

MARKETING PRACTICES

Istanbul Prohunt uses the most modern marketing methods to attract high-quality buyers to the event



Ads in leading international trade magazines like Gun Trade News (United Kingdom), Kalashnikov Magazine (Russia),



Ads in local trade magazines and TV like Yaban TV, Av TV, The Great Wild Life, Av Doğa.



Online Marketing (Google Ads, Trade Websites, Social Media etc.).



Hosting the International Buyers Programme with the support of the Ministry of Trade.



Marketing campaigns in targeted countries in the guidance of the Economical Attaches.



Ads in local and national newspapers, radios.



Outdoor marketing campaigns.



Visitor Flyers (English, Turkish, Russian, Arabic).



Posters and Brochures.



EDM's and Mailing Campaigns.



Participation in International Exhibitions (USA-Shot Show, Germany-IWA, Russia-Arms&Hunting, Italy-HIT Show).

710
Media
Exposure

Istanbul Prohunt
Leading the Way!



EFEM ULUSLARARASI FUAR VE ORGANİZASYON HİZMETLERİ A.Ş.

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**8th INTERNATIONAL
ISTANBUL HUNTING
ARMS AND OUTDOOR
EXPO**

02-05 May 2019

**Istanbul Expo Center
Yesilkoy / Istanbul
Hall 9-10-11**

Visiting Hours 09:30 - 19:00

18+

Our Sponsors



Official Airline



THIS FAIR IS ORGANIZED UNDER SUPERVISION OF TOBB (THE UNION CHAMBERS AND COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO. 5174

Your Partner in Success

ISTANBUL PROHUNT

Organized by the EFEM Fairs A.S. 8th Istanbul Prohunt International Hunting Arms and Outdoor Expo will be held in 16.000 sqm area of Istanbul Expo Center Halls 9-10-11 between 02-05 May 2019.

Istanbul Prohunt is the industries one and only international platform in Turkey for promoting their businesses and improving their markets.

In 2018 52.500 visitors had the chance to visit 140 exhibitors from both domestic and foreign markets and Istanbul Prohunt proved Turkey is one of the most suitable markets in the world.

Especially the increase in the foreign buyers and the overwhelming interest of the national distributors and suppliers makes Istanbul Prohunt grow stronger every year.

ISTANBUL PROHUNT IS THE BIGGEST HUNTING ARMS AND OUTDOOR EXPO OF TURKEY AND THE 2ND IN EUROPE

Held annually in Istanbul, the International Istanbul Hunting Arms & Outdoor Expo (Istanbul Prohunt) is the largest and single platform for you to discover business opportunities, start partnerships, sign deals and launch into new markets. It is the must-attend event for buyers looking to find good quality products and reliable sourcing partners. Taking place at the sourcing hub of Europe, Middle East and North Africa, Istanbul Prohunt will provide you excellent chance to grow your business in these regions.



EXHIBITOR ANALYSIS

Turkey:
Your Gateway to Eurasia, Middle East and North Africa.

16k fair ground
sqm

5,560 trade visitors

550® brands

52,500 total visitors

140 exhibitors

68 countries

VISITOR ANALYSIS

Be Part of Something Unique!

LEADING COUNTRIES IN VISITORS

- Iran
- Ukraine
- Bulgaria
- Morocco
- Iraq
- Georgia
- Russia
- Germany
- Croatia
- Greece



Exhibitors Say...

Latif Aral Aliş - Sarsılmaz Silah Sanayi Chairman Of Board

This is our first time exhibiting in Istanbul Prohunt. We are pleased to see it is not lesser in any extent from the biggest exhibitions in the World. I am honored to witness how much our industry and technology come along in such a short notice. Nowadays you can find Turkish weapons in every corner of the World and i am believing that we will see better days all together.

Yavuz Yollu - Ata Arms Chairman Of Board

We are meeting with our many visitors from different countries across the world and almost every corner of our country. Istanbul Prohunt is the big and developing exhibition of our big and developing arms industry. I found this years show better than last year, and i hope it goes like this.

Recep Murat Şen - Komando Av Assistant General Manager

Easy Access from African and Middle Eastern countries proved Istanbul Prohunts value again in a stagnant year of 2018. I am hoping for the continuation of accleration in our business and for Istanbul Prohunt too.



Visitors Say...

Emre Sağıroğlu - Gümüş Av Ticaret - Turkey

Istanbul Prohunt is the biggest organization in the guns and hunting industry of Turkey. It is very important for us to be here every year. I hope the exhibition, our hunting community and country will come to better places.

Arash Tahami - Persian Gun Trading, Iran

This is the exhibition that connects Middle Eastern and Asian countries to the World Market. There is a broad product range and it is really suitable for trade. And also access to the exhibiton is really simple for us.

John M. Atwood - Atwood & Sons Ltd. USA

Turkish shotguns are really popular in United States, that is why we came to look for the source. Products and the show is really top notch, we will mark our calendars for next year.



“Where the World Meets...”

PRODUCT CATEGORIES

- Guns and Gun Components
- Ammunition for Hunting and Sports
- Fishing Equipments
- Electronics and Optics
- Outdoor Wear and Camping Equipments
- Hunting Leather and Textile Products
- Hunting Maintenance
- Shooting Machines and Discs
- Hunting Tourism
- Defence, Private Security Weapons and Equipments
- Knives
- Taxidermy
- Hunting Dogs
- Off-Road Vehicles

Istanbul Prohunt Hunting, Arms & Outdoor Expo is attracting people from the very first year it held. Our exhibitors are displaying their innovative products to our domestic and foreign visitors and taking big steps in business development while doing this. Every year we are taking a step further to maximising our platform into a beneficial and ideal for our exhibitors and visitors while developing the number of products displayed and the number of the exhibitors

HÜSEYİN IRMAK
Istanbul Prohunt General Manager