



DISCOVER
EVENTS
ASEL ULUSLARARASI FUAR HİZMETLERİ

Company
PRESENTATION

ABOUT US

DISCOVER EVENTS is an international event organizer, the member of ASEL GROUP. Founded in 2006 as an event organizer in Turkey, DISCOVER EVENTS managed to enter the international arena in 2018 and became a licensed organizer of the National Pavilion of the Republic of Turkey in foreign exhibitions. This asset provides a range of benefits in terms of governmental support to potential exhibitors from Turkey, thereby increasing their interest and abilities to participate in tradeshows abroad. DISCOVER EVENTS established strong ties with the governmental bodies in the Republic of Turkey, including the Ministry of Trade, the Ministry of Foreign Affairs, the Chamber of Commerce and Industry among others, and maintains successful partnership with a range of acknowledged associations, organizations and councils to increase the presence and visibility of Turkey abroad in various fields of activity.

On its path of development, DISCOVER EVENTS has established itself as a provider of the following services:

- International exhibition organization in Turkey and abroad;
- Organization of the National Pavilion of the Republic of Turkey in foreign exhibitions;
- Organization of international congresses, summits, and conferences;
- Stand design and construction;
- Event venue and production services.

In its course of activities, DISCOVER EVENTS has successfully organized International SME Congress that was held as part of Turkish G-20 Presidency, AllInTech Expo, and TUMEXPO in Turkey. Annually DISCOVER EVENTS is entitled to be the main organizer of OIC Halal Expo and World Halal Summit organized under the auspices of the Presidency of the Republic of Turkey in cooperation with the Organization of Islamic Cooperation (OIC) and the Standards and Metrology Institute for the Islamic Countries (SMIIC). The reference to its domestic expo, which covers all major sectors of general trade, also serves as an additional asset in the sales of international exhibitions.


Due its vast experience and active networking activities, DISCOVER EVENTS has established proficiency in such sectors as food and beverage, food processing and packaging, textile, cosmetics and personal care, agriculture, industry and machinery, real estate, medicine and healthcare, building and construction, engineering, supply chain, HoReCa, IT and innovative technologies among others.





In its course of development, DISCOVER EVENTS has collaborated with the following organizers in a range of events: Markellen Group (UK – Subcon Show), Reed Exhibitions (UK – Railtex/Infrarail), Tatarstan Investment Development Agency (Russia – KazanSummit/Russia Halal Expo), Targi w Krakowie (Poland – GASTROFOOD/HORECA EXPO), Expogroup (Africa – BuildExpo/FoodAgro/Power & Energy in Tanzania, Kenya, Ethiopia), American Welding Society (USA/Mexico – Fabtech), PPI (Indonesia – Refrigeration & HVAC Expo), INDUTEC (South Africa – Pumps, Valves & Pipes Africa), Gal-Expo (Ukraine – BudExpo/Wood Processing), ARMA Productora (Argentina, Chile, Peru – Expo Frio Calor), Lebanon Expo (Lebanon – RAWMEC Waste Management), RATSIN Corporation (Russia – Agrovolga), Expoturk (Pakistan – Pakmedica), Consumer Technology Association (USA – CES Expo), Healthcare Information and Management Systems Society, Inc. (USA – HIMSS Expo).

Overall, with a stable financial background, strong governmental support and an opportunity to organize the National Pavilion of Turkey abroad, DISCOVER EVENTS aims to set out on a path of success in a wide range of events. In cooperation with its sister companies, members of Asel Group, and reliable partners, including stand constructors (ASEL EXPO), tourism service providers (WORLD EXPO TRAVEL), and software developers (POKEN) among others, DISCOVER EVENTS is open to new collaborations in the format of both individual and national pavilion participation in different international events, advocating for the win-win policy for all stakeholders involved.



Biography

First of all, I'd like to note the profile and potential of Mr. Yunus ETE as a CEO of **Asel Group** as a member of family companies, among which there are the leading players in the Turkish market such as Jumbo, Sunny Electronics, and other prominent corporations.

Due to our tight and smooth collaboration, as a family union of establishments, we retain our stable position in the TOP 100 of real estate companies thereby showing how much value we give to our growth and credibility. In his active and successful activities, the CEO of Asel Group, Mr. Yunus ETE, maintains close relations with the governmental bodies, Turkish authorities, and other associations that may ensure solid support in the organization of exhibitions abroad.

Within the framework of his activities, Mr. Yunus ETE has acquired the following titles: World Halal Summit Council President, IFES (International Federation of Exhibition Event Services) Member of Board, TABA (Turkish African Business Association) Member of Board, World Honorary Consulates Association Secretary General, Honorary Consul of Lesotho to Turkey, IHATO (International Halal Tourism Organization) Member of Board, DEIK (Foreign Economic Relations Board) Turkey-South Africa Business Council Vice Chairman, DEIK Turkey-Yemen Business Council Chairman, Istanbul Cultural Ambassadors Association Tourism Council Chairman, Müsiad Diplomatic Relations Committee Member, and UFYD (International Exhibition Organizers Association) President.

Obviously, the high potential and sufficient power of Mr. Yunus ETE can be of great use to your members, and together we can build up an effective and long-term partnership.





Company Timeline

2006

Establishment as
an event organizer
in Turkey

2018

Entering the
international
exhibitions arena

2019

Earning the license
of an official
organizer of Turkish
National Pavilion

EVENT OFFERING



**International exhibition
organization**



**Licensed Turkish National
Pavilion organization**

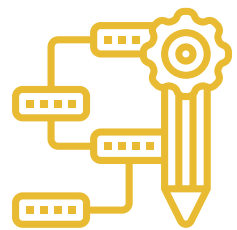


**International congress,
summit and conference
organization**

SERVICES OFFERING



Tourism services (travel and accommodation)



Stand design and construction



Venue and production services

Importance of organizing Exhibitions

"Exhibitions Are Treated As An Effective Catalyst For Growth Of A Nation's Economy"

Exhibitions make a valuable contribution to the economy by providing employment in events organising companies, venues, hotels, stand/booth design and build and so on.

Today exhibitions are known to be important drivers of the national economic prosperity, generating 10x impact on the business of the companies, besides of course contributing to trade and investment outcomes, innovation, jobs creation and domestic and international visitations.

The B2B information market is significantly different today. 15 years ago, people were questioning whether the end of face-to-face contact was near. However, the demand for the value of face-to-exhibitions today has risen sharply, generating outstanding results for businesses and helping grow business in multiple geographies.

OUR VALUES

DISCOVER EVENTS operates both at national and international platforms focusing primarily on the utmost customer satisfaction and the provision of quality services. Having been licensed to organize Turkish National Pavilion in foreign exhibitions, DISCOVER EVENTS is moving further in its activities and partnerships in the international arena being open to new collaborations in different areas of interest.

Portfolio



OIC Halal Expo

Sector:

General trade/Halal Industry

Type of engagement:

Main Organizer

Location: Turkey



World Halal Summit

Sector:

Halal Industry

Type of

engagement:

Main Organizer

Location: Turkey



Kazan Summit & Russia Halal Expo

Sector:

General Trade/Halal Industry

Type of engagement:

Organization of Turkish National Pavilion

Location:

Russia, Republic of Tatarstan



TUMEXPO Industry & Trade

Sector:

General Trade

Type of

engagement:

Main Organizer

Location: Turkey



allintech

ALLINTECH

Sector:

Technology & Innovations

Type of engagement:

Main Organizer

Location: Turkey



Expo Group Events

EXPOGROUP

- Long-term partnership for a range of exhibitions in Africa (Ethiopia, Kenya, Tanzania)
- Organization of Turkish participation in Expo Group events

BUILDEXPO
AFRICA

Construction & Machinery

PE
POWER & ENERGY
AFRICA

Energy & Electricity

FOODAGRO
AFRICA

Agriculture & Machinery

EKCNO

Construction & Machinery

WASTE MANAGEMENT
LEBANON
RAWMEC
RECYCLING & WASTE MANAGEMENT
EXHIBITION & CONFERENCE

Recycling & Waste Management

INDUTEC PRESENTS
pumps, valves & pipes
AFRICA 2019
11th International Trade Exhibition & Conference

Pumps, valves & Pipes

FABTECH
MEXICO

Metal forming, fabricating,
welding & finishing

RAILTEX
AFRICA

Railway & Machinery

SUBCON

Engineering, Manufacturing
& Supply Chain

HORECA
GASTROFOOD
ENOEXPO

Gastronomy, Hotel & Wine

HIMSS

Healthcare

PAKMEDICA
MEDICAL, HEALTH & COSMETICS FAIR

Medical, Health & Cosmetics

CES
Consumer
Technology
Association

IT & Innovative Technologies



World Halal Summit

Sector:

General trade/Halal Industry

Type of engagement:

Main Organizer

Location: Turkey

World Halal Summit is established for the aspiration of providing an overview of the world's latest developments and trends about halal and discussing future directions to be taken within the halal market. The 5th World Halal Summit 2019 which has been attended by more than **9000** delegates from **94** countries, hosted **67** senior speakers from **25** countries that projected to promote new prospects for further advancement of the halal industry.





9th Halal Expo Istanbul

24-27 November 2022

Istanbul Expo Center/ Istanbul, Türkiye

Sector:

General trade/Halal Industry

Type of engagement:

Main Organizer

Location: Turkey

Halal Expo Istanbul, which were organized under the auspices of the Presidency of the Republic of Türkiye by Discover Events, is one of the biggest exhibitions in the Halal sector. The event will be held at Istanbul Expo Center from 24-27 November 2022.

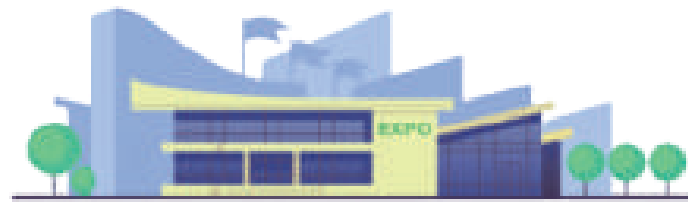
The oppening Ceremony of the 9th Halal Expo Istanbul is expected to be honored with the participation of His Excellency Mr. Recep Tayyip Erdogan, President of the Republic of Türkiye.



Supported by:



8th OIC Halal Expo Statistics



13.137 m²

EXHIBITION AREA



96

VISITOR COUTRIES



31.067

VISITORS



354

EXHIBITORS



32

EXHIBITOR COUNTRIES



352

HOSTED BUYER



5280

B2B MEETINGS

Sponsors & Supporters

Official Airline



Session Sponsor



Global Communication Partner



Communication Sponsor



Main Media Sponsor



Hygiene Sponsor



With Support & Cooperation



ASEL Group Family

ASEL GROUP

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ASEL *Expo*

DISCOVER
EVENTS
ASEL ULUSLARARASI FUAR HİZMETLERİ

WORLD
EXPO TRAVEL

ASEL MED

POKENSM
by GES



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THANK YOU

