

Attention to IDEF will continue in 2019

Attention to International Defense Industry Fair (IDEF) Continues in 2019

Being one of the largest 5 defense industry fairs in the world and showcasing the products of **the Turkish defense industry, International Defense Industry Fair (IDEF)** received high opinions of visitors and participants.

Organized in May in the last year and inaugurated by the Prime Minister Binali Yıldırım, the 13th International Defense Industry Fair (**IDEF'17**) saw the visit of 133 committees and 637 committee members from 67 countries and 2 international organizations. 1 president, 26 ministers, 6 chiefs of general staff, 17 deputy ministers, 5 deputy chiefs of staff, 10 force commanders, 14 undersecretaries and numerous civilian and military supply offices participated in the fair.

Important commercial connections were established in the meetings between domestic and foreign companies and committees, and 2.240 appointment meeting and booth visit and 50 signing ceremonies were organized in the fair which hosted 820 companies and company representatives (503 foreign companies from 50 countries and 317 domestic companies).

The fair saw intense attention from visitors and was visited by 65,782 people.

Exhibiting the domestic and foreign defense industrial products in an area of 120,000 square meters, the fair was followed by 282 press members from 24 countries.

IDEF'17 saw participation from USA, Germany, American Samoa, Australia, Austria, Azerbaijan, United Arab Emirates, Bahrain, Bangladesh, Belgium, Bosnia-Herzegovina, Brazil, Bulgaria, Czechia, China, Denmark, Indonesia, Estonia, the Philippines, Finland, France, South Africa, South Korea, India, the Netherlands, England, Spain, Israel, Sweden, Switzerland, Italy, Japan, Canada, Kazakhstan, Lithuania, Lebanon, Malaysia, Norway, Pakistan, Poland, Russia, Serbia, Slovakia, Sudan, Saudi Arabia, Chili, Thailand, Ukraine, and Jordan.

In addition to the beforementioned countries, the fair welcomed visitors from Afghanistan, Argentina, Burkina Faso, Algeria, El Salvador, Ivory Coast, Iraq, Cameroon, Qatar, Kenya, Nigeria, Rwanda, Singapore, Somalia, Uganda, Venezuela, and Greece.

Visitors and participants will continue their attention.

A study performed with the participants and visitors of the fair received opinions on to what extent expectations were met and how they evaluated the fair.

95% of the visitors reported that “they plan to visit the next fair”, 82% of them stated that “they were satisfied”, and 92% of them reported that “they recommend the fair.”

As for the reasons of visit, the biggest reason was “seeing the innovations” at 80%. It was followed by “getting new business opinions” at 53% and “meeting with the industrial dignitaries” at 52%.

90% of the participants stated that “they were very satisfied with the fair”, and 93% of them reported that “the visitors were suitable for the target group.”

96% of them reported that “they would participate with a booth again”, 83% of them reported that “they were satisfied with the quality and quantity of the visitors.”

The 14th International Defense Industry Fair (IDEF'19) will be held under the management and responsibility of Turkish Armed Forces Foundation and by the organization of TÜYAP Tüm Yapım AŞ at TÜYAP Fair, Convention and Congress Center between 30 April-3 May 2019.