



## **Headline Options**

1. LADIK GLOBAL MARKETING PARTNERS WITH FASTERCAPITAL Equitypilot TO ACCELERATE GLOBAL EXHIBITIONS

2. Ladik Global Marketing Joins FasterCapital Equitypilot to Scale International NanoTech Fair and Global Sales

## **ISTANBUL, Türkiye & Dubai, UAE - November 2, 2025**

Ladik Global Marketing and FasterCapital today announced a strategic partnership through FasterCapital's Equitypilot program to accelerate Ladik's international exhibition platform, expand the 2027 Nano Technology Fair, and scale global sales across Europe, MENA and APAC via co-developed go-to-market and fundraising support.

## **Market opportunity & problem statement**

The global trade show and exhibition market is rebounding projected to exceed \$50B yet organizers face high fixed costs, fragmented broker networks, and limited digital sales channels. Many regional organizers struggle to scale internationally and monetize repeatable fair IP. Ladik targets this white space by packaging market-ready fairs and agency agreements into scalable products that convert foreign demand into recurring revenue.

## **Startup solution & differentiation**

Ladik Global Marketing brings a proven track record in international trade, medical device distribution and exhibition operations. The company offers end-to-end fair organization, international brokerage agreements, and a pipeline for the Nano Technology Fair (2027). Ladik's differentiator is its

broker-led distribution network, experience converting foreign currency revenue, and plans to productize exhibitions (stand packages, digital marketplaces, and distributor contracts), enabling faster monetization and higher margins than traditional organizers.

### **FasterCapital partnership value**

Through the Equitypilot program, FasterCapital will provide strategic mentorship, product and tech advisory, cloud infrastructure support, and capital-raising guidance to prepare Ladik for Series A and strategic partnerships. FasterCapital's selective criteria and global investor network validate Ladik's model and accelerate timeline for commercialization, technology rollout, and international broker onboarding over the next 12–18 months. FasterCapital's resources will also help Ladik professionalize investor reporting and scale digital ticketing and exhibitor portals.

### **Executive quotes**

"Ladik addresses a clear market inefficiency in exhibition productization and cross-border monetization," said Hesham Zreik. "FasterCapital's Equitypilot is designed to turbocharge companies that have proven traction and need an integrated runway to scale sales, technology, and investor readiness Ladik fits that profile."

"Joining Equitypilot with FasterCapital is a pivotal step for Ladik," said Ahmet Cem Ögüt, Founder & CEO of Ladik Global Marketing. "Their operational playbook and investor network help us professionalize our product offering, expand the Nano Technology Fair globally, and convert our agency contracts into consistent, foreign-currency revenue."

### **Growth trajectory & future plans**

Near-term milestones include launching a unified exhibitor portal, expanding the broker network to 30+ markets, and securing anchor exhibitors for NanoTech 2027. Ladik aims to close a growth financing

round in 2026 to fund exhibitions acquisition, vehicle fleet expansion, and a €7M marketing acceleration plan. Long term, Ladik targets leadership across targeted sectors by productizing fairs and licensing event IP internationally.

### **About Ladik Global Marketing**

Ladik Global Marketing (est. 2018, Istanbul) organizes international exhibitions and provides trade and marketing services across healthcare, technology and industrial sectors. Ladik's mission is to deliver customer-centric, high-value fairs while converting international agency agreements into scalable revenue.

### **About FasterCapital**

FasterCapital is a global venture builder and online incubator dedicated to co-funding and co-founding innovative startups. Established in 2014, we are now #1 venture builder in terms of number of startups that we have helped, money invested and money raised. It supports startups worldwide through various programs, including funding assistance, business development, and technical support. The Equitypilot program is designed to help early-stage startups build scalable solutions with mentorship, strategic guidance, and network support.

Media Contact:

Rasha Almasri

[rasha.almasri@fastercapital.com](mailto:rasha.almasri@fastercapital.com)

+1 (512) 400-0256