

# expomed

eurasia

The Leading  
Medical Fair  
in Eurasia

April  
16-18,  
2026

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TÜYAP FAIR AND CONGRESS CENTER  
İSTANBUL | TÜRKİYE

# About Expomed Eurasia

With its 32 years of history, Expomed Eurasia Fair stands as Türkiye's sole and the region's largest medical trade show, bringing together the latest innovations, medical technologies, and healthcare services annually. The fair facilitates interaction with industry-leading companies and the opportunity to establish new collaborations, supporting the exchange of current knowledge and experiences for visitors.

Hosting companies as exhibitors in the fields of medical devices, laboratory technologies, hospital equipment and management, medical consumables, orthopedics, physiotherapy and rehabilitation as well as Over The Counter products Expomed Eurasia not only allows visitors to discover pioneering solutions in the health sector and gain insights into the future of the healthcare industry, but also serves as an effective trade platform for the exhibiting companies, enabling them to enter new markets, find new customers from all over the world and find new business partnerships.

## 2025 Highlights



**6**  
Halls



**17.838**  
Domestic Visitors



**4.753**  
International Visitors



**22.591**  
Total Visitors

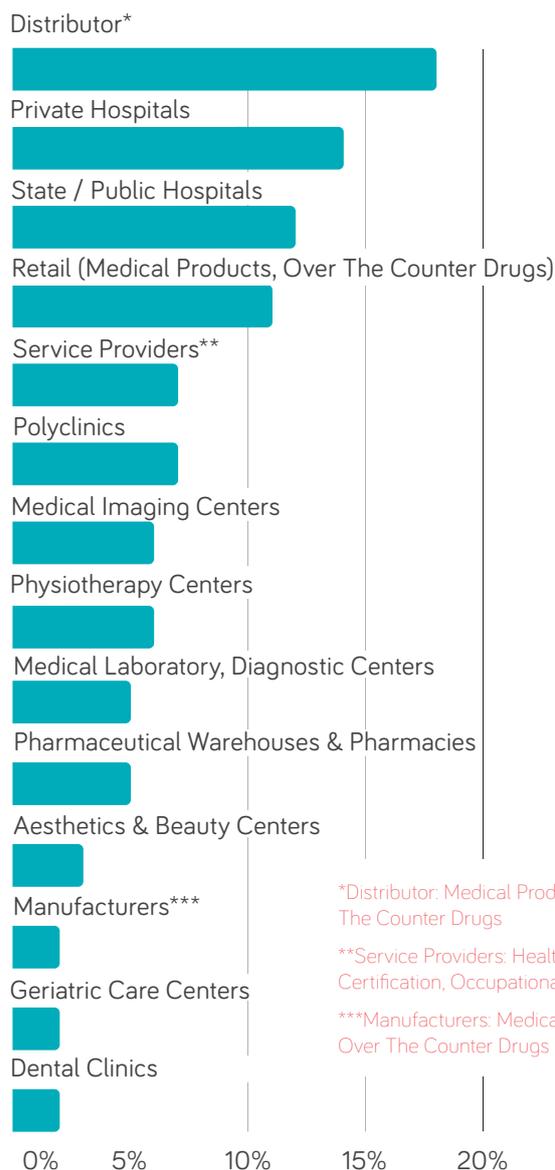


**630**  
Companies & Company  
Representatives



**129**  
Visiting Countries

### Sectoral Distribution of Visitors



\*Distributor: Medical Products, Over The Counter Drugs

\*\*Service Providers: Health Insurance, Certification, Occupational Safety

\*\*\*Manufacturers: Medical Products, Over The Counter Drugs

### Purpose of Visit

- 88%** To meet with the product experts
- 87%** To discover innovations
- 84%** To find new suppliers
- 81%** To find dealers, agents, business partners, distributors
- 70%** To meet with existing suppliers
- 68%** To meet with the leading companies of the sector
- 66%** To find new business ideas
- 61%** To order product

## VIP Hosted Buyer Program Countries in 2025

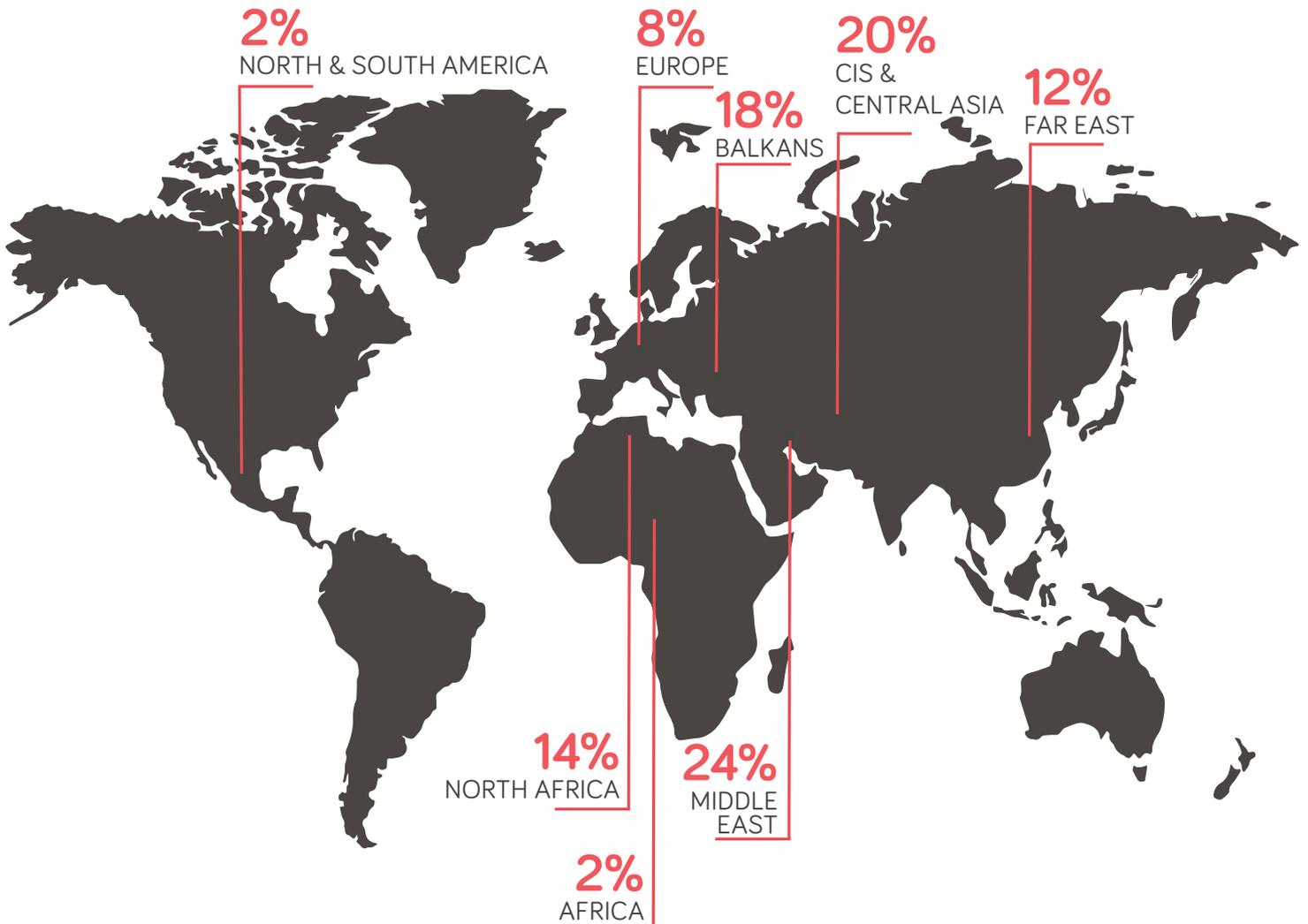
Algeria	Libya
Azerbaijan	Mauritania
Bosina & Herzegovina	Morocco
Egypt	North Macedonia
Georgia	Palestine
Iran	Russia
Iraq	Saudi Arabia
Jordan	Serbia
Kazakhstan	Syria
Kosovo	Tatarstan
Kyrgyzstan	Tunisia
Lebanon	Uzbekistan

## Top 25 Visitor Countries in 2025

in alphabetical order (excluding Türkiye)

Algeria	Lebanon
Azerbaijan	Libya
Bulgaria	Morocco
China	North Macedonia
Egypt	Pakistan
Georgia	Romania
Germany	Russia
Greece	Saudi Arabia
Iran	Serbia
Iraq	Tunisia
Jordan	Ukraine
Kazakhstan	Uzbekistan
Kosovo	

## Geographical Distribution of Visitors in 2025



# What did the visitors say?

## Malaysia



"I came here from Malaysia to visit my current suppliers and find new ones. It is nice to find a lot of products to explore. This is my first time visiting Expomed Eurasia, but it looks like I will be visiting the next edition. I am looking for disposable such as diapers and wet wipe to import to Malaysia. I feel that the show has been very well organized."

## Italy



"We are a center providing orthopedic rehabilitation services. We came here to discover new companies and new products. It was great to see that there are many companies offering the products we're looking for. We will for sure visit again in the coming years."

## Spain



"I am the Minister of Health of Canary Island in Spain. I think it was amazing to come to this fair because I think the quality of exhibitors is very high. Türkiye is one of the best countries in terms of medical devices and equipment, and I think, Türkiye is a key market for Europe. This is my first time here in Istanbul, but I am sure it will not be my last time. I am hoping to visit Expomed Eurasia next year as well as in the coming years."

## U.A.E



"We've been visiting Expomed Eurasia for the past three years. We're interested in laboratory devices. Thanks to this fair, we're able to source the products we use all under one roof, which is a great advantage for us."

## Qatar



"We are a 15-year-old company specializing in the distribution of medical equipment. We visited Expomed Eurasia for the first time with the aim of adding new brands and products to our portfolio. We believe we made the right decision, as we encountered a high level of variety that exceeded our expectations."

## Türkiye



"I am from Kocaeli City Hospital. Honestly, I did not expect the fair to be this big. We saw so many different medical devices, and I felt especially proud seeing locally manufactured ones. This was my first time visiting Expomed Eurasia. We are mainly interested in medical equipment. We are currently looking into ventilators, lung pumps, bedside monitors, endovision systems, and endoscopy devices for our hospital. The healthcare industry is constantly evolving, and it is great to see where we as Türkiye stand in this field. As long as I am part of this sector, I will definitely keep coming back here. I truly believe that hospitals and healthcare centers should make Expomed Eurasia a must-visit trade show."

## What did the exhibitors say?



### Romania



#### DIABECORE SRL

"As a first-time exhibitor being at this trade show is very appealing for our company. We have seen that other exhibitors have very good quality products, and we are quite surprised that there are a lot of business opportunities happening right here at this exhibition. We had visitors from mostly from Türkiye and its surrounding countries. We are leaving this trade show fully satisfied. Therefore, we will be here again next year."

### U.A.E.



#### XNY MEDICAL

"We are a company that manufactures for the global market. There has been particularly strong interest from visitors from Arab countries. First of all, Türkiye's geographical location is extremely important — being a central meeting point that connects the world, it naturally attracts attention from a wide region."

### China



#### INNOVITA (TANGSHAN) BIOLOGICAL TECHNOLOGY CO., LTD.

"Here at Expomed Eurasia we are exhibiting our diagnostic products. We have had meetings with current customers, as well as potentially new ones. We had visitors mainly from Türkiye along with neighboring regions. Iraq, Libya and Egypt are among the top visiting countries to our stand. These visitors coming from those countries are looking for some new products. We think that Expomed Eurasia has been quite satisfying overall."

### Türkiye



#### MEDSTER TIBBİ CİHAZ VE SAĞLIK HİZMETLERİ LTD.ŞTİ.

"Even though we had eight people at our stand, we hardly had a chance to sit down due to the high volume of visitors. Even on the last day of the fair, our stand remained very crowded. We had visitors from many different countries. Compared to last year, the number of international visitors was significantly higher. We welcomed guests from the USA, Iraq, Saudi Arabia, and various European countries. In total, we hosted visitors from around 25 to 30 different countries at our stand. As an export-oriented company, this level of international interest made us very happy. We have been exhibiting at this fair since 2014, and over the last four years, we have seen a steadily increasing number of visitors. We want to continue exhibiting. We highly recommend other companies to take part as well, because this fair attracts many visitors not only from Türkiye but also from abroad. If you are a manufacturer and have export goals, then Expomed Eurasia is a fair you should absolutely be a part of."

### Türkiye



#### METAFİZ FİZİK TEDAVİ VE REHABİLİTASYON SAN. TİC. LTD. ŞTİ. EKİPMANLARI A.Ş.

"As a company, we're show casing our latest technological products in the field of physical therapy here at Expomed Eurasia. The fair has been going well for us. We have seen strong interest especially from international visitors coming from the Middle East, the Balkans, Arab countries, and Turkic Republics. Our products have attracted a lot of attention. Our company was founded eight years ago, and we have been participating in the fair ever since. From now on, we plan to be here every year. Taking part in this fair is not only important for connecting with new customers, but also for increasing brand awareness. We see Expomed Eurasia as a key platform for marketing our company on an international level. We will be here every year to introduce our latest innovations."

# Product Groups

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## Co-Located Fairs

FRANCHISE  
İSTANBUL EXPO

Hall 11

RUBBER  
Eurasia 2026

Hall 12



İLK YARDIM  
FIRST AID

TOPLANMA ALANI  
ASSEMBLY AREA

SALON  
HALL

GİRİŞ  
ENTRANCE

OTOPARK  
CAR PARKING

HALL  
3



Consumables &  
Commodities

HALL  
4



Orthopedics -  
Physiotherapy -  
Rehabilitation

HALL  
4



OTC  
(Over The Counter)

HALL  
7-8



Electro Medical Equipment &  
Medical & Laboratory  
Technologies

HALL  
7-8



Hospital Build &  
Medical Facility  
Management

## With support of



## Contact

Reed Tüyap Fairs Organization Inc.  
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