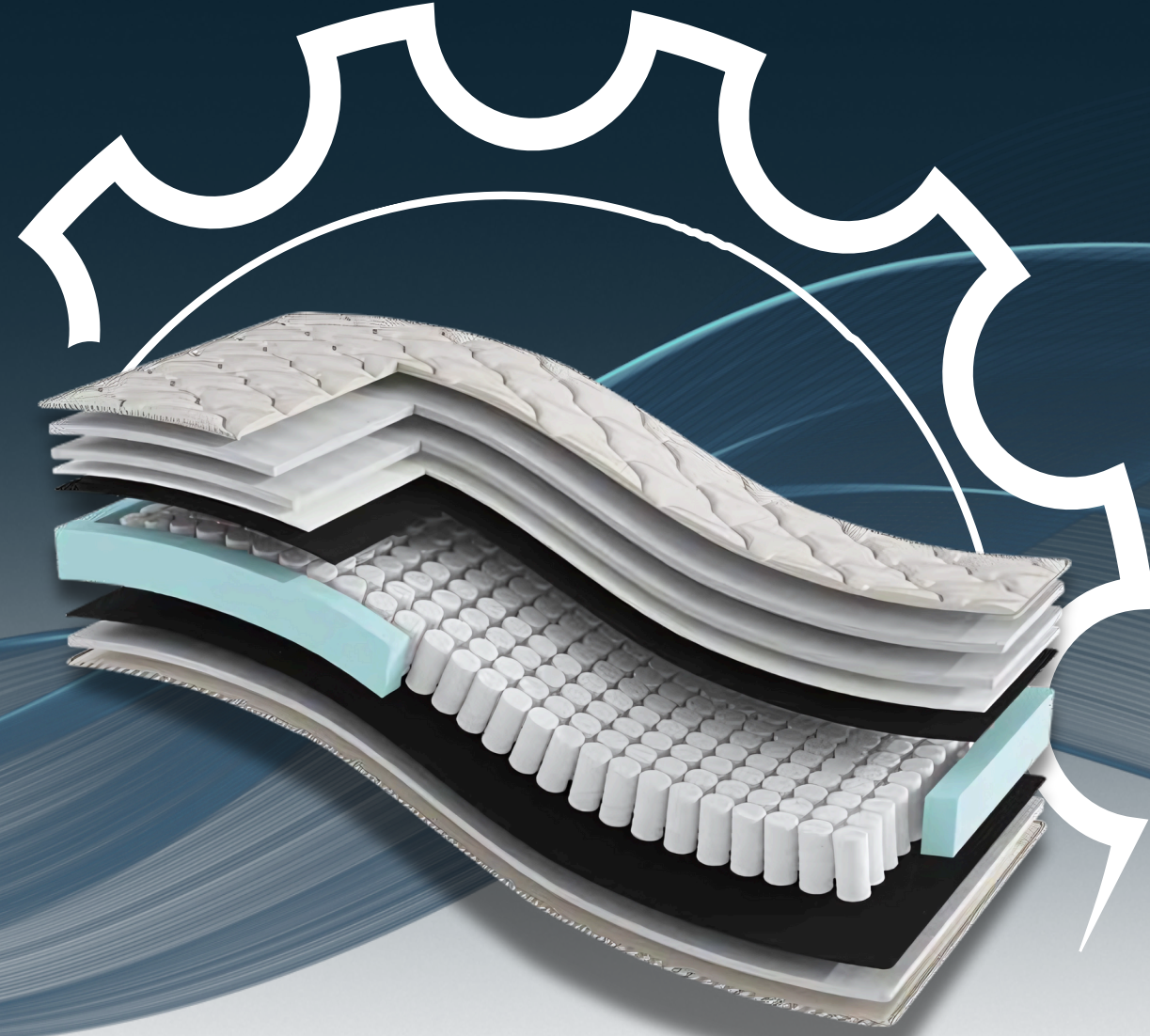


FAIR RESULT REPORT | 2025



**ibia**  
**expo 2025**

4. INTERNATIONAL MATTRESS  
SUPPLY INDUSTRY AND TECHNOLOGIES FAIR  
**24 - 27 SEPTEMBER 2025**  
İFM - İSTANBUL EXPO CENTER

**BİFAS**  
BİRLEŞİK FUAR YAPIM A.Ş.

**ibia**  
International Bedding Industry Association



THIS FAIR IS ORGANIZED UNDER THE SUPERVISION OF TOBB (UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NUMBERED 5174.



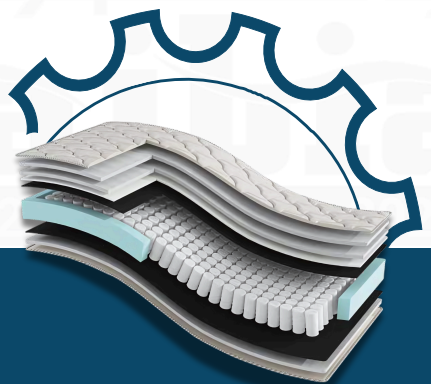
## ABOUT IBIA EXPO

IBIA Expo 2025, opened its doors for the 4th time between September 24–27 at the Istanbul Expo Center.

As one of the most comprehensive global gatherings in the field of mattress sub-industry and technologies, the fair hosted leading brands of the sector by bringing together over a hundred domestic and international exhibitors this year.

Throughout the four days of IBIA Expo, the event welcomed international purchasing delegations, new business partnerships, and trade meetings that expanded commercial volume, once again strengthening the global position of Turkey's mattress industry as a central hub.

Bringing together mattress, foam, spring, wire, fabric, machinery, and accessories under one roof, IBIA Expo continues to carry Turkey's manufacturing power to international markets with its extensive product range and professional visitor profile.



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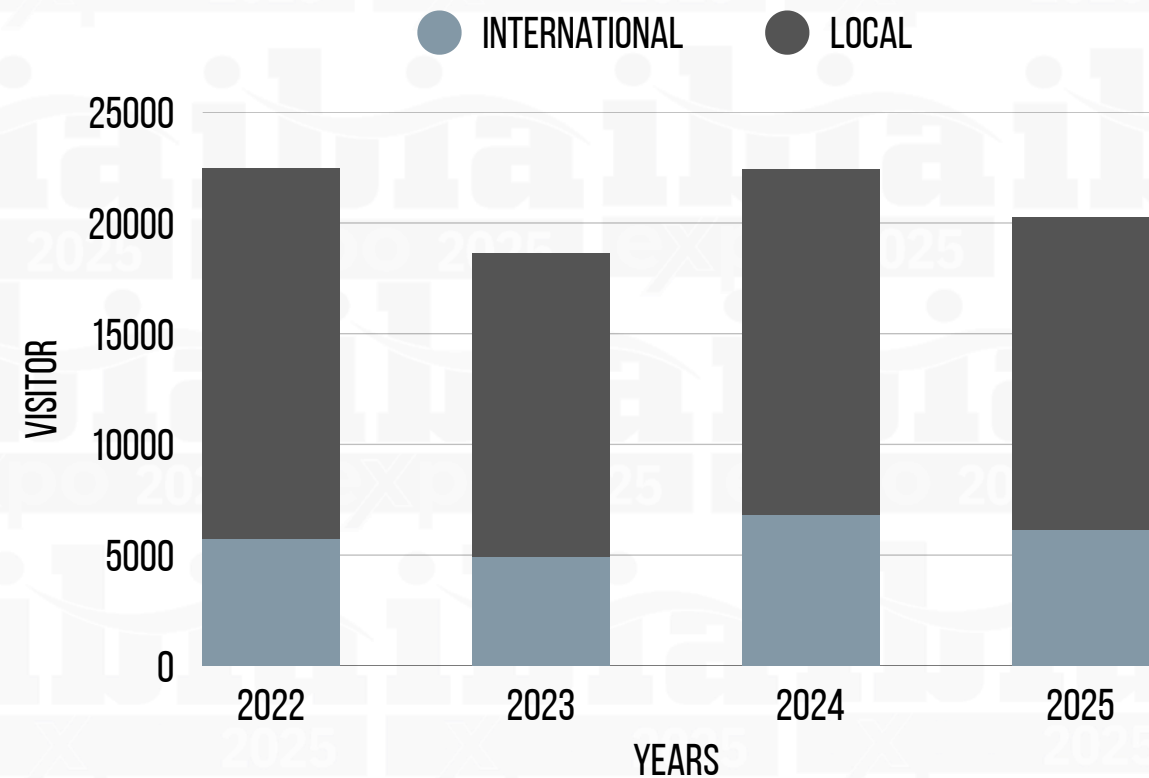


NUMERICALLY IBIA EXPO 2025

VISITORS



**IBIA Expo 2025**, placed special emphasis on visitor outreach efforts this year. Through collaborations with international associations such as ABICOL, EBIA, and ISPA, there was a remarkable increase in the participation of foreign purchasing delegations. At the same time, domestic visitor traffic was significantly strengthened through promotion and advertising campaigns carried out in major production centers such as Bursa, Kayseri, İzmir, Denizli, and Istanbul.



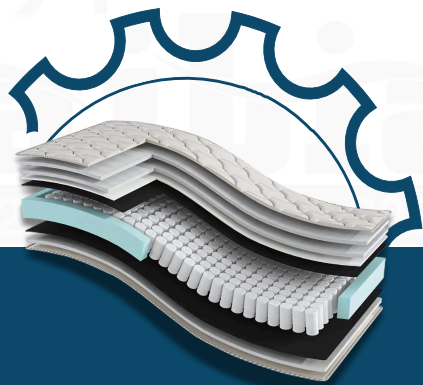
DOMESTIC VISITORS  
14.088

TOTAL VISITORS  
20.245

INTERNATIONAL VISITORS  
6.157

VISITOR PROFILE

MATTRESS MANUFACTURERS   %41
COMPONENT IMPORTERS   %24
SLEEP PRODUCT IMPORTERS   %21
FOREIGN TRDE COMPANIES & DISTRIBUTORS   %10
PRESS   %4



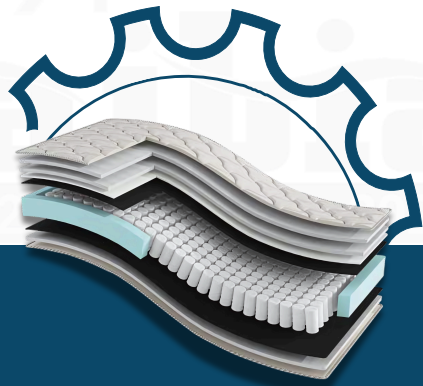




MAIN VISITOR COUNTRIES

RUSSIA    UAE    SAUDI ARABIA    IRAQ    LIBYA    BRAZIL

Russia, United Arab Emirates, Saudi Arabia, Iraq, Libya, Bulgaria, Lebanon, Iran, Palestine, Italy, Pakistan, Egypt, Czech Republic, Greece, Armenia, Azerbaijan, Iran, Uzbekistan, Romania, Portugal, Tunisia, Serbia, Kosovo, Albania, Bosnia and Herzegovina, Croatia, North Macedonia, Moldova, Hungary, France, Germany, Belgium, Netherlands, Finland, Norway, Sweden, Denmark, Poland, Slovenia, Slovakia, Lithuania, Latvia, Estonia, Ukraine, Georgia, Kyrgyzstan, Kazakhstan, Turkmenistan, Tajikistan, Afghanistan, China, Japan, South Korea, Singapore, Malaysia, Indonesia, Philippines, Vietnam, Thailand, Taiwan, Hong Kong, Australia, New Zealand, USA, Canada, Mexico, Guatemala, Nicaragua, Honduras, Brazil, Chile, Argentina, Colombia, Peru, Paraguay, Uruguay, Venezuela, Costa Rica, Puerto Rico, Dominican Republic, Panama, Kenya, Nigeria, Ghana, South Africa, Zimbabwe, Algeria, Morocco, Tunisia, Egypt, Libya, and many more.





## NUMERICALLY IBIA EXPO 2025

### EXHIBITORS

89  
DOMESTIC  
EXHIBITORS  
10.084  
SQM

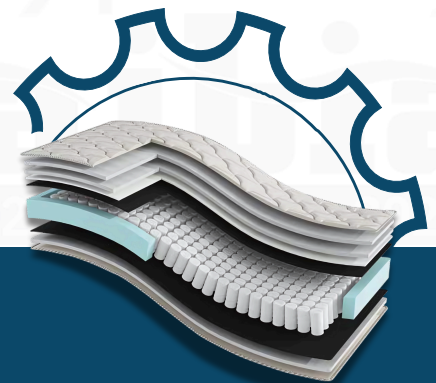
120  
EXHIBITING  
COMPANIES

### EXHIBITOR PROFILE

MACHINERY & TECHNOLOGY | %21

SUPPLY INDUSTRY & MATERIALS | %79

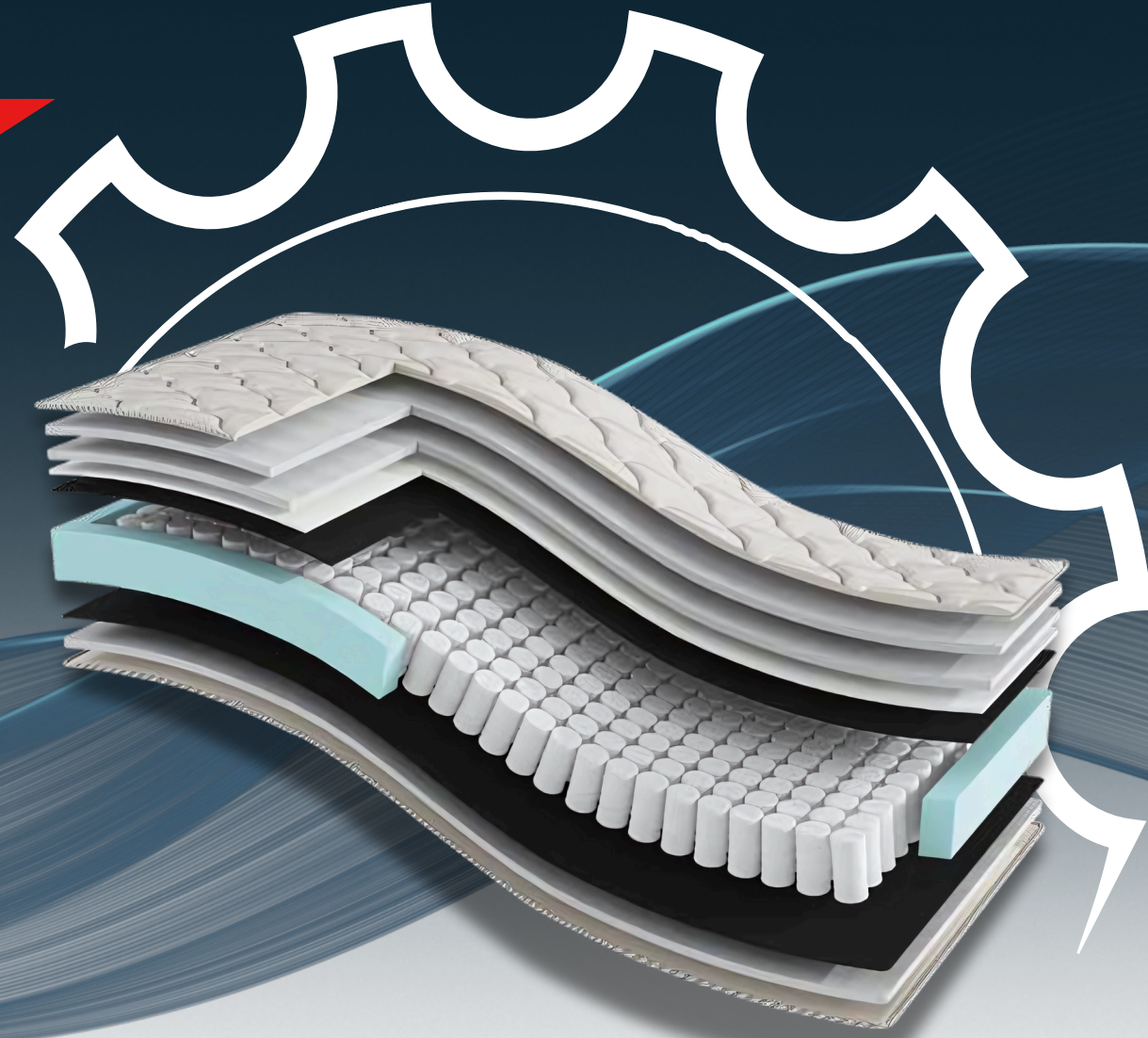
31  
INTERNATIONAL  
EXHIBITORS  
1309  
SQM



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**ibia**  
**expo 2026**

5. INTERNATIONAL MATTRESS  
SUPPLY INDUSTRY AND TECHNOLOGIES FAIR  
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**BİFAS**  
BİRLEŞİK FUAR YAPIM A.Ş.

**ibia**  
International Exhibition  
Organizers' Association



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