

5th INTERNATIONAL MOBILE COMMUNICATION CONSUMER ELECTRONICS & NEW TECHNOLOGIES EXHIBITION

CLOSING REPORT



8-11 October 2025 Istanbul Expo Center (IFM)







The MOBİSAD-IMEX brought the sector together for the 5th time!

MOBİSAD-IMEX exhibition, Turkiye's largest event for Mobile Communications, Consumer Electronics and New Technologies industries, took place from 8 to 11 October 2025.

Held for the fifth time this year, MOBİSAD-IMEX attracted attention with its high number and quality of international exhibitors and visitors.

Despite 2025 being a challenging year both globally and in our country, MOBİSAD-IMEX was quite busy and dynamic. Valuable companies of the industry participated in MOBİSAD-IMEX again, and this year there were also new domestic companies present. The most notable aspect of the exhibition was the increase in foreign participants, with the number of foreign participants exceeding that of domestic participants. International manufacturers and global brands targeting Turkey and international visitors from the region chose MOBİSAD-IMEX 2025.

A total of 93 companies had stands at the exhibition, with 27 being domestic companies, 59 being companies participating directly from abroad, and 7 being companies participating through representatives.

The countries of the 66 foreign companies participating directly and companies participating through representatives in MOBİSAD-IMEX were: Azerbaijan, China, Denmark, Germany, South Korea

MOBİSAD-IMEX took place in a total gross area of 5.000 sqm.

MOBİSAD-IMEX Exhibition took place simultaneously with the ISAF International (29th International Security, Fire, Smart Buildings Exhibition) and the DCE Data Center Eurasia (Data Centre Exhibition and Conference). With these three important exhibitions held together, the 2025 exhibition was the busiest exhibition in recent years. The three concurrent exhibitions welcomed a total of 25,196 domestic and international professional visitors in 2025.

Of the total 25,196 visitors, the number of people who registered for MOBİSAD-IMEX Exhibition was 7.803 929 international visitors and 6.874 domestic visitors attended MOBİSAD-IMEX in 2025.

The opening ceremony of MOBİSAD-IMEX 2025 Exhibition, where the opening speeches were delivered by Mr Ömer Fatih Sayan, Deputy Minister of Transport and Infrastructure, Mr Ömer Abdullah Karagözoğlu, President of the Information Technologies Authority, and Ms Aysel Kandemir, Director General of Communications, was very well attended. The opening ceremony, where the three major operators were represented at a high level, attracted significant interest from public institutions and the private industry.

Turkcell, Vodafone and Turk Telekom were the main sponsors of the exhibition, which saw significant participation not only from institutions but also from dealers, distributors, industry professionals, and the younger generation.

During the exhibition, the presentations and experience area specially prepared for participants, the product presentations, demonstrations, experiences carried out by participating companies, and the 5G experience available at the exhibition added a special touch to the event.

MOBISAD-IMEX 2025 EXHIBITORS



5.000 sqm



329 Brands





EXHIBITOR COUNTRIES

AZERBAIJAN

CHINA

DENMARK

GERMANY

SOUTH KOREA

Exhibitor Satisfaction:

Alongside the "special overseas purchasing delegations" hosted by the organisers for MOBİSAD-IMEX Exhibition, individual international visitors from abroad conducted important business agreements and partnership discussions with participating companies.

The majority of domestic visitors were from the private industry, consisting of dealers, wholesalers, regional representatives and end users, with nearly 100% of domestic visitors being professionals and end users of the products.

Important meetings took place at the exhibition, which was visited by senior officials from many official institutions, technical staff and senior officials from the three major operators.

The 2025 exhibition, which was the most dynamic in recent times, ended with nearly 100% satisfaction among participants.

While the manufacturing companies that attracted special interest from foreign purchasing delegations expressed their satisfaction in terms of export negotiations, all companies shared their satisfaction with the meetings they held with local distributors and end users.

Events:

This year, MOBİSAD-IMEX Exhibition featured a very special section.

In the special section set up for 5G experiences, company product experiences, company presentations, and events, participating companies organised very special activities.

In particular, the 5G infrastructure experience available at the Istanbul Exhibition Centre attracted significant interest from participants and visitors. In this area, where participating companies showcased their latest products, our visitors had the opportunity to discover new products while also experiencing the latest technologies.

MOBISAD-IMEX 2025 VISITORS



Countries



929 **Foreign Visitors**

JAPAN

JORDAN

KOSOVO

• LEBANON

LIBYA

• MALI

KYRGYZSTAN



6.874 **Domestic Visitors**

• TRNC

• UAE

• UK

• USA

YEMEN

TUNISIA

UKRAINE

VISITOR COUNTRIES

- ALBANIA
- CAMEROON
- ALGERIA
- CHINA
- ARGENTINA
- EGYPT
- AUSTRALIA
- FRANCE
- AUSTRIA
- GEORGIA
- AZERBAIJAN
- GERMANY
- BELARUS
- GHANA
- BELGIUM
- GREECE
- BOSNIA&HERZEGOVINA HONG KONG
- BRAZIL
- IRAN IRAQ
- BULGARIA
- - MOLDOVA
 - NETHERLANDS
 - NIGERIA
 - PAKISTAN

- PALESTINE
- OATAR
- ROMANIA
- RUSSIA
- SENEGAL
- SOUTH AFRICA
- SOUTH ARABIA
- SPAIN
- SYRIA
- TAIWAN
- THAILAND

ISAF, MOBISAD-IMEX & DATA CENTER EURASIA TOTAL VISITORS 25.196



Countries



2.788

Foreign Visitors



22,408

Domestic Visitors

VISITOR DISTRIBUTION RATES BY INDUSTRY AND PROFESSION





- Telecommunications
- Data Center
- Information Technology, IT
- Network, Cabling
- Electrical, Electronics, Automation
- Fire, OHS



- Industry/Production Facility
- Engineering Company
- Architecture, Interior Architecture Company
- Consultancy Companies, Investors
- Constructor, Contract, Building-Construction, Project
- Electricity Contract and Project Company



- Public Institutions and Organizations
- Turkish Armed Forces, Police Department, Gendarmerie
- Municipalities, Municipal Corporations
- Governorships, District Governorships
- Embassies, Consulates, Attachés
- Organized Industrial Zones
- Technology Development Zones



- Bank, Finance, Insurance
- Shopping Mall, Business Center Administration
- Plaza Administration and Management
- Accommodation, Hospitality, Restaurant, etc.
- Hospital, Health Enterprises, Pharmaceuticals
- Education/Learning Institution, University

PROFESSION	RATIO	PROFESSION	RATIO
Company Owner/Partner	41.21%	Sales, Marketing Officer/Responsible	6.91%
Chairman/Member of the Board	3.19%	Academic/Educator	1.63%
Senior Executive/General Manager	11.76%	Freelancer	1.53%
Head of Department / Executive	8.93%	Press, Publishing	0.65%
IT Officer	3.90%	Student	3.91%
Technical and Operations Manager	5.52%	Other/Unspecified	5.48%
Purchasing Officer/Responsible	5.38%		

MOBISAD-IMEX 2025 - VISITORS BY COUNTRY AND CONTINENT



MOBISAD-IMEX 2025 - DOMESTIC VISITORS BY REGION





How We Promoted the Exhibition

More than 10 original news articles were prepared, covering elements such as announcements made prior to the event, activities carried out during the fair, and press invitations. One-on-one meetings were held with members of the press to provide them with detailed information about the fair.

The press releases prepared were distributed to Turkey's major media organizations and websites.

Thanks to all these efforts, MOBİSAD-IMEX achieved strong media visibility.

As a result of these efforts, news about the fair appeared in over 406 media outlets, reaching a total of 6,987,858 people.

- Global Reach: We reached potential visitors with inclusive social media advertisement campaigns in 34 countries.
- International Buyer Delegations: We invited very special buyers from 29 countries through a buyer delegation
- Accomodation: We provided free accommodation to 1,000+ foreign buyers and 100+ public institution officials.

Intensive Promotion Activities

• Personalized Communication: We reached 250,000 people specially by phone, informed about our exhibition,

and sent e-invitation.

• Accessing Broad Masses: We sent more than 10 million e-mails during the year to introduce our exhibition

to broad masses and give detailed information about our exhibition.

• Field Works: We visited public institutions and conducted one to one discussions with

senior managers, ensuring their participation in our exhibition.

• International Exhibitions: We participated in 8 exhibitions organized abroad to introduce our exhibition

and meet with potential visitors.

• **Industry Cooperation:** We cooperated with industry associations and invited members to our exhibition.

• **Visual Promotion:** We reached broad masses with billboard ads to promote our exhibition.

• **Digital Marketing:** We conducted an intense promotion activity on social media platforms and

interacted with our target audience. With LinkedIn Ads, Google Ads, Instagram Domestic and Foreign Ads, Facebook Domestic and Foreign Ads we continued our activities to increase interaction before and after the exhibition all year long.

We would like to thank all Sponsors, Partners and Supporters of MOBİSAD-IMEX

Main Sponsors







Platinum Sponsors



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Gold Sponsors

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