



EXPOSURE TRIP PROPOSAL

CLIENT

AFEX 2024 DELEGATES

DESTINATION

ISTANBUL, TURKEY

11th – 15th NOV 2024



BRIEF ABOUT TURKEY

Turkey has a mixed economy that combines elements of both free-market capitalism and state intervention. Here are some key points about Turkey's economy:

1. **Diversified Economy:** Turkey has a diverse economy with key sectors including agriculture, manufacturing, services, and tourism. This diversification has helped the country weather economic storms in the past.
2. **Manufacturing:** Turkey has a strong manufacturing base, particularly in sectors like automotive, electronics, textiles, and machinery. It's known for its automotive industry, with companies like Ford, Fiat, and Renault operating manufacturing plants in the country.
3. **Agriculture:** Agriculture is also a significant sector in Turkey, employing a large portion of the population. Major crops include grains, fruits, vegetables, and cotton.
4. **Tourism:** Turkey is a popular tourist destination, attracting millions of visitors each year to its historical sites, beaches, and cultural attractions. Tourism plays a crucial role in the country's economy, contributing significantly to foreign exchange earnings.
5. **Trade:** Turkey has a strategic geographic location between Europe and Asia, making it a key hub for trade. Its major trading partners include the European Union, Middle Eastern countries, and Russia.
6. **Infrastructure:** Turkey has invested heavily in infrastructure projects, including transportation networks, energy infrastructure, and telecommunications, to support economic growth and development.

Overall, Turkey's economy is characterized by its diversity, strategic location, and ongoing efforts to address economic challenges while capitalizing on its strengths in various sectors.

TABA and AFEX

Turkish African Business Association (TABA) is a platform of development, initiation, cooperation and collaboration, founded in 2010 to contribute to the social, political, economic, scientific, commercial and technological development of Turkey and Africa. Headquartered in Istanbul, TABA has regional offices in Nigeria, Cameroon and Mauritania, and representatives in Morocco, Algeria, Senegal, Guinea, Ghana, Kenya, Uganda, South Sudan, Ethiopia, Sudan and Libya. The organization aims to strengthen business bridges between Turkey and Africa.

AFEX a brainchild of TABA is an annual Global franchise and distributorship expo held in Istanbul. It is a place where importers, investors, exporters and manufactures converge drawn from different sectors;

- | | | | | |
|-----------------|--------------|--------------|------------------|----------------|
| 1. Construction | 2. Education | 3. IT | 4. Agriculture | 5. Textile |
| 6. Health | 7. Furniture | 8. Machinery | 9. Food and FMCG | 10. Automotive |

Attending AFEX 2024 in Istanbul will be a worthwhile investment of your time and resources, offering numerous opportunities for networking, learning, and business growth.

1. **Networking:** Drawing its participation from Africa, Asia, Americas, Middle East and Europe will expose you to many prominent business people and give you an opportunity to introduce yourself to the world
2. **Learning and business growth:** There will be direct exchange of knowledge and experience with players from different sectors. Get to discover new investment and business development opportunities to expand your horizons.

TENTATIVE ITINERARY

DAY ACTIVITY

NAIROBI – ISTANBUL

11.11.2024

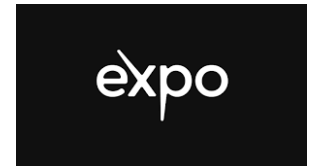
- DAY** Depart Nairobi for Istanbul.
- 1** Arrival in Istanbul followed by meet and greet by representatives from AFEX and transfer to the hotel
Check in at the hotel to freshen up.
Pick up for the famous **Bosporus cruise with dinner**
Return back to the hotel for overnight



ISTANBUL – AFEX '24 OPENING

12.11.2024

- DAY** Early morning breakfast at the hotel before proceeding to the expo venue
- 2** **09:30-10:30:** AFEX Opening Ceremony
10:30-11:00: Coffee Break
11:00-12:30: B2B Meetings & EXPO
12:30-13:30: Lunch break
13:30-15:30: B2B Meetings & EXPO
15:30-16:00: Coffee Break
16:00-17:30: B2B Meetings & EXPO
17:30-19:30: Dinner (own) & Back to the hotel



ISTANBUL – AFEX '24

13.11.2024

- DAY** Early morning breakfast at the hotel before proceeding to the expo venue
- 3** **09:30-10:30:** Conferences & Panels
10:30-11:00: Coffee Break
11:00-12:30: B2B Meetings & EXPO
12:30-13:30: Lunch break (own)
13:30-15:30: B2B Meetings & EXPO
15:30-16:00: Coffee Break
16:00-17:30: B2B Meetings & EXPO
17:30-19:00: Gala Dinner
19:00-19:30: Return to hotel



ISTANBUL – CITY TOUR

14.11.2024

- DAY** Breakfast at the hotel
- 4** **09:00-16:00:** Visit Old town and get wowed by the wonders of Istanbul. Experience the wonders of Istanbul such as the Blue Mosque, Hagia Sophia, Obelisks and get to browse through the bustling bazaars including the Grand Bazaar, which is the oldest covered shopping center in the world.
Return back to the hotel
Own dinner and overnight at the hotel



ISTANBUL – DEPARTURE

15.11.2023

DAY 5 Checkout and drive to the airport in time to catch your flight back home.



PACKAGE COST

ECONOMY CLASS	Sharing	Single
PACKAGE COST (per person)	USD 2,250	USD 2,510

Business Class

N/B: The cost of the Business class package will be provided upon request

Included in price

- ✓ 4 nights' accommodation on bed & breakfast
- ✓ Return air ticket on Economy class
- ✓ Return airport transfers.
- ✓ Ground transportation as per the itinerary
- ✓ Services of an English-speaking guide as per the itinerary
- ✓ Services of professional business guides
- ✓ Bosphorus cruise with dinner
- ✓ AFEX Entrance fee
- ✓ Visa processing and assistance fees
- ✓ All applicable taxes

Not included in price:

- Travel documents e.g. yellow fever certificate
- COVID PCR test costs where applicable
- Items of personal nature
- Any other item not mentioned above

