

## VISITOR PROFILE

- African;
- Importers
- Manufacturers
- Wholesalers
- Distributors
- Governmental Institutions
- Associations
- Unions
- State Economic Enterprises
- Agencies
- Federations
- Other

## EXHIBITOR PROFILE

- Home Textile & Furniture
- Textile & Ready-to-Wear & Footwear
- Food & Drink
- Food Processing Machinery & Packaging
- Machinery & Machinery Equipment
- Agriculture & Agriculture Machinery
- Construction & Building Materials
- Marble & Ceramics
- Electricity & Energy
- Health & Oral and Dental & Medical Equipment
- Cosmetics & Personal Care Products
- Hygiene & Cleaning Products
- Kitchen, Bathroom Equipment
- Tourism & Hotel Equipment
- Logistics & Foreign Trade
- Education & Stationery

## PRIMARY TARGET VISITING COUNTRIES PER INDUSTRY



EXPORT  
GATEWAY

TO

# AFRICA

17-19 December 2022

ISTANBUL EXPO CENTER

exportgatewaytoafrica exportgatewaytoafrica/

[www.exportgatewayafrica.com](http://www.exportgatewayafrica.com)

+90 212 465 7474 | +90 212 465 7476 - 77 | [www.cnrexpo.com](http://www.cnrexpo.com) ISTANBUL TRADE FAIRS

THIS FAIR IS ORGANIZED WITH THE AUDIT OF TOBB (THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO.5174

CNR HOLDING

CNR HOLDING

ISTANBUL TRADE FAIRS

# WE ARE CHANGING YOUR VIEWPOINT ON THE AFRICAN MARKET

**EXPORT GATEWAY TO AFRICA** will take place at **CNR Expo Istanbul Expo Center**, the center of global trade, between **December 17-19, 2022** in order to create a wide trade network extending to Africa for the leading industries in Turkey by reaching beyond the decreasing Europe market and boost the trade volume between Turkey and African countries.

Organized by **CNR Holding** subsidiary, **Istanbul Trade Fairs**, and carrying the Turkish economy forward in the international market, the exhibition will unite exhibitors with African business people and enable them to establish new trade connections, exchange knowledge and make profitable investments and business agreements.

The exhibition will enable exhibitors to benefit from global opportunities of change and gain their places in the new market reaching 100 billion dollars.

With its experience of over 35 years, **CNR Holding** will boost trade volumes of all the exhibitors, who intend to leave a mark in the global market, on an ideal platform where they can discover the rich buyer potential of the African market and greatly contribute to the economies of both countries through long-term and durable cooperations and investments between Turkey and Africa.

## PROFESSIONAL BILATERAL BUSINESS MEETINGS

The collaborative work, which the Ministry of Trade, offices of the commercial counselor, and our contracted agencies will carry out together, will be performed on-site according to the exhibitor profile. After the market research to be conducted by third parties, the rightest parties will be determined and bilateral business meetings will be held during the exhibition. Accordingly, buyers and exhibitors can be matched directly and make efficient business agreements.

## MEET THE RIGHTEST VISITORS VIA ARTIFICIAL INTELLIGENCE

Promotional and marketing activities of the exhibition, which are being maintained worldwide, particularly in 54 countries of Africa, will be performed through not only international offices of CNR Holding but also the international visitor network consisting of tens of thousands of industrial database by authorized agencies.


BIA - Global Market Intelligence System, which CNR Holding initiated in 2018 and made an

increase of 106% in the number of buyers of exhibitions, will scan 10 million international data and gather exhibitors with the rightest buyers at the exhibition.

Through the global promotional activities of Export Gateway to Africa, exhibitors will reach a wide range of buyers and seize a chance to boost their export rates in the African market, which is 90% import - dependent with its population of 1.3 billion.




**AMU**  
Arab Maghreb Union  
TOTAL POPULATION: 94.2 MILLION




TOTAL IMPORTS: \$ 150.9 BILLION  
GDP: \$ 425.7 BILLION

**CEN-SAD**  
The Community of Sahel-Saharan States  
TOTAL POPULATION: 553 MILLION




TOTAL IMPORTS: \$ 312.1 BILLION  
GDP: \$ 1,350.7 BILLION

**COMESA**  
Common Market for Eastern and Southern Africa  
TOTAL POPULATION: 492.5 MILLION




TOTAL IMPORTS: \$ 183 BILLION  
GDP: \$ 657.4 BILLION

**EAC**  
East African Community  
TOTAL POPULATION: 168.5 MILLION




TOTAL IMPORTS: \$ 40.2 BILLION  
GDP: \$ 159.5 BILLION

**ECCAS**  
Economic Community of Central African States  
TOTAL POPULATION: 158.3 MILLION




TOTAL IMPORTS: \$ 63.7 BILLION  
GDP: \$ 257.8 BILLION

**ECOWAS**  
Economic Community of West African States  
TOTAL POPULATION: 339.8 MILLION




TOTAL IMPORTS: \$ 113.2 BILLION  
GDP: \$ 716.7 BILLION

**IGAD**  
Intergovernmental Authority on Development  
TOTAL POPULATION: 247.4 MILLION



TOTAL IMPORTS: \$ 55.9 BILLION  
GDP: \$ 218.2 BILLION

**SADC**  
Southern African Development Community  
TOTAL POPULATION: 312.7 MILLION



TOTAL IMPORTS: \$ 202.2 BILLION  
GDP: \$ 678.8 BILLION

\*Source: United Nations Economic Commission for Africa

