

## **IDEF'21 will be held on August 17-20, 2021**

IDEF'21, 15<sup>th</sup> International Defence Industry Fair will be organized on the dates between August 17-20, 2021, under the auspices of the Presidency of the Republic of Turkey, hosted by Ministry of National Defense, under the management and responsibility of the Turkish Armed Forces Foundation and organized by TÜYAP Fairs and Exhibitions Organization Inc. at TÜYAP Fair Convention and Congress Center.

The International Defence Industry Fair (IDEF), which is one of the 4 biggest defense industry fairs in the world and where Turkish defense industry products are showcased, received a passing grade in 2019 from visitors and exhibitors. At the fair held in Istanbul in May 2019, the opening was made by President Recep Tayyip Erdoğan, 151 delegations and 587 delegation members from 70 countries and 3 international organizations were hosted. The fair was attended by 15 ministers, 13 chiefs of general staff, 15 deputy ministers, 4 chiefs of staff, 6 force commanders and 13 undersecretaries, and many civilian and military procurement authorities.

At IDEF'19 which hosted 1.061 companies and company representatives from 53 countries, important commercial connections were established in meetings between local and foreign exhibitors and delegations and 2.700 scheduled meetings and stand visits and 109 signing ceremonies were held. The fair, which attracted great attention of visitors, was visited by 76.010 professionals from 96 countries. Domestic and foreign defense industry products were exhibited in an area of 120 thousand square meters, followed by 396 press members from 26 countries.

The visitors and exhibitors' interest will remain in the study conducted with the participants and visitors of the fair, the extent to which their expectations were met and their evaluations were taken. 99 percent of the visitors stated that "they plan to visit the next fair", 99 percent are "satisfied" and 99 percent "recommend the fair". Considering the reasons for visiting the fair, "seeing innovations" took the first place with a rate of 80 percent. This was followed by "acquiring new business ideas" with 53 percent and "meeting with industry leaders" with 52 percent.

95 percent of the participants stated that they were "very satisfied with the fair", 98 percent of the participants would recommend "attending the fair again", 93 percent of them would recommend the business community "93 percent".

IDEF'21 15<sup>th</sup> International Defence Industry Fair will be held in TÜYAP Fair and Congress Center in Büyükçekmece Istanbul on August 17-20, 2021 under the management and responsibility of the Turkish Armed Forces Foundation.