



# GLOBAL CREATIVE EXPO

8-9 December Brussels  
PROMOTION DOCUMENT



# Global Creative Expo

We are taking Türkiye's creative exports to the next level.

Global Creative Expo is a global platform advancing Türkiye's creative exports.

Our main goal is to increase the international visibility of our creative industries and help our brands achieve stronger positions in global markets.

This ecosystem, covering a wide range from design to architecture, from digital technologies to performing arts, comes together under the umbrella of Global Creative Expo to showcase Türkiye's potential to the world.

A global showcase for Türkiye's creative sectors.

## Why Global Creative Expo?

- **Access to Global Procurement Authorities**

It opens the door to new opportunities by presenting your brand directly to global procurement authorities. These connections are the most effective way to increase your sales volume and achieve rapid growth in the global market.

- **Ease with Government Support**

Government support helps reduce costs, making it easier to enter global markets. This advantage allows brands to stand out quickly and strongly in international competition.

- **Trade Channel Opening to New Markets**

It allows companies to reach their target markets directly, rapidly expanding their trade networks. This powerful channel into new markets not only increases brand sales but also ensures sustainable growth.

- **International Visibility and Prestige**

It highlights your brand on international platforms, giving it global visibility. This allows your company to strengthen its prestige and gain an edge over competitors.

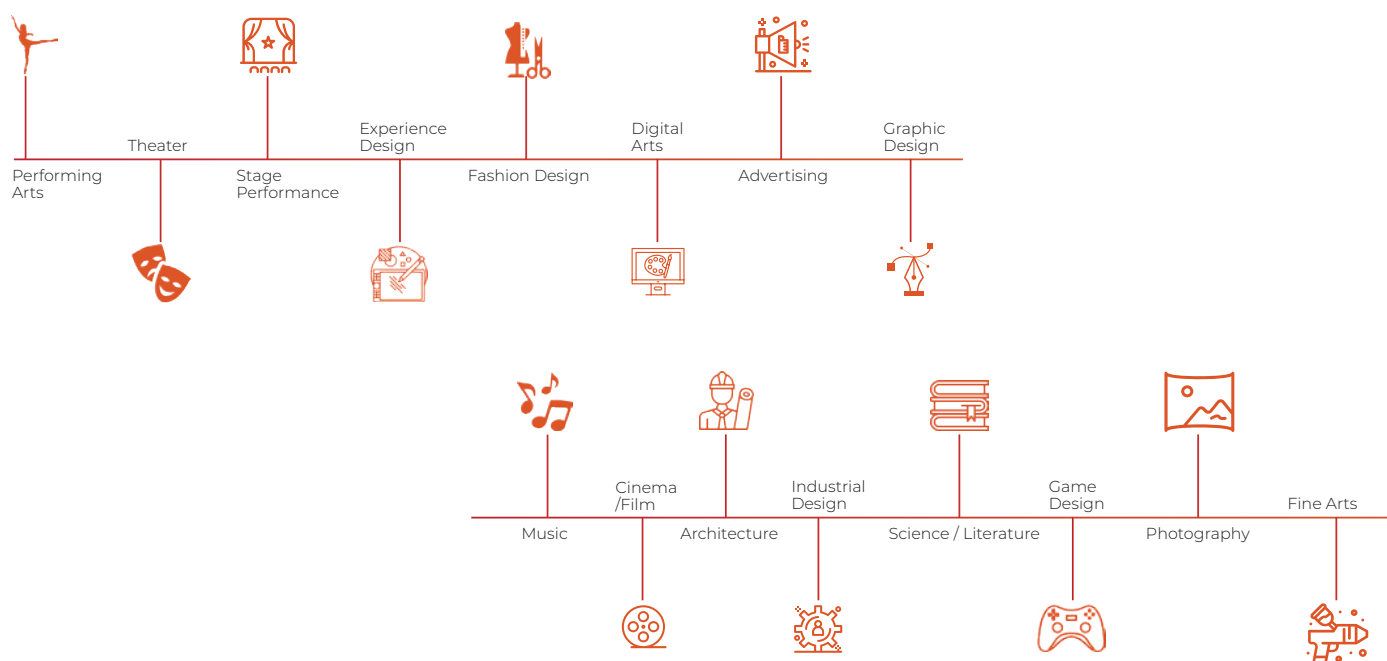


## Who Will We Meet?

- TV channels, publishing houses, digital platforms
- Film producers, animation studios, distributors
- Fashion houses, architects, industrial designers
- Game & digital art companies
- Music producers and studios
- Universities, museums, theaters

If you want to expand your market and connect your products and services with wider audiences, we are looking forward to welcoming you too.

## Sectors



## What value do we create for each sector?



### Theatre

- Opportunity to connect with theatre venues
- Opportunity to stage international plays with shared cast ensembles
- Opportunity to present foreign plays in Türkiye
- Opportunity to perform Turkish plays on European stages
- Opportunity to collaborate on joint productions
- Opportunity to export our play scripts



### Advertising

- Opportunity to collaborate with global network agencies
- Opportunity to develop multinational advertising campaigns
- Opportunity to gain experience with international brands
- Opportunity to create new market strategies
- Opportunity to form joint creative teams
- Opportunity to offer services to foreign brands
- Opportunity to participate in global advertising competitions



### Animation

- Opportunity to sell our ready-made animation content
- Opportunity to produce joint projects
- Opportunity to establish new dubbing and voice-over networks
- Opportunity to access international broadcasting channels
- Opportunity to work with European distributors
- Opportunity to gain visibility at festivals
- Opportunity to make our cultural stories universal



### Film

- Opportunity to sell your films to international channels
- Opportunity to produce joint productions
- Opportunity to establish new distribution networks
- Opportunity to screen films in European cinemas
- Opportunity to participate in film festivals
- Opportunity to expand dubbing and subtitling networks
- Opportunity to learn from global collaborations



### Music

- Opportunity to sell music products on global platforms
- Opportunity to collaborate with international artists on duets
- Opportunity to broadcast our music videos on foreign channels
- Opportunity to integrate your compositions into films and TV series
- Opportunity to learn new market models
- Opportunity to perform at festivals in Europe
- Opportunity to develop joint music productions



### Experience Design / Events

- Opportunity to collaborate with event venues
- Opportunity to promote venues in Türkiye to international markets
- Opportunity to produce joint event projects
- Opportunity to work with new suppliers
- Opportunity to sell experience design services
- Opportunity to learn about global event culture
- Opportunity to organize international brand events



### Graphic Design

- Opportunity to sell our designs to global brands
- Opportunity to produce joint design projects
- Opportunity to promote our portfolios in Europe
- Opportunity to exhibit our installations
- Opportunity to connect with foreign studios
- Opportunity to participate in international competitions
- Opportunity to export digital designs



### Photography

- Opportunity to sell the copyrights of our photo archive
- Opportunity to hold exhibitions
- Opportunity to collaborate on joint shooting projects
- Opportunity to work with partners in Europe
- Opportunity to enhance visual storytelling
- Opportunity to utilize online platforms (such as Shutterstock)

## COUNTRY-BASED STRATEGIC PARTNERSHIPS

# BELGIUM

### Europe's Creative Engine

Despite its small size, Belgium stands out as one of Europe's most dynamic creative industry hubs. Antwerp's avant-garde approach in fashion and design, Brussels' contemporary art galleries in visual arts, and the country's electronic and jazz music scenes are among the key elements fueling Belgium's creative ecosystem.

Additionally, Belgium, with its comic book tradition (Tintin, Smurfs) that has created a global cultural impact, is now experiencing strong growth in game design, digital arts, and animation. Creative industries have become a strategic sector that both nurtures the country's cultural identity and contributes to its economic growth.

- A hub for digital arts and animation
- An emerging market in game design
- A pioneer in cultural diplomacy and museology
- Films produced in 2022: 36 fiction, 4 animation, 7 documentary
- Box office: 13.68 million tickets sold, per capita viewing rate 1.97
- Thanks to the Tax Shelter mechanism, 42–44% of production costs spent in Belgium can be reclaimed
- Screen Flanders: annual budget of €3.5 million, with support of up to €400,000 per project
- Creative spending commitments generated through the 2024 calls: €18–24 million
- The Wallimage fund is particularly active in animation, post-production, and visual effects
- Brussels hosts 80+ museums, with access to 241 museums through the national Museumpass
- Cultural and creative sectors account for approximately 2.6% of Belgium's GDP and provide employment for over 300,000 people



### Belgium by the Numbers

**84**

Production Companies

**€2,1Billion**

Film & TV Production Market

**3.795**

Employees in the Sector

**%42-44**

Tax Shelter Refund Rate

**€698Million**

Video Game Market

**€70Million**

Flanders Game Developer Revenue

**241**

Museums under Museumpass

**€16,6Billion**

Flanders Creative Economy Value

**36.000**

Advertising Companies



## COUNTRY-BASED STRATEGIC PARTNERSHIPS

# Türkiye's Potential

Türkiye combines its rich cultural heritage with modern creativity, possessing a creative industry potential that stands out in its region. Istanbul serves as an international hub with contemporary art galleries, film festivals, fashion design, and digital media initiatives, while cities such as Izmir, Ankara, and Gaziantep are distinguished by their creative outputs in gastronomy, handicrafts, and design.

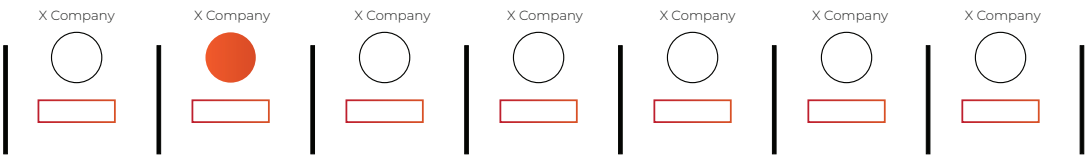
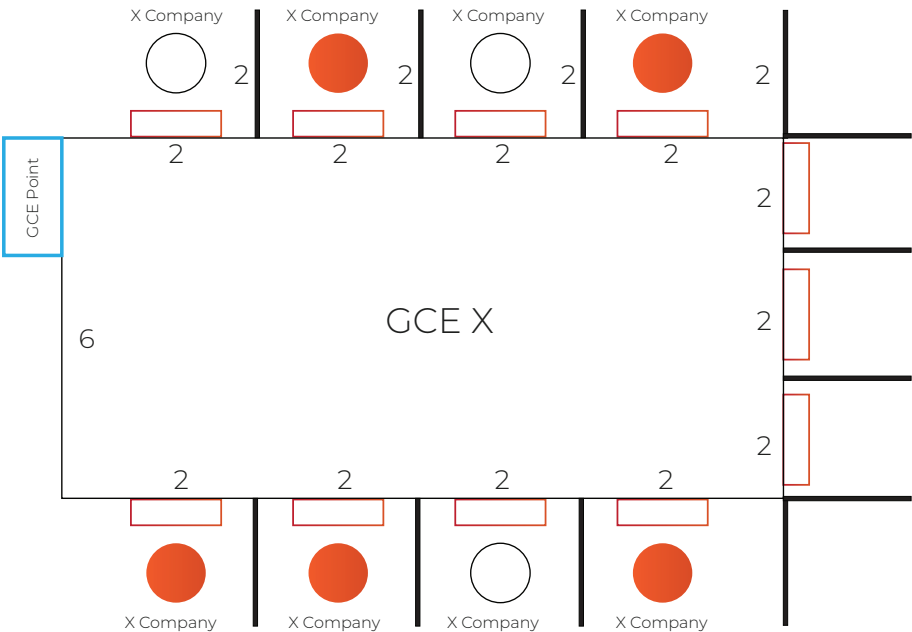
The television series and film industry have become one of Türkiye's strongest creative export sectors globally. Traditional music and craft culture merge with game development, animation, and digital content production, diversifying the country's creative ecosystem. This dynamism, combined with Türkiye's young population and innovative entrepreneurial spirit, enables the country to play a more visible and influential role in the global creative economy.

- National Participation Support
- International Investment Opportunities
- Access to Europe, the Middle East, and Asia
- Prestigious Global Representation
- Operational Ease with Official Support

**Türkiye's creative economy is a strong player on the global stage.**



# Next-Generation Event Design



Limited Quota



# Participating Institutions

## Belgium / Brussels

### Agencies / Creative Clusters

hub.brussels  
 play.brussels  
 games.brussels  
 The Cultural & Creative Industries Meta-Cluster  
 European Creative Hubs Network  
 KEA European Affairs  
 MAD Brussels (Mode & Design Brussels)  
 Creative District  
 Screen.Brussels (part of hub.brussels)  
 Wallonie-Bruxelles Design Mode (WBDM)

### TV / Broadcasting / Media Cultural Institutions

RTBF (Radio-Télévision Belge de la Communauté Française)  
 BX1 (Brussels Regional TV)  
 BeTV  
 VRT (Flemish Radio and Television Broadcasting Organization – Brussels Office)  
 BOZAR (Centre for Fine Arts Brussels)  
 LaVallée Brussels  
 Cinematek – Royal Belgian Film Archive

### Publishing Houses

Les Impressions Nouvelles  
 La Lettre volée  
 CFC Éditions  
 Éditions Labor  
 Espace Nord (Literary Label by Fédération Wallonie-Bruxelles)

### Animation / Production Visual Effects / Education

NWave Studios (3D Animation & Film Production)  
 Studio 100 Animation  
 Walking The Dog Animation Studio  
 Lunanime  
 Grid VFX  
 Zorobabel Animation  
 Ecole de Recherche Graphique (ERG)  
 LUCA School of Arts – Brussels C.  
 La Cambre (ENSAV)  
 Université libre de Bruxelles – Digital Arts Department

### Event Venues / XR Technology Campuses

Area42 Brussels  
 See U Creative Campus  
 The Egg Brussels  
 BOZAR Labs  
 ULB – FabLab & XR Lab  
 BeCentral (Digital Campus at Brussels Central Station)

### Game Development & Publishing / XR

Fishing Cactus (Brussels Office)  
 Pajama Llama Games  
 Magic Makers Brussels  
 Happy Volcano  
 Pix Mix XR Lab  
 NowHere Studio  
 Creative District XR Lab  
 ImaginVR (Brussels Hub)  
 Visionaries 777 (Brussels Operations)  
 Twist Cluster (Brussels contact node)

### Film Distribution Companies

Umedia (Production & Financing)  
 Cinéart (Distribution & Production)  
 Be Film (Wallonia-Brussels Federation)  
 Wallonie Bruxelles Images (Film Promotion Agency)  
 Imagine Film Distribution  
 Ciné + Belgique

### Theatre / Performing Arts

Théâtre National Wallonie-Bruxelles  
 Théâtre Royal de Toone  
 KVS – Koninklijke Vlaamse Schouwburg  
 Les Brigittines – Contemporary Arts Centre  
 Théâtre Les Tanneurs

### Additional List

EIT Culture & Creativity (Brussels HQ)  
 ERRIN – Culture & Creativity Cluster  
 TWIST Cluster (Media & Digital Tech)  
 Digital Wallonia Brussels Hub  
 Innoviris.Brussels  
 Visit.Brussels – Creative & Cultural Promotion Office  
 European Network of Cultural Centres (ENCC)  
 Culture Action Europe (Brussels Secretariat)  
 Cultural Creatives Europe Platform

## How Can I Participate?

You can benefit from the following participation advantages to showcase your brand on the international stage at the Global Creative Expo in Brussels.

If you want to take your brand to the world stage in Brussels, join the Global Creative Expo today!

## Participation Fee

**€3.750**

Covers two representatives per company.

**The fee includes the following services:**



Logo on the event website



Logo in promotional materials



4 m² booth space



30-minute presentation slot at GCE X



Access to B2B meetings



Electricity, table, chairs and internet access

### **Transfers:**

- Airport–hotel–airport transfers
- Intercity transfers with in Brussels
- Local transportation required during the program

**Meals:** Breakfast and lunch on event days

**Registration Fees:** Admission to events, sessions, and exhibition areas

### **Costs Not Included in the Participation Fee:**

International airfare (round-trip from the participant's city)  
Dinners and all food & beverage expenses outside the event program  
Personal expenses (mini-bar, room service, phone, laundry, etc.)  
Visa application and related official procedures  
Travel insurance



## How Can I Get Support?

This fair, which enables you to establish international connections in your industry and promote your brand on a global scale, is among the overseas event organizations supported by the Republic of Turkey Ministry of Trade.



### How Can I Get 50% Support?



Additionally  
Airfare



Accommodation



Support for  
promotional  
materials

50%

01

Become a member  
of HİB

02

Sign the  
Participation  
Agreement

03

Get  
Payment  
Receipt

04

Document your  
participation in  
the event

05

Apply for incentives  
through  
HİB

06

Get your  
incentive

To access Incentive Legislation

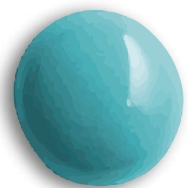
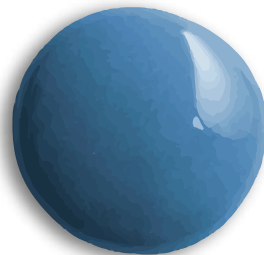




## BENEFITS

- Present your works to international buyers
- Participate in multinational co-productions
- Connect with investors and funding sources
- Develop new markets
- Gain global visibility

“  
**Write the story of  
creative exports from  
Türkiye to the world.**  
”





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