



MÜSIAD / 2026
EXP
INTERNATIONAL
MÜSIAD TRADE FAIR

23-26 SEPTEMBER 2026
İSTANBUL EXPO CENTER

Global Trade is Here!

musiadexpo.com

Müstakil
exhibition / event

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MÜSIAD 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, **MÜSIAD 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, **MÜSIAD EXPO** continues to unite leading figures from the worlds of business and politics.



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

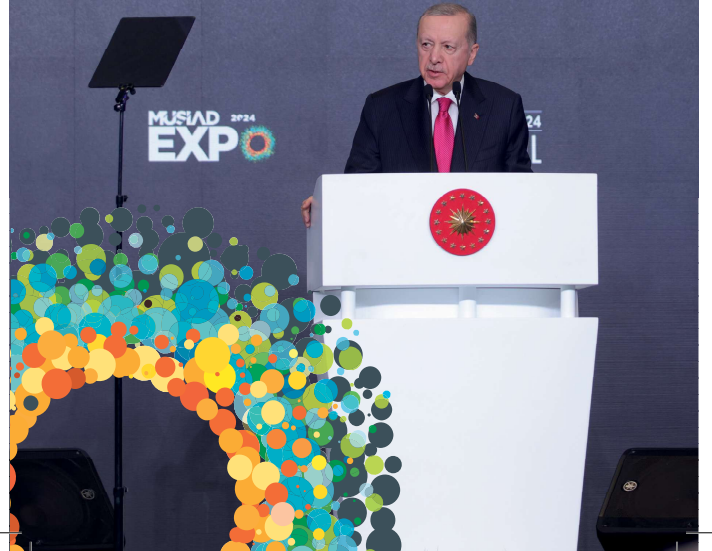
Taking place between **23-26 September 2026** at the Istanbul Expo Center, **MÜSIAD EXPO 2026** will once again host investors, industrialists, and entrepreneurs from all over the globe.

The 20th edition, **MÜSIAD 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, **MÜSIAD EXPO** will make its mark, continuing to grow each year with its global cooperation network and strong organizational capability.

MÜSIAD / 2024
EXP

ULUSLARARASI
MÜSIAD TİCARET FUARI
26-29 KASIM 2024 · İSTANBUL





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Exhibitor Profile

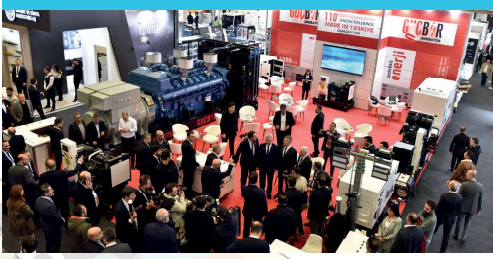
- MUSIAD Member Companies
- Overseas Branch Members of MUSIAD
- Companies from OIC (Organization of Islamic Cooperation) Member States
- Companies from Türkiye's 2026 Target Countries
- Domestic and International NGOs
- Municipalities
- Technology Companies and Technoparks

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

24 Sectors **300** Companies



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- Direct Sales
- New Market Opportunities
- B2B Meetings
- Effective Market Connections
 - New Business Partners
- Long-term & Stable Partners
- 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 EXP 2026

INTERNATIONAL MUSIAD TRADE FAIR



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ISTANBUL EXPO CENTER

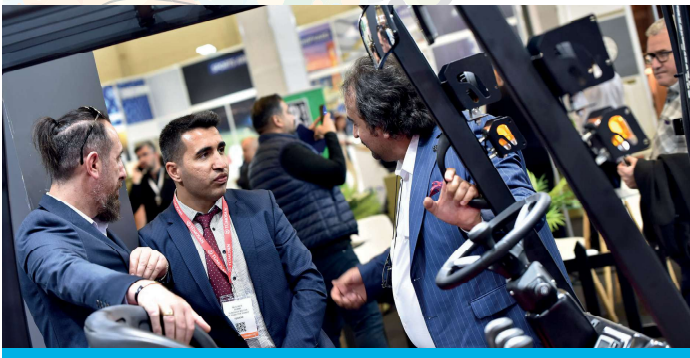
Visitor Profile

- 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



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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,



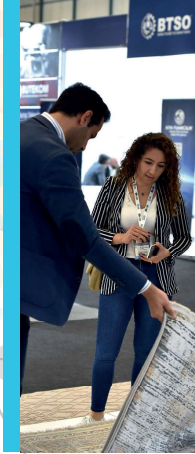
MUSIAD EXP 2026

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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.

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

In MÜSIAD 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



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

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Müstakil
exhibition event

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