

DISCOP merges with regional partners

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Dicop Africa 2013 (Photo credit: [www. discopafrica.com](http://www.discopafrica.com))

DISCOP Istanbul and DISCOP Africa, television content markets which take place in significant industry growth regions, have acquired new partners in order to expand both events and build closer connections in each market respectively.

Patrick Jucaud-Zuchowicki, Founder of the DISCOP Markets believes that business in these regions is where the future of their clients lies. “Both Istanbul and Johannesburg have become influential centres of gravity and DISCOP's ground-breaking alliances will also help develop deeper relationships with multinational brands and advertisers that have become vital to the continuous growth of international TV content business,” said Jucaud-Zuchowicki.

Hakan Adiguzel, President of Globus Fairs and Congress, a prominent Istanbul-based trade show organiser which will own 50% of DISCOP Istanbul, said: “Turkey has now

become a major player in the global industry. As a marketplace for international content suppliers, as a production centre with a plan to export US\$1 billion worth of TV content in the next decade, the city is now a strategic TV business hub for Central and Eastern Europe, Central and West Asia, North Africa, and the Middle East.”

Nat Kekana, part of the group of South African investors who will attain 50% of DISCOP Africa said: “The next few years will bring enormous opportunities as digital services become increasingly common across a continent blessed by the world's youngest population. And in a few years, DISCOP Africa has grown to become the only market where multiplatform entertainment business meets Africa.”

DISCOP markets will host over 4,000 delegates, both non-exhibiting and exhibiting, which represent more than 2,000 international TV and digital content companies in 2014.

DISCOP Istanbul takes place until 6 March at the Istanbul Convention and Exhibition Centre in Turkey.

DISCOP Africa takes place from 5 to 7 November at the Sandton Convention Centre in Johannesburg, South Africa.

Visit the [DISCOP Istanbul](#) and [DISCOP Africa](#) websites for more information.