



**Press Release**

**June 2023**

## **The furniture industry to showcase its most innovative solutions at the Intermob fair!**

**Intermob, which will open its doors for the 25th time between 30 September and 3 October 2023 at The Tüyap Fair and Congress Center in Istanbul, is getting ready to keep the pulse of the furniture industry. The fair is an international business platform offering visitors great opportunities to boost their exports and interact with specialists in the field to exchange ideas and experiences.**

Exporting 10.7 billion dollars worth of goods in 2022, the furniture industry is preparing to exhibit its latest innovations at the Intermob Fair, the largest international meeting point in the region. The industry, exporting \$2.5 billion worth of goods in the first quarter of 2023, will showcase the most recent trends, designs, and services in the furniture sub-industry, furniture accessories, forestry products, and wood technologies.

Organized by RX Tüyap Fuarçılık in cooperation with the Furniture Accessories Manufacturers Association (MAKSDER), the Intermob fair, where all stakeholders of the industry meet with local and foreign visitors, will be held for the 25th time at the İstanbul Tüyap Fair and Congress Center between September 30th and October 3rd, 2023.

The exhibition where the top companies in the furniture sub-industry and accessory industries present their newest selection of goods and services offers both domestic and international visitors an effective and efficient marketing infrastructure.

Wood, forestry products and materials, furniture accessories, chemical materials, seating group and bedding products, production tools, equipment and accessories, and upholstery fabrics will all be on display at the fair which is an international commercial platform.

### **The fair is flooded by visitors**

The 2022 fair was held in 14 halls with a total exhibition area of 120,000 square meters, and 681 companies and company representatives from 30 countries, 59,609 professional visitors from 128 countries and over 300 VIP visitors from 29 countries attended the fair. The fair also hosted high-profile visitors from 81 cities across the country. Participants of the last year's event reported a rate of satisfaction at 98%.

Visitors from different countries, particularly Germany, Azerbaijan, Bosnia and Herzegovina, Bulgaria, Morocco, Palestine, Georgia, Iraq, Kosovo, Libya, Lebanon, North Macedonia, Egypt, Uzbekistan, Romania, Russia, Serbia, Tunisia, Ukraine and Jordan, are expected to visit the fair this year.

### **You are invited to the biggest specialty fair in Eurasia**

The Intermob Fair will continue to serve as an effective trade platform for companies who want to penetrate into new markets and increase their existing market shares. For more information about the fair and to get your free online ticket, please visit [www.intermobistanbul.com](http://www.intermobistanbul.com).

**About TÜYAP:** Tüyap was founded by Bülent Ünal in 1979 as the first fair organization company of Türkiye. Pioneer of the fair organization development in Türkiye, Tüyap Fair Organization Group has organized 1881 domestic fairs and 207 foreign fairs in 40 countries since the day it was founded. During the past 43 years, Tüyap served 350,158 firms from 128 countries and hosted 69,878,472 visitors from 219 countries at the fairs it organized. The company, which organized the first Turkish export products fairs in China, Russia and Africa, still organizes Turkish participation to an average of 10 foreign fairs every year. Tüyap is the only private sector fair organization company which has its own fair center in Türkiye. With its professional staff and the long-term collaborations with more than 100 trade bodies, Tüyap organizes specialty fairs thanks to the 6 fair centers owned and operated in Türkiye and the international offices owned in 4 countries. Tüyap Fair Organization Group continues to organize hybrid fairs through digital means.