



MUSIAD / 2026 EXPO



INTERNATIONAL
MUSIAD TRADE FAIR

23-26 SEPTEMBER 2026
İSTANBUL EXPO CENTER

Global Trade is Here!

musiadexpo.com

Müstakil
exhibition / event

MÜSİAD / 2026 EXP

INTERNATIONAL
MÜSİAD TRADE FAIR

23-26 SEPTEMBER 2026

İSTANBUL EXPO CENTER



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**.

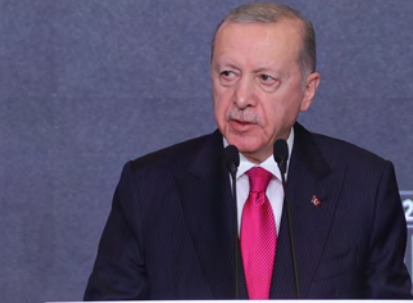
Once again in 2026, **MÜSİAD EXPO** will make its mark, continuing to grow each year with its global cooperation network and strong organizational capability.



MÜSİAD / 2024 EXP



ULUSLARARASI
MÜSİAD TİCARET FUARI
26-29 KASIM 2024 • İSTANBUL



MÜSİAD 2024
EXP



24
L





MUSIAD / 2024 EXPO



musiadexpo.com

Effective Market Connections & Direct Sales

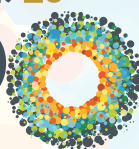




MÜSİAD / 2026

EXP

**INTERNATIONAL
MÜSİAD TRADE FAIR**



23-26 SEPTEMBER 2026

İSTANBUL EXPO CENTER

%90
Satisfaction Rate

(MÜSİAD EXPO 2024 Participants & Visitors)

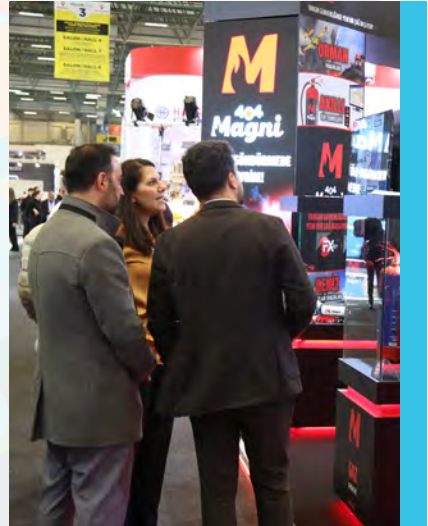
24
Sectors

300
Companies

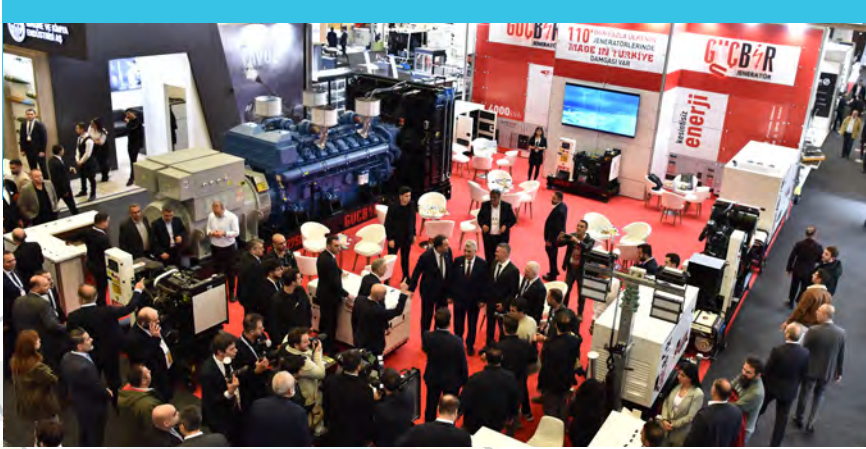


Exhibitor Profile

- MÜSIAD Member Companies
- Overseas Branch Members of MÜSIAD
- 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



musiadexpo.com



- 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



MUSIAD / 2026 EXP



INTERNATIONAL
MUSIAD TRADE FAIR

23-26 SEPTEMBER 2026
İSTANBUL EXPO CENTER

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



musiadexpo.com

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.



MÜSIAD / 2026 EXP

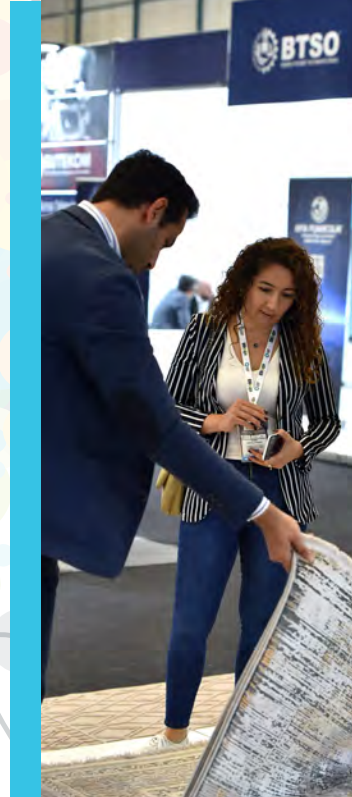
INTERNATIONAL
MUSIAD TRADE FAIR



23-26 SEPTEMBER 2026
İSTANBUL EXPO CENTER

At MÜSIAD 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.

musiadexpo.com







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

In **MÜSİAD EXPO 2024**, the 28th International Business Forum convened under the theme: **“Migration: Humanitarian and Economic Dimensions”**.



Diplomatic Summits & Meetings





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



Foreign Participation



7.622

International Visitors



50.000

Total Visitors

16

Countries

83

International Exhibitors



MÜSIAD / 2026 EXP

INTERNATIONAL
MÜSIAD TRADE FAIR



23-26 SEPTEMBER 2026
İSTANBUL EXPO CENTER



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

Project Sales Team
+90 212 395 00 00 / satis@mustakilfuarcilik.com

Müstakil
exhibition / event