

INTERNATIONAL  
**CITRUS  
CONGRESS**  
Mersin | Turkey  
2020

**Reframing Citriculture:  
Better Connections for Future**

[www.icc2020.org](http://www.icc2020.org)

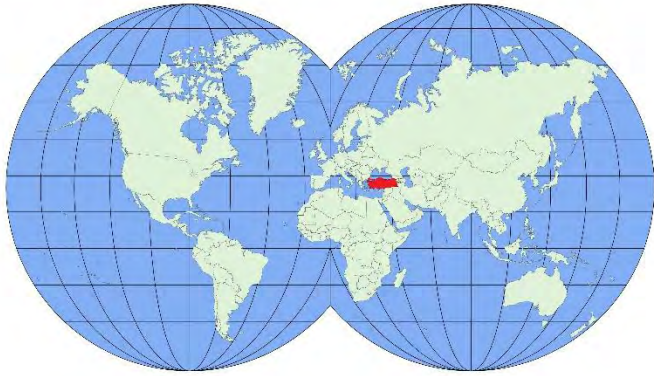
TURKEY

Discover  
the potential



MEDITERRANEAN EXPORTER UNIONS





Asia

# Host Country



# Discover the potential

# Host City



This congress will be a great chance for all of you to see our well maintained citrus gardens and our developed technological features during the technical tour with the supervision of the Alata Horticultural Research Institute and the Cukurova University.

- 🍊 **Agriculture** plays an important role in Turkey
- 🍊 **8<sup>th</sup> largest producer** of citrus in the world
- 🍊 Annual production of citrus of approx. **4.2 million**, of which **43 percent** is exported
- 🍊 **Second largest exporter** of citrus worldwide
- 🍊 Turkey's largest **Seaport**
- 🍊 Annual **Citrus Festival** to promote citrus



**ALATA HORTICULTURAL  
RESEARCH INSTITUTE**

# Cilicia

Vue Générale de Mersine.

Host City

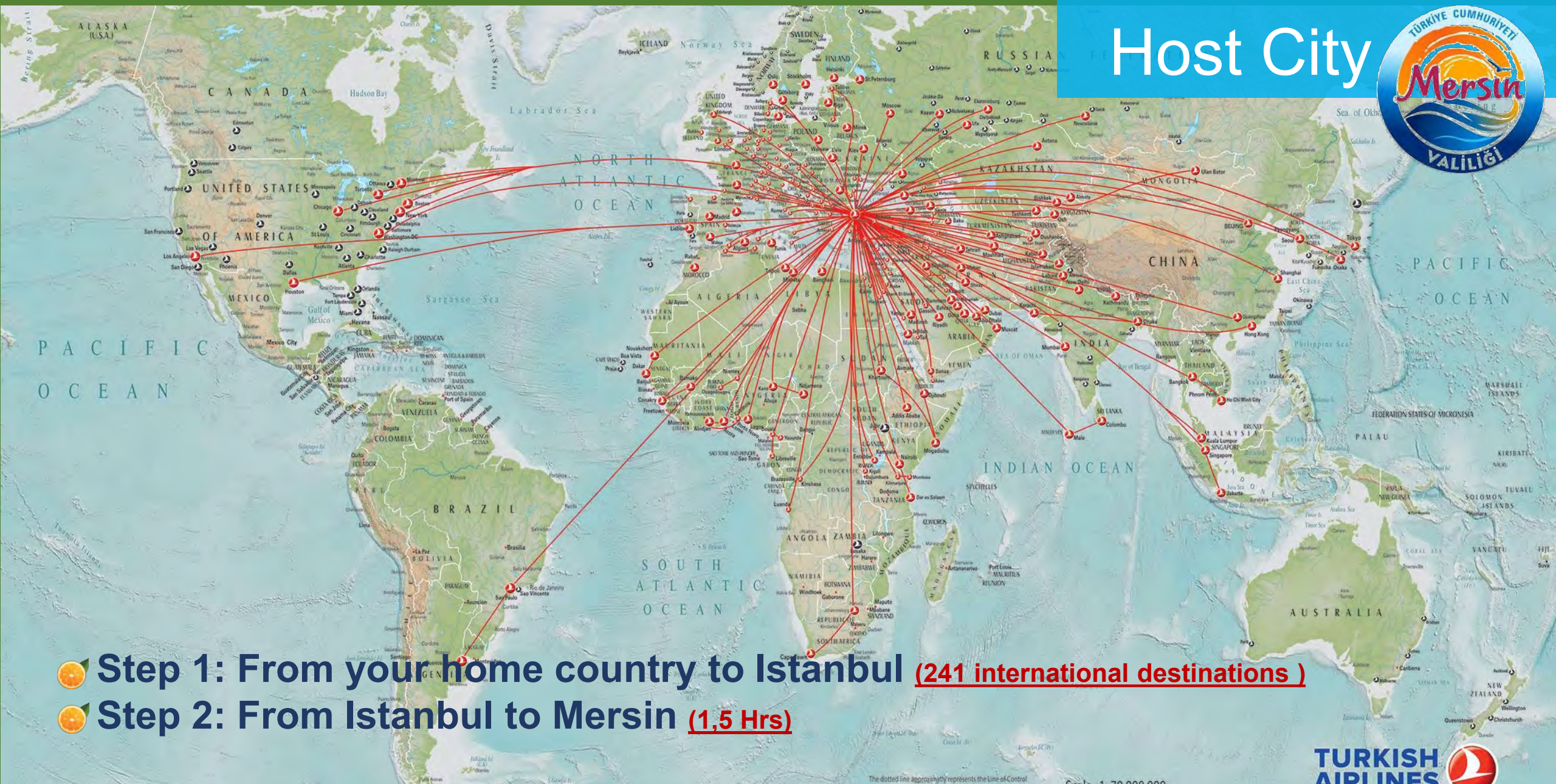


The first settlement in Mersin, which is known as Cilicia in ancient times, dates as far back as to the New Stone Age. It is one of the important ports of the Mediterranean and the center of maritime commerce just as it was during ancient times. As a settlement of dominant powers since Neolithic Period, Mersin hosts many archaeological and historical monuments remaining from Chalcolithic, Hittite, Roman, Byzantine and Ottoman civilizations. Therefore, many important figures in the history of civilization, such as Alexander the Great, Saint Paul, Cleopatra, Aya Thecla, Prophet Daniel, lived in this area and changed the course of history



# How to reach Mersin?

## Host City



🍊 **Step 1: From your home country to Istanbul (241 international destinations)**

🍊 **Step 2: From Istanbul to Mersin (1,5 Hrs)**

The dotted line approximately represents the Line of Control in Jammu and Kashmir as agreed upon by India and Pakistan. A final agreement on Jammu and Kashmir has not been reached. TK is not responsible for any flight cancellations or delays. The final schedule of flights and fares may be subject to change.

Scale: 1: 70.000.000

TK Flights / TK Uçuşları  
TK Marketing Codeshare Flights / TK Marketing Codeshare Uçuşları



A STAR ALLIANCE MEMBER

# How to reach Mersin?

Airport Shuttle Service @ICC 2020

Host City



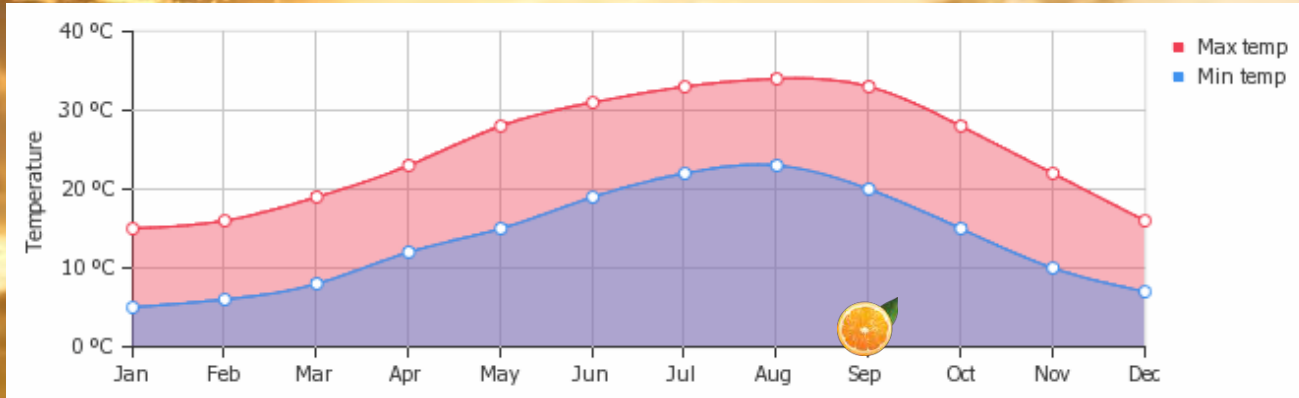
ICC 2020  
Welcome Desk  
at the airport

70 km from  
airport to Mersin  
City Center



Airport  
Shuttle





Typical Mediterranean Climate

- Hot, dry summers
- Warm, wet winters

**The Best Season in Mersin  
is September !**

in the ancient world the city was called  
"Solipompeopolis" meaning "Sun City".

# What will you see in Mersin?

Host City



Caretta Caretta Turtles and Scuba Diving



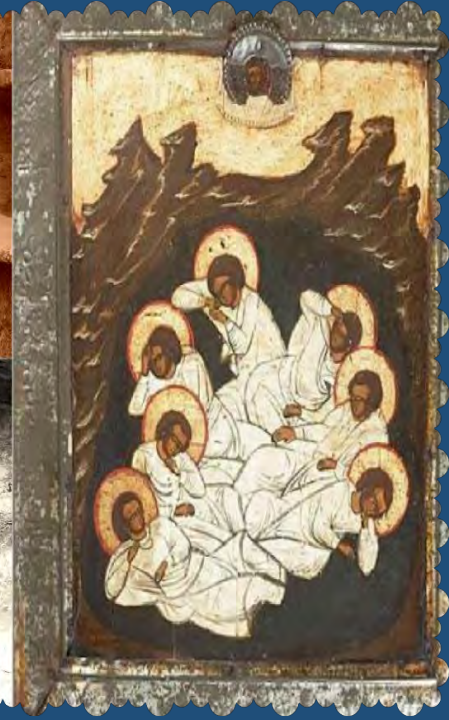
Beautiful Beaches at the Mediterranean Sea



Maiden's Castle



Cave of the Seven Sleepers





# What will you see in Mersin?

Host City



Amazing cave of Heaven and Hell



Adamkayalar, giant man rocks in Mersin



Peaceful St Pauls Church in Tarsus



Historical stone houses in Tarsus



# What will you taste in Mersin?

Host City



- 🍷 **Tantuni** hot wrap with lamb
- 🍷 **Cezerye** small candy of carrot
- 🍷 **Künefe** dessert of cheese and pastry



Meet us in Mersin, where the heart beats for citrus

ICC 2020




*Photo: Mersin City View at night*

Theme



**Reframing Citriculture:  
Better Connections for Future**



# Reframing Citriculture: Better Connections for Future

Theme

On the fertile grounds of the Mediterranean Sea area, with the traces of a long history, "citriculture" will be set in a new frame during ICC 2020.

Within this approach, "citriculture" professionals will gather together in order to deepen their knowledge regarding valuable subjects, such as the continuously innovating technology, lucrative investments and efficient manpower. The aim of this congress is to highlight the importance of citrus all around the world and to determine new politics for its future. **Let better connections flourish the "Citriculture".**

# Organization Structure



MEDITERRANEAN EXPORTER UNIONS





# Yenisehir Ataturk Cultural and Culturel Center

Venue



28.000m<sup>2</sup>  
event space



Besides small meeting halls, 3 big main halls:  
1500-sitting-capacity big hall  
500-sitting-capacity ballet hall  
500-sitting-capacity conference center



Parallel to the  
Mediterranean Sea  
Coast





# Venue – Hotels Map



**Total bed capacity: 6703**

# Main Hotel-1



# Radisson Blu Hotel is in Mersin

## Main Hotel-2



The Radisson Blu Hotel in Mersin has got 246 rooms in modern design with artistic photos of Turkish artists. The five meeting rooms can host up to 800 persons. Hotel guests can enjoy free high speed Internet, an outdoor pool and a fitness center.

# Pre and Post Congress Tours



# Cappadocia: 3 days tour



Air-ballooning



Mountainbiking



Amazing sunrise



Cave houses

# Istanbul: 4 days tour



Historical Peninsula



Bosphorus Cruise



Prince Islands



Dinner with a view

# Antakya – Gaziantep – Şanlıurfa: 7 days tour



Göbeklitepe in Şanlıurfa



Gaziantep's Sweet Desserts



Titus Tunnel in Antakya



Mosaic Museum in Gaziantep

# Technical Tours



REPUBLIC OF TURKEY  
MINISTRY OF FOOD AGRICULTURE  
AND LIVESTOCK

ALATA HORTICULTURAL  
RESEARCH INSTITUTE

Turkey is the 8<sup>th</sup> largest producer of citrus with an annual production of approximately 4.2 million, of which 40 percent is exported, putting Turkey in a position of the second largest exporter of citrus worldwide. The rural area of Mersin, which profits of the Sea breeze of the Mediterranean Sea, is the place where the citriculture lives and boasts the citrus export of Turkey.



# Project Management

Growth is never by mere chance; it is the result of forces working together



Photo: The 2013 Mediterranean Games Mersin, Closing Ceremony



# PCO & Team

Director of PCO  
UFUK

Project Manager of ICC 2020  
PELIN



Project Coordinator of ICC 2020  
WENDY



## ISTANBUL OFFICE

Ebula Mardin Cad, Ulgen Sok,  
A2/2, Villa No: 12  
Levent | Bestiktas | Turkey  
Phone: +90 212 270 06 24

## ANKARA OFFICE

Mustafa Kemal Mah.  
2146. Sok. No: 14/21  
Cankaya | Ankara | TURKEY  
Phone: +90 312 440 41 55

local knowledge *global* presence



# PCO & Team

MCI has **20** offices in **44** countries which are member of ISC



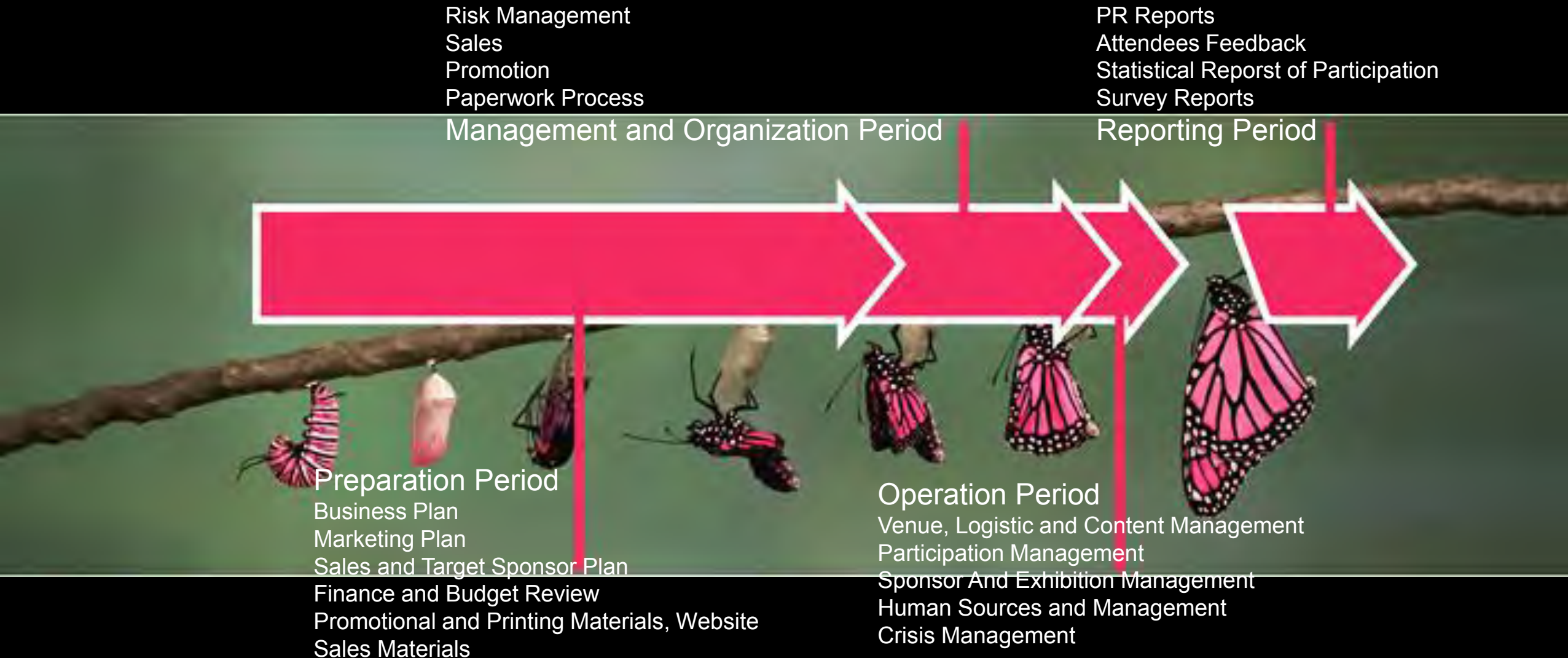
31 Countries

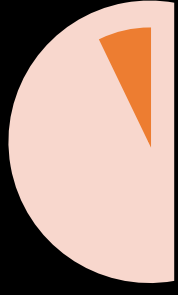


60 Offices

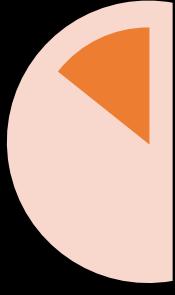
AFRICA	MCI	AMERICA	MCI	AUSTRALIA	MCI	ASIA	MCI	EUROPE	MCI
EGYPT		ARGENTINA		AUSTRALIA		BHUTAN		BELGIUM	
KENYA		BELIZE		NEW ZEALAND		CHINA		CYPRUS	
MOROCCO		BRAZIL				INDIA		DENMARK	
MOZAMBIQUE		CHILE				IRAN		FRANCE	
NIGERIA		COLOMBIA				ISRAEL		ITALY	
SOUTH AFRICA		COSTA RICA				JAPAN		NETHERLANDS	
TUNISIA		CUBA				KOREA		PORTUGAL	
		ECUADOR				LEBANON		SPAIN	
		MEXICO				OMAN		TURKEY	
		PERU				PAKISTAN		UK	
		URUGUAY				PHILIPPINES			
		USA				SAUDI ARABIA			
						THAILAND			

# 4 steps to the ICC 2020:

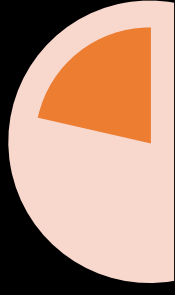




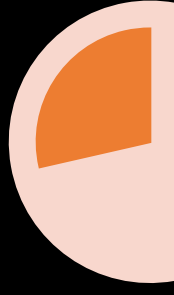
Event Management



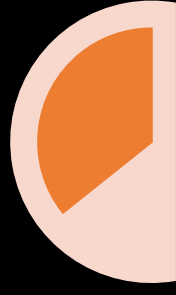
Strategic Marketing and  
Promotion



Sponsorship and  
Exhibition Management



Registration Management



Abstract Management



Marketing Super  
Performance



Sponsorship and  
Exhibition Sales



**ICC 2020**  
**Project**  
**Management**

# To meet the increasing demand for access to information 24/7 we commit to reliable state of the art technology during ICC 2020



For ICC 2020 live streaming of selected presentations will be offered. This creates the opportunity to capture the content of the presentations electronically and make them available online for those who can't attend



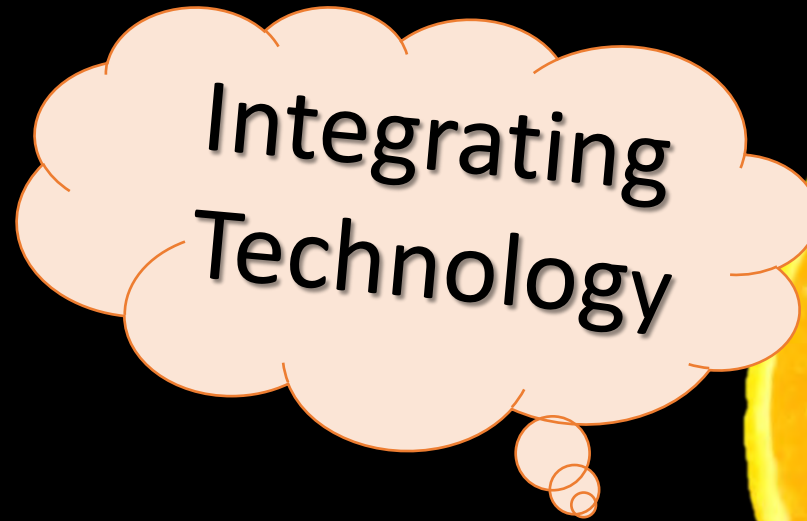
A customised app, compatible for multiple format mobile devices will be created to facilitate the access to information prior to the Congress and to help the participants to plan their attendance in advance



Technology will be integrated within the sessions to support interaction, which will enable delegates to ask questions to the chair and panel, to vote or to indicate opinion during the sessions



The behaviour of the delegates will be tracked as well to review session attendance and to identify the linked area of interests of attendees, for example to learn which posters they view and which exhibitors they visit





Thank you so much!  
Please join us at the  
[booth 37 / ICC 2020](#)

Mr Kemal Kacmaz  
ICC 2020 Chair



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*Photos: Mersin International Citrus Festival*