

Visiting Hours:

20st of February, Thursday	09:00 - 14:00 (VIP Visitors & Press)
	14:00 - 20:00
21th of February, Friday	10:00 - 20:00
22th of February, Saturday	10:00 - 20:00
23th of February, Sunday	10:00 - 18:00

Fairground

Istanbul Expo Center, Yeşilköy



How to get to Motobike Istanbul

The Istanbul Expo Center is located in Yeşilköy district of the European side of Istanbul. It is 45 minutes away from Istanbul International Airport and 45 minutes away from Taksim Square, Istanbul's city center.

Metro: Passengers can use Aksaray-DTM Istanbul Expo Center metro line (M1A) for arriving to the Istanbul World Trade Center/ Istanbul Expo Center complex.

Metrobus: Metrobus offers the fastest transportation option to the fairground from Zincirlikuyu, Mecidiyeköy, and Avcılar using the 34 A and 34 BZ metrobus line.

Taxi: There are taxi stations at the Istanbul Airport's arrivals gate. You can exchange money and use ATMs in the Arrivals Hall. Just show the hotel name and address to the taxi driver.

Private Car: You can reach the fairground by road transport through 3 alternative arteries: E5, TEM, Coastal road.

How to get to Istanbul Airport

Havaist: You can take Havaist from Kadıköy, Bostancı İDO, Beşiktaş, Taksim to Istanbul Airport. For more information about Havaist, you can visit the web site: www.hava.ist



Participation Fee

	Early Bird I (until 30.08.2019)	Early Bird II (until 30.09.2019)	Standard Rate (from 01.10.2019)
Raw Space	: € 160 /sqm + (18% VAT)	: € 180 /sqm + (18% VAT)	: € 200 /sqm + (18% VAT)

Registration Fee: € 200 + (18% VAT)

Shell Scheme : € 60 /sqm + (18% VAT)

Organizer

Messe Frankfurt Istanbul Uluslararası Fuarçılık Ltd. Şti.

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MOTOBIKE

ISTANBUL

Turkey's Leading International
Motorcycle, Bicycle and Accessories Exhibition

Istanbul Expo Center / Yeşilköy - Istanbul

20 - 23 February 2020

www.motobikeistanbul.com.tr



Presented by Messe Frankfurt

Welcome to the Motobike Istanbul 2020

The meeting point of Motorcycle and Bicycle World

Motobike Istanbul continues to be the meeting point of national and international motorcycle and bicycle enthusiasts. Motobike Istanbul which will be organized for the 12th time between 20-23 February 2020, is an event where important brands and companies of the sector exhibit their new products to the customers, as well as enjoyable hours for the visitors. Motobike Istanbul brings together industrial innovations for exhibitors.

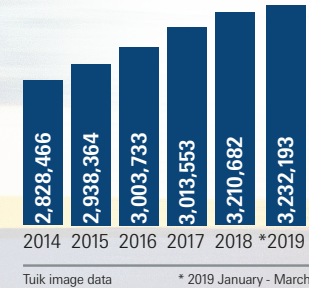


The Turkish Market

Turkey: The Business Gateway

Turkey is located at a strategically important point between the EU, Central Asia and the Middle East, allowing easy access to all of these fast-moving markets. The increasing export volume from Turkey to Europe and to its neighbouring countries, is confirming Turkey's position as a gateway to these exciting markets. Take your chance to be part of this exciting growth!

Traffic Registration Number of Motorcycle - Total



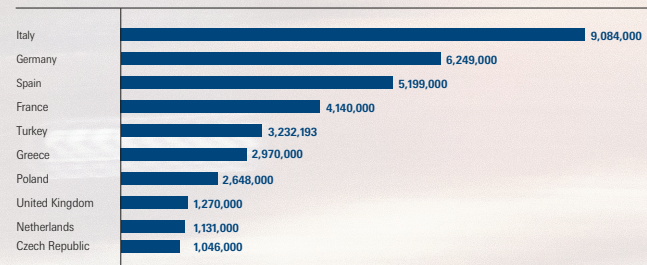
Facts and market conditions:

- Strategic location between Europe, the Middle East and CIS region.
- 18th largest economy in the world with a GDP growth of 7.4% in 2018.
- During the past 15 years, the finance and manufacturing sectors have attracted the highest amount of FDI in Turkey, with sectors of interest becoming significantly diversified in line with Turkey's 2023 vision of having a higher position in the global value chain. (Source: Central Bank of the Republic of Turkey)
- Domestic market with over 80 million people.
- Favorable conditions for partnerships between Turkish and international companies.
- No taxes for import/export from/to EU countries due to Customs Union between Turkey and EU.

Motorcycle and bicycle industry in Turkey

- Motorcycles and bicycles constitute a fast growing industry in Turkey.
- With 3.232,193 motorcycles, Turkey ranks 5th among European countries.
- In 2018, the total number of motorcycle sales reached 157,012. The first quarter of 2019 (January – March), the number of motorcycle sales in Turkey reached 27,616. The expected total sales will be reaching record numbers by the end of 2019.
- Bicycle industry growth of %20 in last 5 years.
- With each passing day, the importance of healthy living and with bike paths in recent years, industry continues to grow every day reaching 1.4 million units sold per year.

Number of Motorcycle in Europe



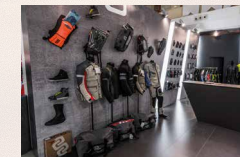
Reasons why you should exhibit at Motobike Istanbul 2020



1. Motobike Istanbul welcomes exhibitors and visitors as the only and leading fair in the field of motorcycle, bicycle and their accessories.
2. Exhibitors at Motobike Istanbul don't just address the Turkish market; they also address markets accessible through Turkey – Europe, Middle East, North Africa and Asia. You as well can strengthen your place in this international competition.
3. Follow the footsteps of leading brands and manufactures for the purpose of evaluation, development and increase your market share.
4. Meet professional buyers to build relationships with existing customers / to consolidate market position.
5. Meet the leading brands in the industry and enthusiasts of motorcycle and bicycle.
6. Find opportunity to build prospect databases and explore new channels.
7. Take advantage of communication options through media to establish and increase your brand awareness.
8. Launch new products at Motobike Istanbul 2020.
9. Join conferences on trends and innovations in the motorcycle and bicycle world with important names in the sector at Motobike Academy.

Product Groups

- Motorcycle Types
- Bicycle Types
- Motorcycle Parts and Components



- Repair and Maintenance
- Electronics and Systems
- Service Groups



- Bicycle Parts and Components
- Motorcycle Accessories
- Bicycle Accessories

