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### Istanbul: Eurasia's ICT Capital

**CeBIT Bilisim Eurasia, the most important business gateway between the East and the West, will be held on October 7-12, 2008. Organized in Istanbul, one of the most important technology business centres' of the world, CeBIT Bilisim Eurasia brought together 908 participants from 20 countries and 140 thousand visitors last year, 40% of whom were professionals.**

**Istanbul, March 1st, 2008** – Interest from the international arena for CeBIT Bilisim Eurasia, one of the 10 largest fairs in the world, is on the increase every year. CeBIT Bilisim Eurasia, serving as a gateway between East and West is enriching its content every year in line with the global trends.

In 2007 the show hosted 140 thousand local and international visitors and 1,852 press members and it is expected to attract a myriad of professional visitors this year.

CeBIT Bilisim Eurasia hosts delegations from international non-governmental organizations in ICT sector from the Eurasian countries such as Egypt, Ukraine, India among others. It is, thereby, poised to offer a complete job development platform.

CeBIT Bilisim Eurasia provides the basis to help realize international business collaboration quests. In 2008, the fair will convene in four major sections centered around "Technology and Infrastructure". While professional visitors are expected to make up most of the fair audience, it is quite likely that the largest visitors base will consist of professionals. To gain access to the "**Business World**" that is designed as a completely self-contained section, a business card and registration will be required. Another main section in the fair is "**Digital Life**", which will cover products that change business and daily life style. "Home Electronics" will be one of the four main sections at the fair, showcasing the latest equipment and technologies. The fourth section will be "**Telecommunications**", which will cover the new generation solutions and infrastructure in communication technologies.

The new concept of CeBIT Bilisim Eurasia is designed with the aim of helping visitors find all the products they need easily in a more systematic way.

## PRESS RELEASE

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CeBIT Bilisim Eurasia is not just an exhibition place where products and services are on display. It is enriched by a variety of business development programs, forum areas, and a ground for developing one-to-one relations, thematic sections and special events organized by NGO's.

*Eurasia's largest Trade Fair for Information Technologies and Telecommunications: **CeBIT Bilisim Eurasia***

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*CeBIT Bilisim Eurasia, the largest Trade Fair for Information Technology and Telecommunications will be held between October 7-12, 2008 in Beylikdüzü TÜYAP Fair, Convention and Congress Center. CeBIT Bilisim Eurasia is organized by HİF A.Ş. (Hannover Fairs Interpro International Fairs A.S) which was established in Istanbul with the partnership of Deutsche Messe AG (DMAG) and Interpro A.S.*