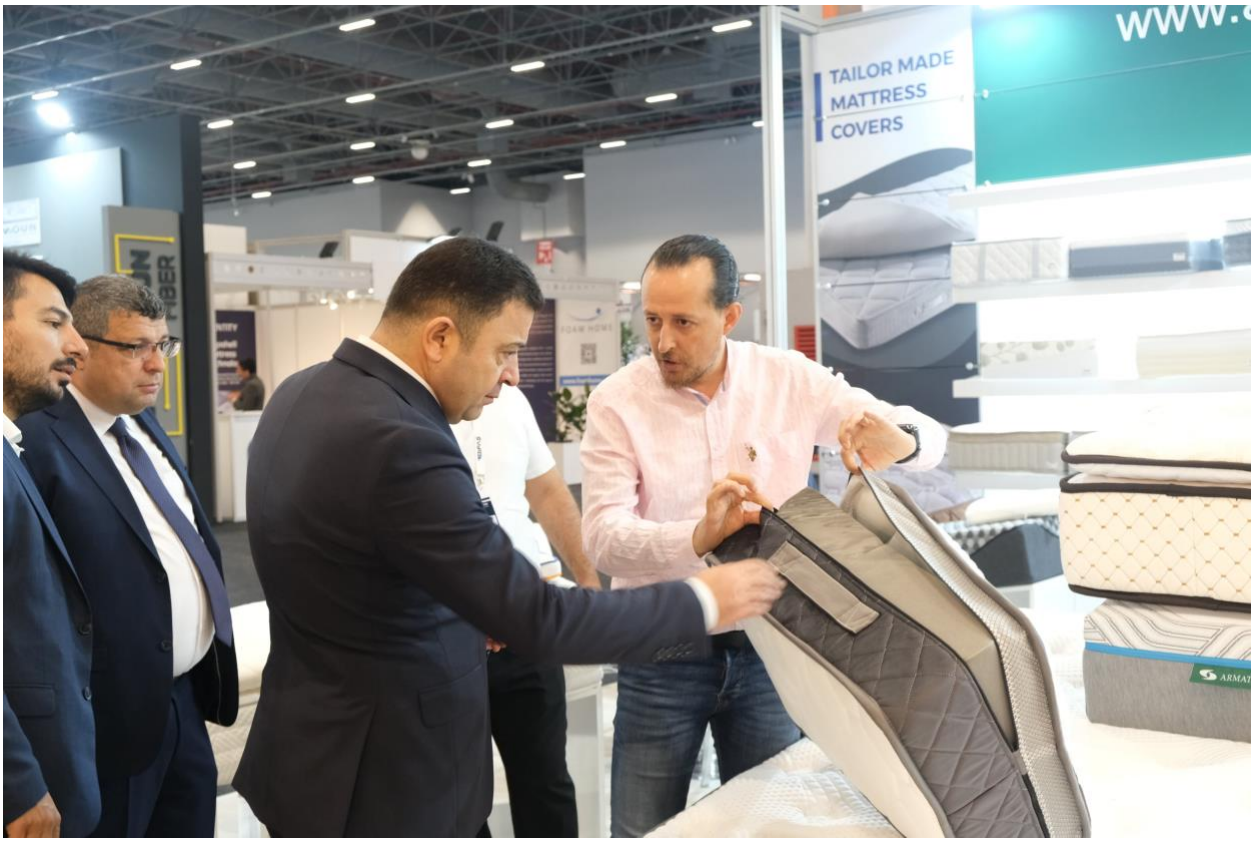
Leaders in the Mattress Industry to Convene at IBIA Expo 2023



The Turkish mattress sector, employing 25,000 individuals and contributing to a global market valued at $40 billion, stands at 14th place globally in production and exports. Forecasts suggest that by the end of 2023, Turkey's bed sub-industry is projected to achieve $4 billion in production and $3 billion in exports. IBIA Expo, in its second edition and organized by BİFAŞ in collaboration with the International Mattress Industry Association (IBIA), aims to elevate these numbers even further. Scheduled to take place at the Istanbul Expo Center from September 28 to October 1, 2023, the expo will attract thousands of industry professionals.

As Turkey's only specialized fair in this sector, IBIA Expo stands as the largest event of its kind in Eurasia and the second-largest worldwide. The expo serves as a comprehensive trade platform featuring a wide range of products and technologies such as mattress production lines, bedding textiles, adhesives, chemicals, foam materials, recycled materials, quilts, pillows, and various types of machinery.

Eurasia's Premier, Global Runner-Up: IBIA Expo

Ümit Vural, Chairman of BİFAŞ, notes that IBIA Expo has quickly become an internationally recognized event, stating, "Manufacturers from Turkey and around the globe attend IBIA Expo to enhance production efficiency and boost trade. The majority of our visitors are decision-makers and company owners who come with the intent of forging business relationships. Executives from various departments, including purchasing and finance, come to explore new technologies and products, thereby expanding their trade networks."

Targeting a Global Audience

After successfully hosting over 22,000 local and international buyers from 91 countries in 2022, IBIA Expo 2023 is setting even loftier goals. With participation from more than 300 brands and an exhibition space spanning 35,000 square meters, the event aims to welcome over 35,000 buyers from more than 100 countries. Specialized procurement committees from target markets including the Middle East, Europe, Americas, China, Russia, and the Turkic Republics are expected to attend, making it a truly global event.

In summary, IBIA Expo 2023 is not just an industry fair but also a significant export platform showcasing the latest advancements in mattress sub-industry technology, machinery, and equipment.