



Press Release

February 2023

## **Intermob, A Fair That Guides the Industry, Will Open Its Doors on September 30th!**

**Intermob, the biggest international industrial gathering in the Eurasian region where the latest trends, designs and services in the furniture side industry, accessories, forestry products and wood technologies are showcased, is preparing to take the pulse of the furniture industry for**

**the 25th time in 2023.**

Organized by Reed Tüyap Fairs Inc. in cooperation with the Furniture Accessories Manufacturers Association (MAKSDER), the Intermob fair, which offers an international business platform where all stakeholders of the industry meet with domestic and international visitors, will be open to visitors for the 25th time between September 30th and October 3rd, 2023.

Reed Tüyap Fair Organization, which started its promotional and marketing activities long ago, will be carrying out industrial market research, setting the target audience and target geographies, and performing promotional activities in the designated countries through both digital and conventional methods until the fair.

### **Striking Data from Last Year's Event!**

The 2022 fair was held in 14 halls with a total exhibition area of 120,000 m<sup>2</sup>, 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-level visitors from 81 cities across Türkiye.

This year's fair is expected to attract visitors from many European and Middle Eastern countries, including especially Germany, Azerbaijan, Bosnia and Herzegovina, Bulgaria,

Morocco, Palestine, Georgia, Iraq, Kosovo, Libya, Lebanon, North Macedonia, Egypt, Uzbekistan, Romania, Russia, Serbia, Tunisia, Ukraine, and Jordan.

Participants of the last year's event reported a record-high rate of satisfaction at 98%.

### **Target market opportunity!**

Exhibiting the latest technologies, products and services that shape the trends in the furniture side industry, the 25th Intermob fair will, through its broad scope and attendance of high-level participants and international buyers, serve as an ideal platform for industry professionals to exchange up-to-date information and offer unique opportunities for export operations.

**Berkan Öner, General Manager of Reed Tüyap**, states: *"With the Intermob Fair, we have been bringing our valued exhibitors and visitors together for 24 years, allowing them to maximize their business potential. This year, we also expect international exhibitors from all around the world, in addition to domestic exhibitors. I think that the fair participants will have the opportunity to meet with high-level visitors from America, Europe, the Balkans, the Middle East, Africa and Central Asia, where we carry out intensive marketing activities throughout the year, and that they will enjoy the maximum return possible from their investments in the fair. We plan to launch Intermob 2023 in 14 halls, covering a total area of 120,000 m2, in order to ensure that the fair visitors will have an even more productive time with more companies and a wider range of products this year. We aim to reach a record-high number of foreign visitors during the fair. I believe that the Intermob Fair will also make a positive contribution to our country's export potential as we expect more than 10,000 foreign visitors."*

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