



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.

- **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.

- **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.

- **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.

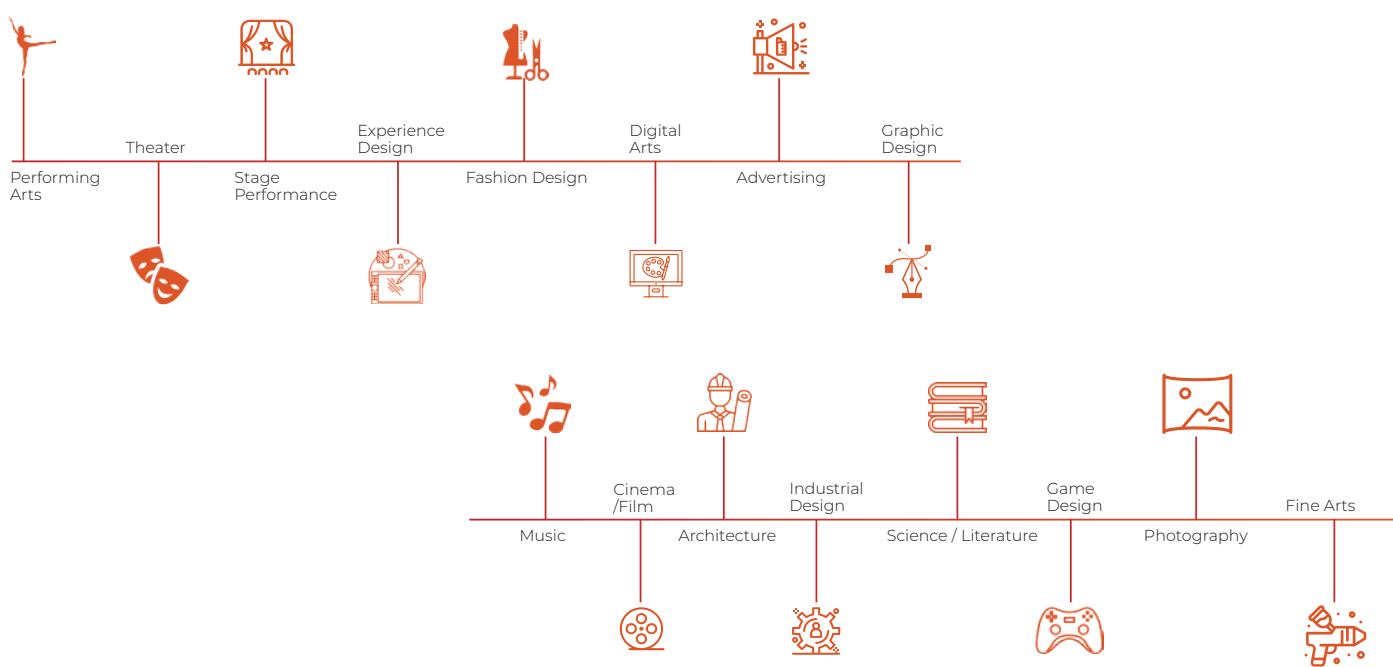


Who Will We Meet?

- 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



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. İstanbul 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.

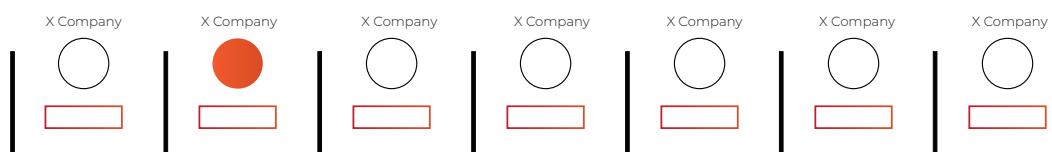
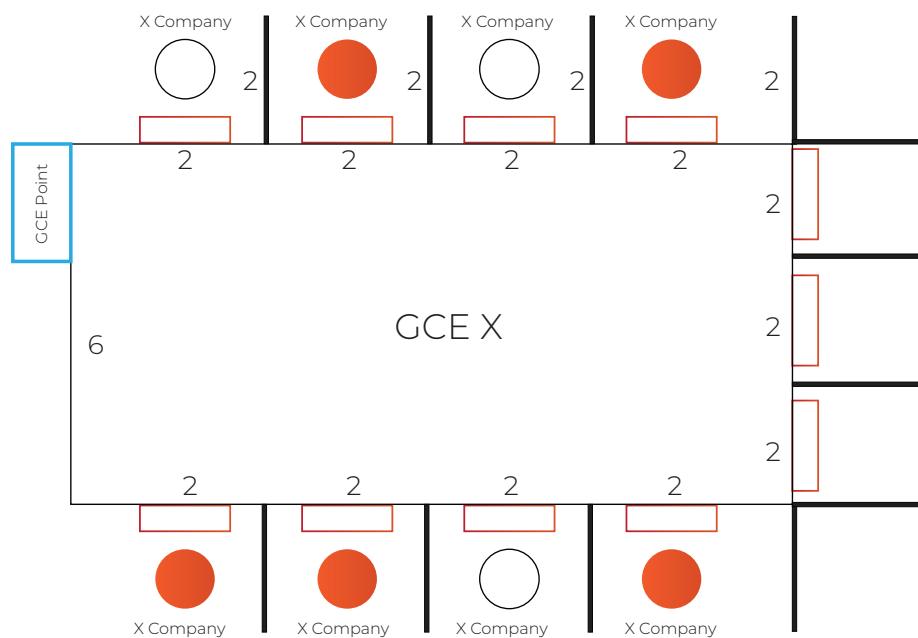
The television series and film industry have become one of Türkiye's strongest creative export sectors globally. Traditional music and craft culture merge with game development, animation, and digital content production, diversifying the country's creative ecosystem. This dynamism, combined with Türkiye's 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 Briggittines – 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:

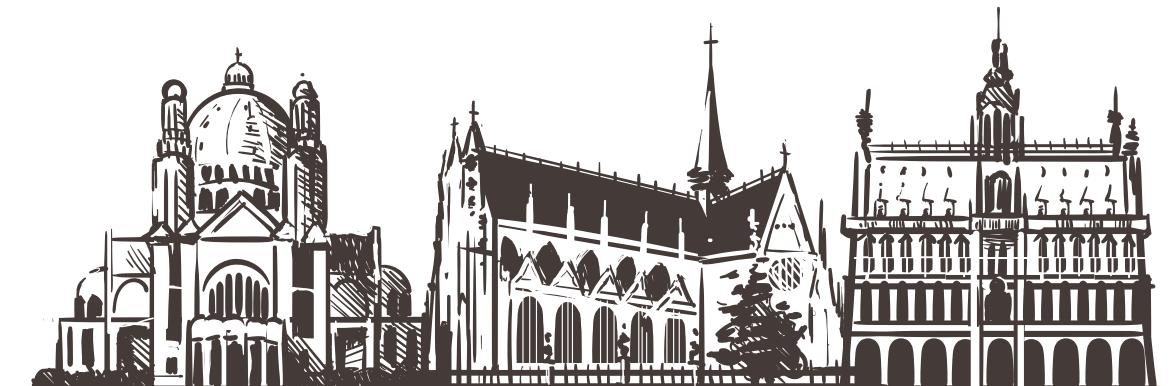
- Airport–hotel–airport transfers
- Intercity transfers within Brussels
- Local transportation required during the program

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.



Additionally
Airfare

Accommodation

Support for
promotional
materials

50%

How Can I Get

50%
Support?

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
TİB

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.**





FUARCILIK A.Ş.

Kavacık Mah. Ekinciler Cad. No:2

İç Kapı No:4

Beykoz İstanbul – TÜRKİYE

info@ekspoturk.com / +90 212 216 08 31

