



25th Intermob Fair witnessed hundreds of business connections being made

The Intermob Fair, which was held at Tüyap Fair and Congress Center in Istanbul, hosted 554 companies and company representatives from Türkiye and abroad. A total of 37,610 qualified industry professionals from 112 countries, including Türkiye and especially countries in Europe, the Balkans, Africa, Central Asia and the Middle East, visited the fair. Hundreds of business connections were made during the fair.

The 25th Intermob Fair, held by RX Tüyap in cooperation with the Furniture Accessories Manufacturers Association (MAKSDER) and with the support of the Turkish Ministry of Commerce, hosted the leading companies of the furniture sub-industry and accessories industry at Tüyap Fair and Congress Center in Buyukcekmece - Istanbul from September 30 to October 3, 2023. Positioned as an international business platform, the fair offered new export opportunities to the participants while introducing inspiring designs to its visitors.

The fair attracted nearly 7,800 international visitors, and purchasing delegates of 300 professionals from Azerbaijan, UAE, Bahrain, Poland, Romania, Georgia, Iran, Russia, Moldova, Belarus, Uzbekistan, Ukraine, Tajikistan, Bosnia and Herzegovina, Serbia, North Macedonia, Croatia, Bulgaria, Algeria, Morocco, Palestine, Croatia, Iraq, Qatar, Libya, Lebanon, Egypt, Sudan, Saudi Arabia, Tunisia, Oman, Jordan and Tajikistan also had the chance to meet with the participating companies in person.

High levels of satisfaction with the fair

While the fair serves as a unique trade platform that offers its participants many export opportunities, 93% of the participants stated that the visitor profiles highly matched their target audience. On the other hand, 95% of the visitors stated that they were very satisfied with the fair, explored a wide range of products and would like to visit the fair again next year.

RX Tüyap's General Manager Berkan Öner explained that the Intermob, which was organized for the 25th time on the 100th anniversary of the Republic of Türkiye, was an extremely

productive experience for the sector representatives. Mr. Öner stated that the fair hosted approximately 38 thousand visitors and added "All of the participants and visitors have very high opinions about the fair. In particular, our participants' satisfaction with the profile of the visitors is a significant indicator showing that we reached the right visitor audience. We are certain that the hundreds of business connections made during the fair will be reflected in export figures. The Turkish furniture sub-industry sector has once again demonstrated its magnitude. These positive results and business deals made during the fair have given us even more motivation for the future."

Top three in Europe

Intermob, an almost traditional fair that has been now held for a quarter of a century, is one of the top three largest fairs in Europe in its field and the largest and most comprehensive specialized fair in Eurasia, allowing designs that inspire the future and the establishment of new business connections. During the fair, which took place within an indoor area of 120,000 square meters, a wide range of products were exhibited, including forestry products, chipboard, cover, panel, profile covering, edge banding, furniture accessories and systems, furniture chemicals, paints, adhesives, production materials and equipment, upholstery materials and equipment, fabric and sponge cutting machines. A total of 554 companies and company representatives, including 381 local and 173 foreign ones, introduced their products to the fair visitors.

Mark our next meeting on your calendar now!

Preparations have already started for the 26th edition of the fair, which will be held between 12-15 September 2024. Mark on your calendar the date of the 2024 fair to join this ideal commercial platform for the furniture sub-industry.