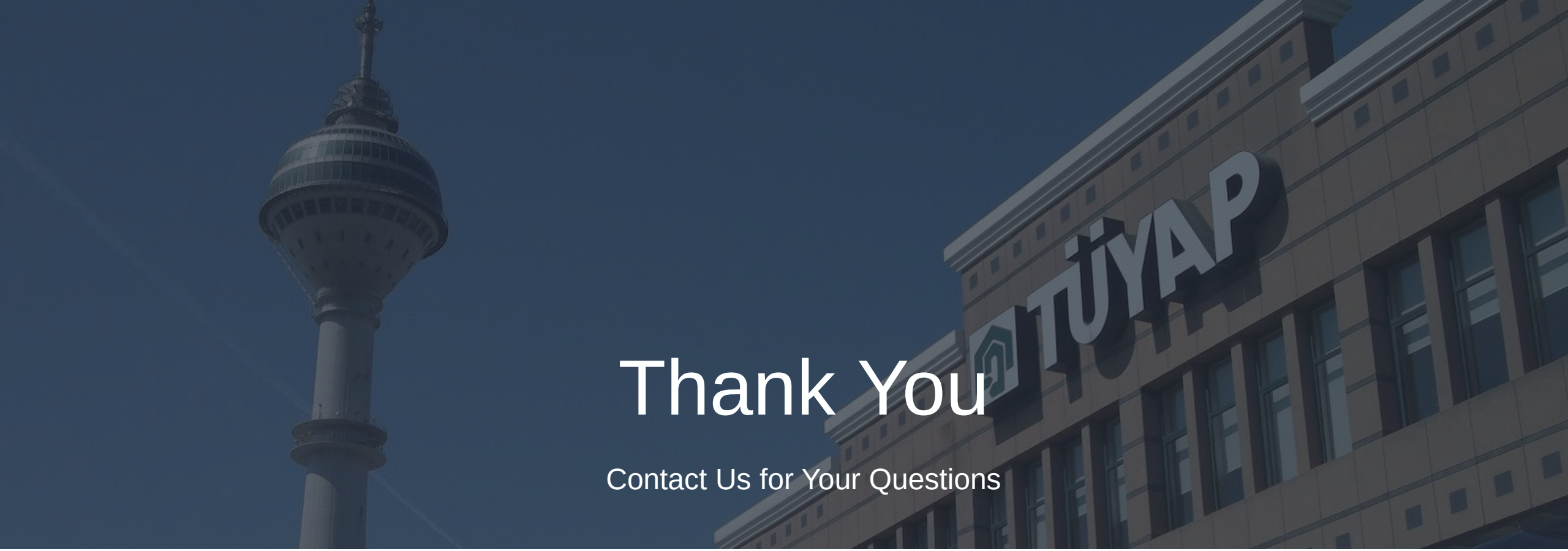
We are working with full force
to bring you the future of exhibitions



Thank You

Contact Us for Your Questions

Address

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