

EXPOMARITT  
EXPOSHIPPING  
ISTANBUL



Turkish  
Chamber  
of Shipping

## 16<sup>th</sup> INTERNATIONAL MARITIME EXHIBITION & CONFERENCE

30 NOVEMBER - 03 DECEMBER 2021

VIAPORT MARINA TUZLA



## GLOBAL MEETING POINT OF

## MARITIME INDUSTRY

Exposhipping Expomaritt Istanbul 16th International Maritime Exhibition & Conference hosted the Representatives of the Global Maritime Industry at Viaport Marina Tuzla between November 30 and December 03, 2021.

153 exhibitors and 476 brands from 36 countries exhibited in the Exhibition organized by Informa Markets on behalf of Turkish Chamber of Shipping and 6.389 maritime professionals from 54 countries visited the Exhibition.

## FACTS & FIGURES EXHIBITORS



**153** Exhibitors



**476** Brands



**36** Countries



**6.000** sqm

### 2021 EXHIBITOR COUNTRY DISTRIBUTION



### TOP 5 Exhibitor Countries



GERMANY



UNITED KINGDOM



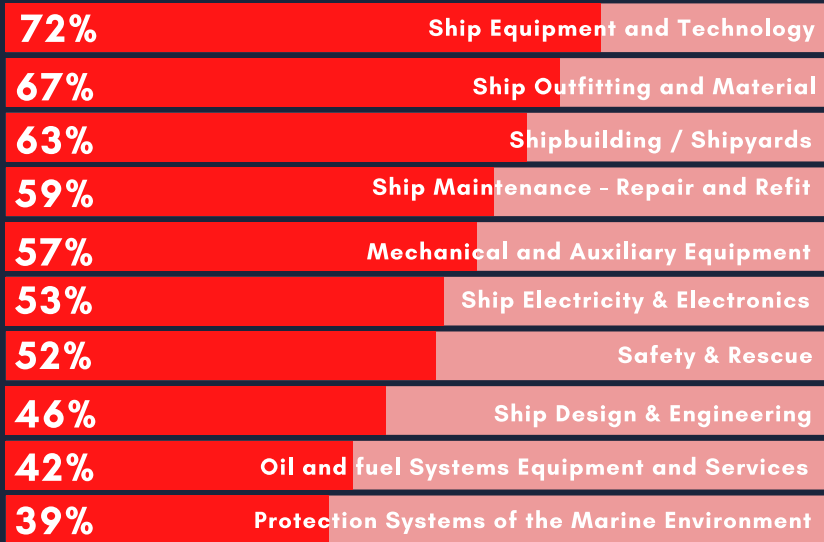
USA



THE NETHERLANDS

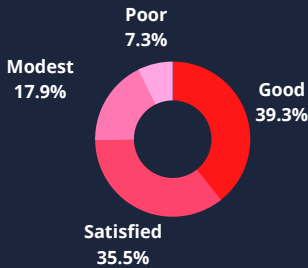


DENMARK

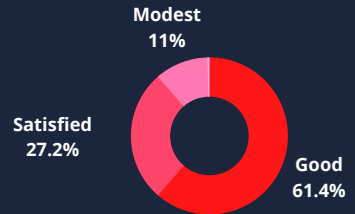


HOW EXHIBITORS REACHED THEIR GOALS

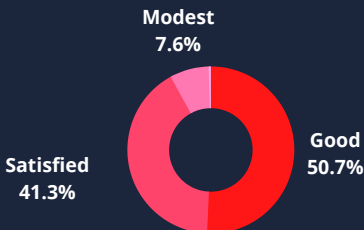
FINDING NEW BUYERS



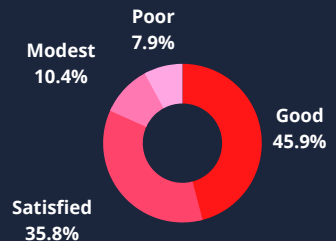
MEET EXISTING CLIENTS



GROW BRAND AWARENESS



LAUNCH NEW PRODUCTS



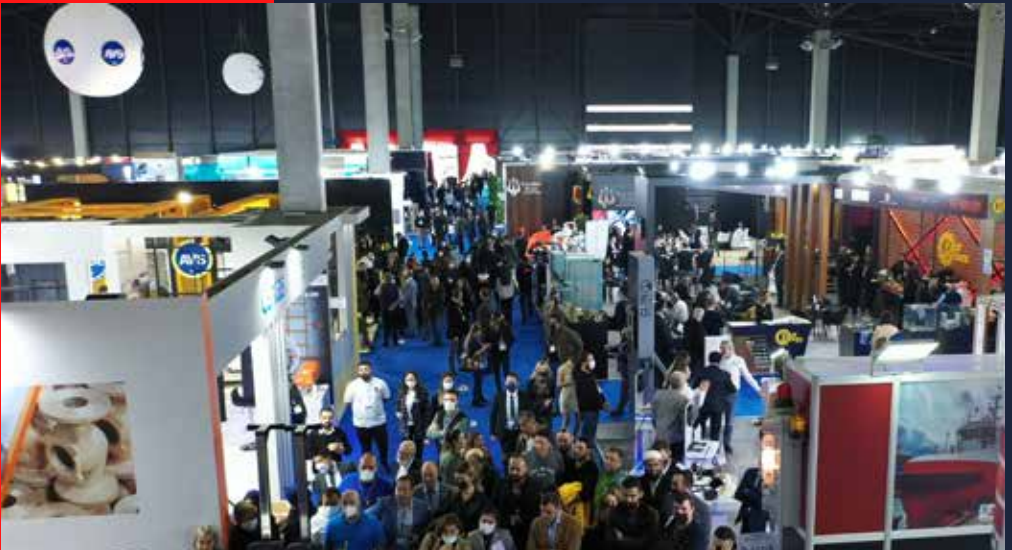


## “ FACTS & FIGURES

**89%** of exhibitors gave an overall rating between good and excellent

**84%** of exhibitors are confident or sure to return in 2023

**92%** of exhibitors claims that Exoshipping Istanbul is essential for the maritime industry



# FACTS & FIGURES VISITORS

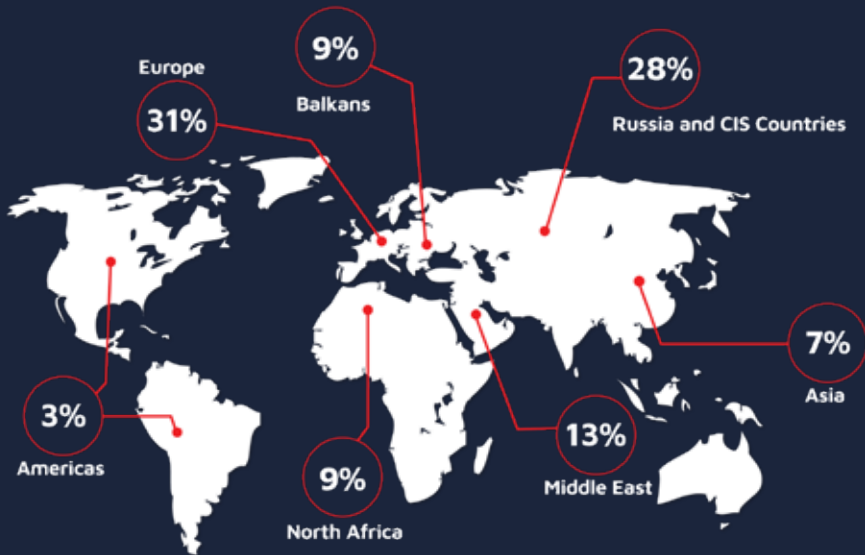


**54** Countries



**6.389** Visitors

## Geographic Breakdown of the Visitors



## TOP 5 Visitor Countries



RUSSIA



UNITED KINGDOM



UKRAINE



SPAIN



NORWAY



## FACTS & FIGURES

**91%**

of visitors gave an overall rating between good and excellent

**86%**

of visitors are confident or sure to return in 2023

**94%**

of visitors claims that Exposhipping İstanbul is essential for the maritime industry



## AREA OF INTEREST / TOP 10

**40%**

Ship Equipment and Technology Companies

**30%**

Shipbuilding Companies / Shipyards

**36%**

Ship design & Engineering Companies

**25%**

Ship Management Companies

**36%**

Ship Maintenance - Repair and Refit Companies

**19%**

Shipbuilding Supply Companies

**35%**

Ship Electricity & Electronics

**19%**

Electronic Communication and Navigation Firms

**31%**

Ship Outfitting and Material Companies

**18%**

Mechanical and Auxiliary Equipment

## VISITOR MOTIVATIONS FOR ATTENDANCE

**60%**

Check out new technologies/products and services

**51%**

Meet New Suppliers / Buyers

**48%**

Meet Existing Suppliers / Buyers

**30%**

Establish New Distribution Channels / Agents

**28%**

Attending seminars/conferences

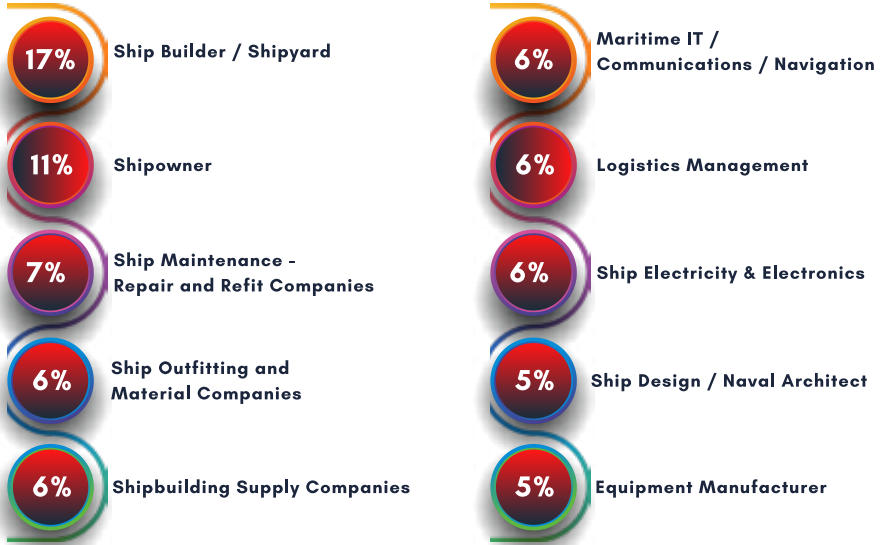
**26%**

Evaluate the Show for Participation in Future

**14%**

Investment and Purchasing/ Give Orders

## VISITORS BY NATURE OF BUSINESS / TOP 10



## EVENTS

### "MARINE TALKS"

Exhibitors and guests specialized in their fields were on the "Marine Talks" Stage at Exposhopping Expomaritt İstanbul. Presentations and conferences by exhibitors who will share the latest technologies and products add value to marine sector.



### "WOMEN IN MARITIME BREAKFAST ORGANISATION"

WISTA Turkey, affiliated with the Women's International Shipping and Trading Association (WISTA) and Exposhopping İstanbul brought together the women working in the maritime industry during traditional breakfast organisation held on the last day of Expomaritt İstanbul.





## "MESSAGES FROM PRESIDENTS"

### TAMER KIRAN

Chairman of the Board of Turkish Chamber of Shipping



"I have firm belief that Expomaritt Exposhipping which proved to be extremely successful and efficient at a time when the rules of the game of international trade are redefined, will provide major contributions in respect of turning Istanbul into an international shipbuilding hub."



### MURAT KIRAN

Chairman of the Board of GİSBİR



"The recent developments in the sector ensured Turkey to have a say in the global ship building industry. I consider myself a host, as someone born in Tuzla/Istanbul, and would like to extend my thanks to each and everyone of you. Tuzla has a nice geographic location and may turn into an exhibition hub. I therefore would thank everyone who made efforts to organize this event."

### CEM SEVEN

Chairman of the Board of GYHİB



"We attribute great importance to participation in both domestic and international exhibitions, and added that such exhibitions are extremely effective in respect of the global economy."



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## PRESS COVERAGE



**330**

NEWS PUBLISHED



**77.712 USD**

ADVERTISING  
EQUIVALENT COST



**2.326.166**

REACH



**546.539**

CIRCULATION

## SOCIAL MEDIA



**2.7 million**

REACH



**720k+**

REACH



**10k+**

IMPRESSION



EXPOMARITT  
EXPO SHIPPING  
ISTANBUL



17<sup>th</sup> INTERNATIONAL MARITIME EXHIBITION & CONFERENCE

“ See You in 2023 ”

FOLLOW US



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