



MÜSİAD / 2026
EXP
INTERNATIONAL
MÜSİAD TRADE FAIR

23-26 SEPTEMBER 2026
İSTANBUL EXPO CENTER

**Global
Trade is Here!**

musiadexpo.com

Müstakil
exhibition / event



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**MÜSİAD Expo is ready to open
its doors for the 21st Time!**

Organized for the 20th time in 2024, Türkiye's and the region's most comprehensive mixed trade fair, **MÜSİAD EXPO**, brought together investors, industrialists, and entrepreneurs from all around the world in Istanbul.

With its steadily growing number of participants and sectoral diversity each year, **MÜSİAD EXPO** continues to unite leading figures from the worlds of business and politics.



Burhan ÖZDEMİR
President of MÜSİAD

In 2026, with a major turnout, **MÜSİAD EXPO 2026** will open its doors for the 21st time.

Taking place between **23-26 September 2026** at the Istanbul Expo Center, **MÜSİAD EXPO 2026** will once again host investors, industrialists, and entrepreneurs from all over the globe.

The 20th edition, **MÜSİAD EXPO 2024**, held between **26-29 November 2024**, offered an extraordinary fair experience with events such as the **D8 Ambassadors Meeting, the International Business Forum, and the Foreign Missions Reception.**

Once again in 2026, **MÜSİAD EXPO** will make its mark, continuing to grow each year with its global cooperation network and strong organizational capability.



MÜSİAD / 2024

EXP

ULUSLARARASI
MÜSİAD TİCARET FUARI

26-29 KASIM 2024 · İSTANBUL

MÜSİAD / 2024
EXP





**Effective Market
Connections & Direct Sales**



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**Exhibitor
Profile**

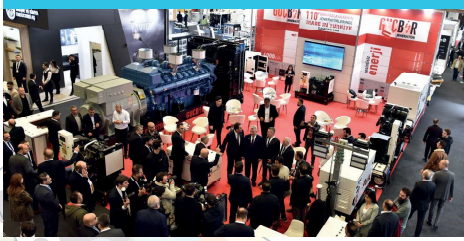
- MUSIAD Member Companies
- Overseas Branch Members of MUSIAD
- Companies from OIC (Organization of Islamic Cooperation) Member States
- Companies from Türkiye's 2026 Target Countries
- Domestic and International NGOs
- Municipalities
- Technology Companies and Technoparks

%90
Satisfaction Rate
(MUSIAD EXPO 2024 Participants & Visitors)

24 **300**
Sectors **Companies**



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- Direct Sales
- New Market Opportunities
- B2B Meetings
- Effective Market Connections
- New Business Partners
- Long-term & Stable Agreements
- Stronger Product & Brand Image
- One-on-one Promotion & Display
- Opportunity to Assess Your Competitiveness
- Finding Distributors, Representatives, Dealers, and Agents
- Expanding Business & Communication Networks
- Meeting Trade Representatives from All Continents

Fair Advantages



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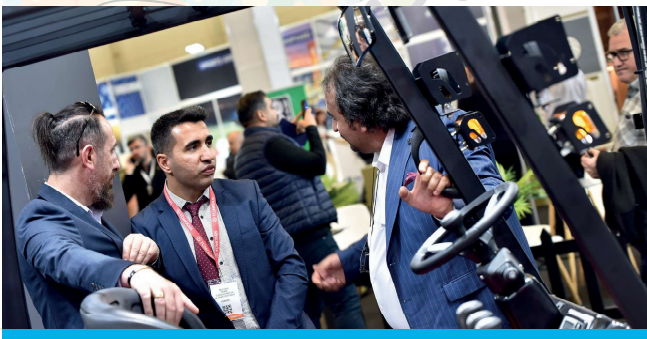
Visitor Profile

- Academics and Experts
- Bureaucrats and Ministers
- Journalists and Editors
- Entrepreneurs and Business Leaders
- Chambers of Commerce and Union/Association Presidents
- Sector Representatives, Investors, and Manufacturers



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114 VISITOR COUNTRIES



5,000+ B2B Profiles

New Product Groups

B2B Meetings

MoUs & National Pavilions

Countries participating with national pavilions included:
Belarus, Azerbaijan, TRNC, China, Japan, Ethiopia, Venezuela,
UK, USA, Netherlands, France, Belgium, Georgia,
Australia, Malaysia, Indonesia, Iran, Syria, Russia, India,

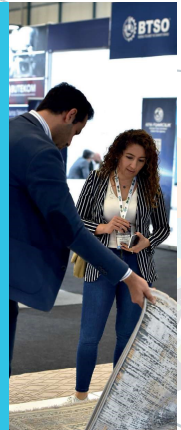


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At MUSIAD EXPO 2024, 15 countries, including Germany, Netherlands, Australia, Malaysia, China, and USA, had national pavilions. MoU goodwill agreements were signed with organizations from these countries.

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Diplomatic Summits & Meetings



As part of MUSIAD EXPO 2026, the **IBF - International Business Forum** will once again bring the business world together.



In MUSIAD EXPO 2024, the 28th International Business Forum convened under the theme: "Migration: Humanitarian and Economic Dimensions".





At MÜSIAD EXPO 2024, the **Diplomatic Relations and International Organization Committee** hosted the **G20 Panel, Diplomatic Missions Session, Türkiye-Iraq Business Forum, and the MÜSIAD INVEST Networking Program.**

The programs gathered more than **120 foreign mission representatives** from 60 different countries, including **28 Ambassadors and 23 Consuls General**, along with Deputy Consuls, Consuls, Commercial Attachés, etc., where discussions on trade diplomacy and collaborations were held.



7.622
International Visitors



50.000
Total Visitors

16
Countries **83**
International Exhibitors



- | | |
|--|---|
| 2 Construction, Building, Real Estate, Environment, Durable Goods, Furniture, Decoration, Lighting, MÜSIAD Valley | 4 Machinery, Automotive, Defense Industry, Metal, Energy, Information Technologies, International Participants |
| 3 Opening Ceremony, Event Area | 8 Food, Agriculture, Packaging, Services, Logistics, Printing & Publishing, Tourism, Healthcare, Textile |

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MÜSTAKİL
exhibition event

This fair is organized under the supervision of TOBB (Union of Chambers and Commodity Exchanges of Türkiye) in accordance with Law No. 5174.