

THE INTERNATIONAL ISTANBUL FURNITURE FAIR HAS CONCLUDED

OVER 144,196 PROFESSIONALS FROM 152 DIFFERENT COUNTRIES VISITED ISTANBUL FOR IIFF2024

The IIFF International Istanbul Furniture Fair, one of the most distinguished furniture exhibitions globally, standing out as the largest among all sectoral fairs in Türkiye, garnered the attention of a total 144,196 individuals from 152 countries.

According to Mr.Ahmet Güleç, President of the Furniture Association Federation, MOSFED, the recent fair at the Tüyap Fair and Congress Center and Istanbul Expo Center (IFM) was a grand exhibition of over 3000 brands from almost 1000 companies, occupying all 26 halls and resulted in the successful conclusion of new long-term business deals worth billions of dollars.

Ilhan Ersozlu, the General Manager of TÜYAP Exhibitions Production Inc., has announced the finalization of the work schedule for this event, making substantial contribution to the Turkish economy, has been finalized. Ilhan Ersözlu also mentioned that the highly anticipated IIFF2025, the most prominent brand organization of Türkiye worldwide, is scheduled to take place from January 21 to 26, and it is expected to have substantial increase in attendance.

The International Istanbul Furniture Fair (IIFF2024), regarded as one of the top three global furniture exhibitions, has concluded its third edition. This event was concurrently hosted at the Tüyap Fair and Congress Center and the Istanbul Expo Center, covering a vast area of 260,000 square meters. The fair showcased over 1000 companies, representing approximately 3000 brands. The event spanned over six days and attracted significant attention from both domestic and international sector professionals. In total, the two fairgrounds welcomed 144,196 visitors, out of which 25,364 were from foreign countries.

The Target Revenue for Furniture is 12 Billion Dollars

Ahmet Güleç, the President of MOSFED, has provided an evaluation of the International Istanbul Furniture Fair, expressing satisfaction with the significant interest shown in the growing event, which reinforces the story of Turkish furniture on a global scale. Güleç has also elaborated on the future goals of the industry and the responsibilities that the fair has undertaken, stating, “The furniture industry in Türkiye is an exemplary model of success, exporting nearly half of its production worth 12 billion dollars. From an export value of 250 million dollars in 2001, we have reached 5 billion dollars in 2022 and 2023. The furniture industry witnessed an export increase of more than 20 times, setting it apart from other industries. In 2023, our sector moved up from 36th place to 7th in the world export rankings. Our target is to be one of the top 5 global furniture exporters and to raise our exports to 12 billion dollars by 2028. The International Istanbul Furniture Fair has become one of the world’s leading brand events and plays a vital role in helping us achieve our future goals”.

Istanbul Has Emerged as a Significant Hub for the Furniture Industry

Underlining that a total of 144,196 individuals from 152 countries visited Istanbul during the fair, making the city a significant hub for furniture enthusiasts over the course of for six days, Güleç added: “The Turkish furniture sector now decorates homes in 200 countries worldwide. With continuous investments in quality and design, this industry is expanding its power. Presently, more than out of 45,000 furniture manufacturers, 20,000 are exporters. As a sector, the furniture industry employs five percent of the production sector’s workforce. Given this, we believe this sector deserves special attention. As our production and exports continue to rise, Türkiye will earn more. Currently, 80 percent of our production is local, and our foreign trade surplus in the past two decades has exceeded \$35 billion. The goal is to become a brand organization globally, which will further enhance our production and export capabilities. For this reason, we are working diligently with all partners to improve the IIFF International Istanbul Furniture Fair”.

A Significant Contribution to the Furniture Sector from Tüyap and Mos Exhibitions

Ilhan Ersözlü, the General Manager of TÜYAP Exhibitions Production Inc., expressed the substantial global interest in the fair and added: “We are making efforts to contribute significantly to the production and exports goals of our country’s furniture sector. To this end, we have organized a collaborative event with Tüyap Exhibitions, MOS Exhibitions, and the Furniture Associations Federation (MOSFED). We express our sincere gratitude to the Furniture Associations Federation (MOSFED), MOS Exhibitions, and all furniture associations and attendees who have made a valuable contribution to the success of this event. On the occasion of the fair, buyers from 152 countries engaged in deals with our producers for the upcoming period, and we would like to congratulate them all”. Reporting that the fair was attended by sector professionals from 152 countries, notably including the USA, Germany, UK, France, and Belgium, **Ilhan Ersözlü** also added that the furniture models that were showcased for the year 2024 were also well-received during the event.