



Press Release

January 2024

Expomed Eurasia's international promotional activities continue in full swing!

In addition to domestic promotional activities for Eurasia's leading medical fair Expomed Eurasia, which will open its doors for the 31st time at the Tüyap Fair and Congress Center in Istanbul from April 25 to 27, 2024 digital and traditional promotional activities continue internationally!

Thanks to Tüyap's overseas offices and the international experience and network of the organizer RX Tüyap, promotional activities and collaborations conducted internationally, particularly in the European, Central Asian, and Middle Eastern geographies, aim to help the Turkish medical industry reach its export goals through the Expomed Eurasia Fair.

International promotional activities continue in full swing without slowing down to attract a large number of qualified visitors from all over the world. As part of the traditional promotional activities carried out during the Medica Fair held in Düsseldorf, Germany, from November 13 to 16, 2023 advertisements for Expomed Eurasia were featured on train lines extensively used by Medica Fair visitors and exhibitors. As part of the integrated marketing strategy, both traditional and online promotional and informational activities were conducted to inform exhibitors and visitors of the Medica Fair about the Expomed Eurasia Fair.

For the Arab Health Fair, which will take place at the Dubai World Trade Centre from January 29 to February 1, 2024 traditional promotional activities targeting fair exhibitors and visitors will include Expomed Eurasia advertisements in strategically determined locations. In addition to these advertising campaigns in Dubai, digital promotions targeting Arab Health are also in action.