INTERNATIONAL CITRUS CONGRESS
Mersin | Turkey 2020

Reframing Citriculture:
Better Connections for Future

www.icc2020.org
Host City

- **Agriculture** plays an important role in Turkey
- **8th 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

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.

ALATA HORTICULTURAL RESEARCH INSTITUTE
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?

Step 1: From your home country to Istanbul (241 international destinations)
Step 2: From Istanbul to Mersin (1.5 Hrs)
How to reach Mersin?
Airport Shuttle Service @ICC 2020

ICC 2020 Welcome Desk at the airport

70 km from airport to Mersin City Center

Airport Shuttle

Host City
Climate

Host City

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?

- 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?

- 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?

- **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
Reframing Citriculture: Better Connections for Future
Reframing Citriculture: Better Connections for Future

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”.
Yenisehir Ataturk Cultural and Congress Center
Yenisehir Ataturk Cultural and Culturel Center

28,000m² 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

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.
Cappadocia: 3 days tour

- Air-ballooning
- Amazing sunrise
- Mountainbiking
- Cave houses
Istanbul: 4 days tour

- Historical Peninsula
- Prince Islands
- Bosphorus Cruise
- Dinner with a view
Antakya – Gaziantep – Şanlıurfa: 7 days tour

- Göbeklitepe in Şanlıurfa
- Titus Tunnel in Antakya
- Mosaic Museum in Gaziantep
- Gaziantep's Sweet Desserts
Turkey is the 8th 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.
Growth is never by mere chance; it is the result of forces working together.
project manager of ICC 2020
PELIN

Director of PCO
UFUK

Project Coordinator of ICC 2020
WENDY
MCI has **20** offices in **44** countries which are member of ISC

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31 Countries

60 Offices

[www.mci-group.com](http://www.mci-group.com)
4 steps to the ICC 2020:

**Management and Organization Period**
- Risk Management
- Sales
- Promotion
- Paperwork Process

**Operation Period**
- PR Reports
- Attendees Feedback
- Statistical Report of Participation
- Survey Reports

**Preparation Period**
- Business Plan
- Marketing Plan
- Sales and Target Sponsor Plan
- Finance and Budget Review
- Promotional and Printing Materials, Website
- Sales Materials

**Operation Period**
- Venue, Logistic and Content Management
- Participation Management
- Sponsor And Exhibition Management
- Human Sources and Management
- Crisis 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

www.icc2020.org

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Photos: Mersin International Citrus Festival