



GLOBAL CREATIVE EXPO

# GLOBAL CREATIVE EXPO

5-6 December Paris  
PROMOTION DOCUMENT



REPUBLIC OF TÜRKİYE  
MINISTRY OF TRADE

# 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.

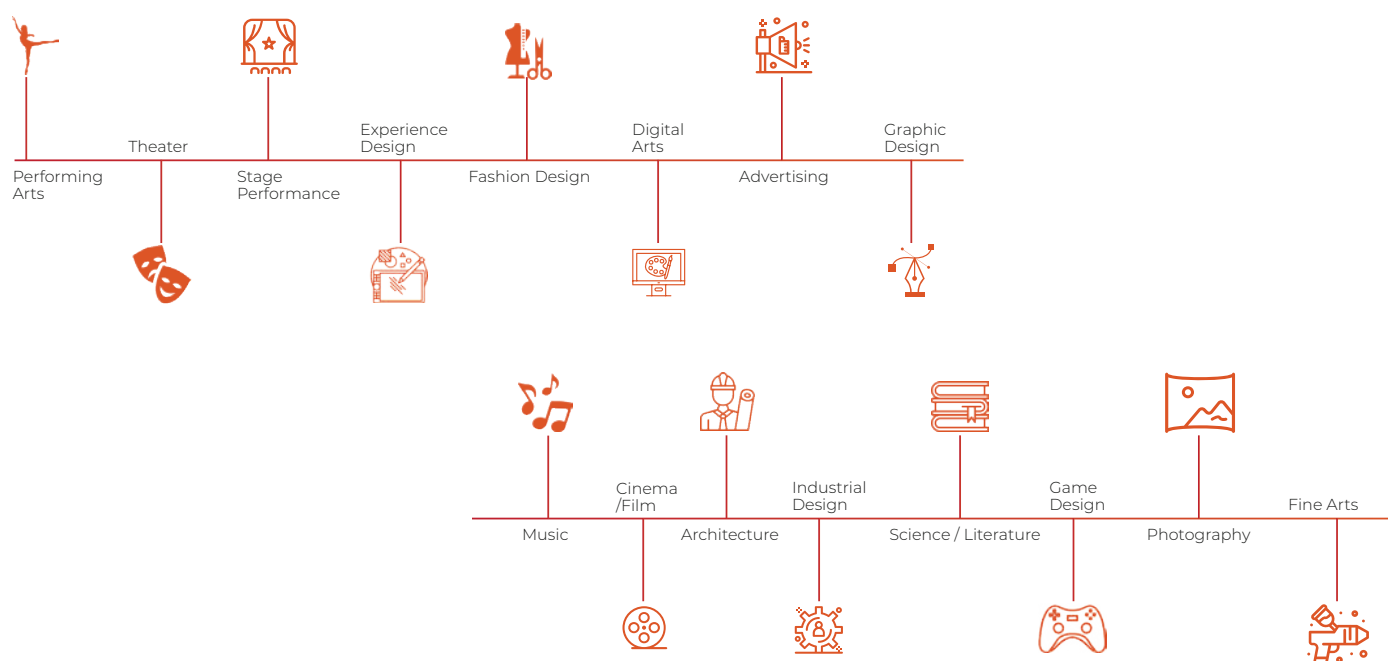


## Who Will We Meet?

- 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)

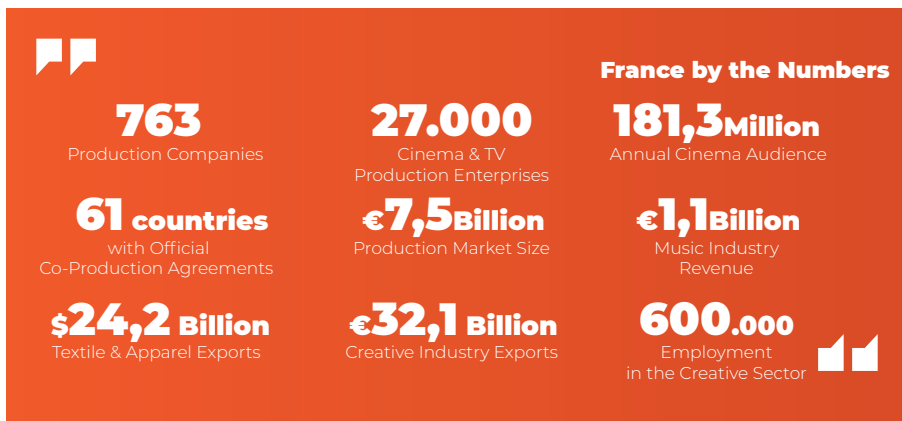
## COUNTRY-BASED STRATEGIC PARTNERSHIPS

# FRANCE

### Europe's Creative Engine

France is Europe's creative capital, with a massive market centered on cinema, music, and fashion. With government support, a strong distribution network, opportunities for international collaboration, and global visibility, it offers high value-added business partnerships for Türkiye's creative industry.

- Europe's Strongest Film and Music Ecosystem
- 300+ film distribution companies
- World leader in fashion and design
- Production Market: €7.5 billion (2024)
- Creative Industries: €32.1 billion in exports, contributing 2% to the economy, 600,000 employed
- Creative Product Exports: €1.28 billion (2023, +8% growth)
- Major Network Agencies
- 392-distributor network → global campaigns and film distribution
- CNC / Film France → funds, incentives, co-productions
- Paris-based ecosystem → syncing fashion, music, and cinema content and brands
- High visibility + prestigious business partnerships + low-barrier international projects



## 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.

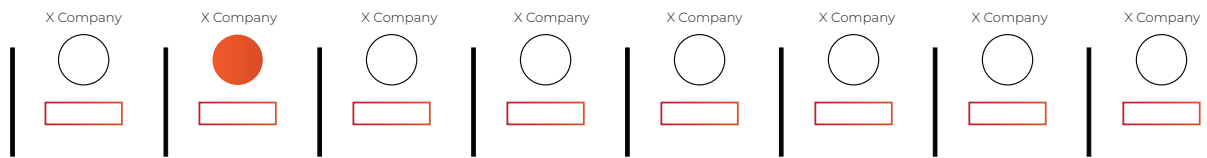
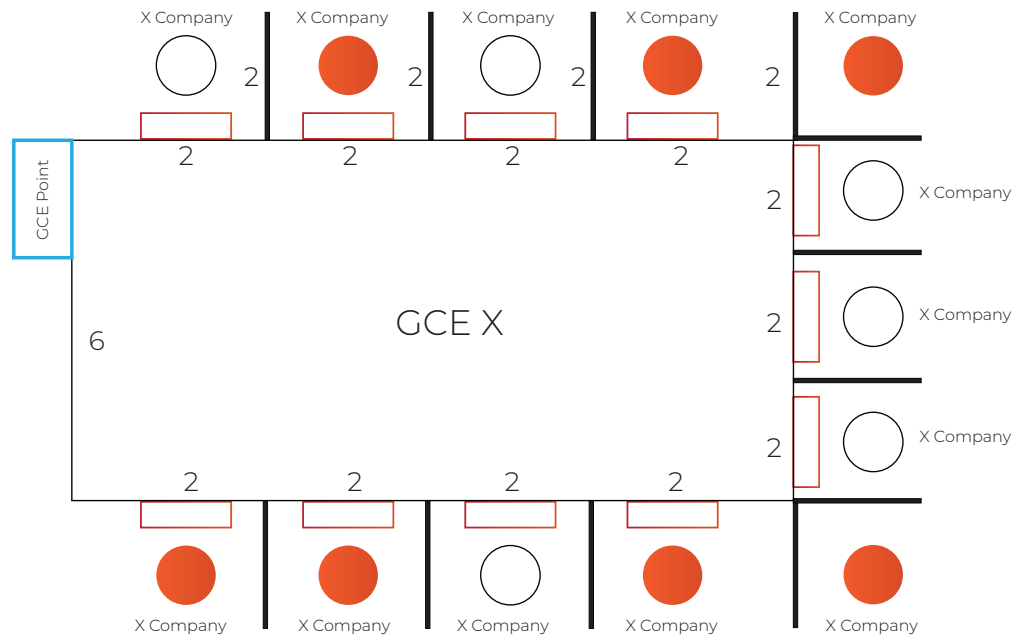
The television series and film industry have become one of Türkiye's strongest creative export sectors on a global scale. Traditional music and craft culture merge with game development, animation, and digital content production, diversifying the country's creative ecosystem. This dynamism, combined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

## France / Paris

### Agencies / Creative Clusters

Leo Burnett Paris  
 Marcel (Publicis)  
 BETC  
 Rosa Paris  
 McCann Paris  
 AKQA Paris  
 Buzzman  
 Herezie  
 La Chose  
 Cap Digital  
 Digital 113 Cluster  
 Cité du Design  
 France Immersive Learning  
 Carburant Agency

### TV / Broadcasting / Media Cultural Institutions

France Télévisions  
 TF1  
 M6  
 Canal+  
 ARTE France  
 TV5Monde  
 LCI  
 Gulli  
 Paris Première  
 France 24  
 Université Paris 8 – ATI  
 Université Côte d'Azur  
 Université de Montpellier  
 Magelis  
 Cité BD

### Publishing Houses

Hachette Livre  
 Gallimard  
 Flammarion  
 Albin Michel  
 Éditions du Seuil  
 Actes Sud  
 Glénat  
 Delcourt  
 Dargaud  
 Les Humanoïdes Associés

### Animation / Production Visual Effects / Education

Illumination Mac Guff  
 Xilam Animation  
 ON Animation Studios  
 Mikros Animation  
 Fortiche Production  
 Folimage  
 Cube Creative  
 Blue Spirit  
 Caribara Animation  
 Les Armateurs  
 Studio Hari  
 Dwarf Animation  
 TAT Productions  
 Mac Guff Ligne  
 Les Gobelins, l'école de l'image  
 École NAD – UQAC  
 ArtFX School  
 Cnam-Enjmin

### Event Venues / XR Technology Campuses

Paris Expo Porte de Versailles  
 Palais des Congrès de Paris  
 Carrousel du Louvre  
 La Gaîté Lyrique  
 104 – Le Centquatre  
 La Villette  
 Station F  
 Cap Digital  
 Pôle Media Grand Paris  
 Laval Virtual  
 Laval Teknopol  
 Arts et Métiers Laval XR Campus  
 Universcience  
 Sophia Antipolis

### Game Development & Publishing / XR

Ubisoft  
 Ubisoft Montpellier Studio  
 Voodoo  
 Plug In Digital  
 Playdigious  
 Focus Entertainment  
 Don't Nod  
 Quantic Dream  
 Asobo Studio  
 Arkane Studios  
 Ankama  
 Microids  
 Nacon - Bigben  
 Gameloft  
 Dotemu  
 Shiro Games  
 Capital Games  
 Blacknut Cloud Gaming  
 Black Sheep Studios  
 La Compagnie des Martingales

### Film Distribution Companies

Gaumont  
 Pathé  
 StudioCanal  
 UGC Distribution  
 SND (Groupe M6)  
 Metropolitan Filmexport  
 Le Pacte  
 Diaphana Distribution  
 Haut et Court

### Theatre / Performing Arts

Comédie-Française  
 Odéon – Théâtre de l'Europe  
 Théâtre du Châtelet  
 Théâtre de la Ville  
 Théâtre Mogador  
 Théâtre Marigny  
 Opéra national de Paris  
 Philharmonie de Paris  
 La Seine Musicale

### Additional List

Laval Mayenne Technopole  
 Laval Virtual  
 CLARTE and Laval Virtual  
 ESIEA  
 Arts et Metiers Paris tech  
 Université du Mans / IUT de Laval  
 Imagin VR  
 INOD  
 Leonard Technologies  
 Visionaries 777  
 Nomads Robotics

# 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 Paris.

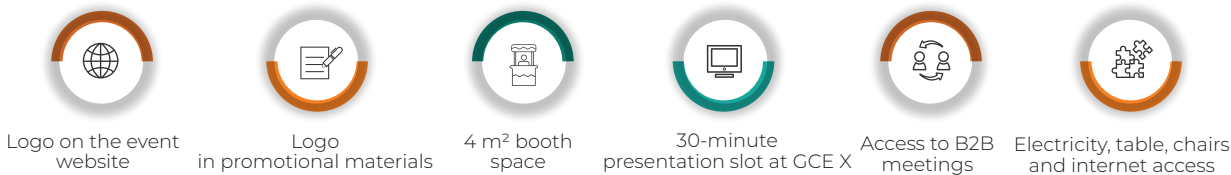
If you want to take your brand to the world stage in Paris, join the Global Creative Expo today!

## Participation Fee

**€3.750**

Covers two representatives per company.

**The fee includes the following services:**



### **Transfers:**

- Airport–hotel–airport transfers
- Intercity transfers within Paris
- 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.



50%



Additionally  
Airfare



Accommodation



Support for  
promotional  
materials

## 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  
HİB



06

Get your  
incentive



To access Incentive Legislation

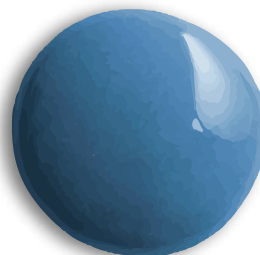




## BENEFITS

- 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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