



## Istanbul Stationery Fair

### Marks a New Era in the Industry

***Held between 15–18 April 2026 at the Istanbul Expo Center, the Istanbul Stationery Fair stood out not merely as a meeting point, but as a strategic platform where the industry was reshaped, trade accelerated, and global competition took center stage, under the approach of "Join. See. Shape the Future!"***

Organized by 24 Saat Fuarçılık in cooperation with TÜKİD, the Istanbul Stationery Fair made a powerful return after a 10-year hiatus, exceeding expectations and creating a new scale, new pace, and a new commercial language within the industry. Bringing together over 100 participating companies and more than 500 brands across a 20,000 m<sup>2</sup> exhibition area, the event hosted intense participation from both domestic and international industry professionals. A total of 6.068 professionals attended the fair, including 5.796 domestic and 272 international visitors, creating a highly dynamic, results-oriented environment that directly converted into trade.

Throughout the fair, the business connections established, meetings held, and accelerated order processes clearly demonstrated that the Istanbul Stationery Fair is not only an exhibition space, but also a powerful hub where the industry's commercial reflexes are shaped and decision-making mechanisms are activated. While participants shaped their new season planning on-site, visitors had the opportunity to directly experience market trends, product diversity, and competitive dynamics.

Mr. Şekib Avdagiç, President of the Istanbul Chamber of Commerce, personally attended the opening ceremony and emphasized in his speech that the revival of the Istanbul Stationery Fair after a long break represents an important and powerful step of transformation for the sector. Highlighting Türkiye's stationery industry in terms of production capacity, export strength, and international market position, Avdagiç stated that this gathering would not only expand existing trade volume but also open the doors to new markets, carrying the sector onto a much broader global platform.

Mr. Taha Keresteci, President of TÜKİD, stated that the strong momentum generated by the fair has triggered a new phase of growth and international expansion for the industry. He emphasized that with increasing international participation, expanding buyer delegations, and growing trade volume, the Istanbul Stationery Fair is set to become not only a regional but also a globally influential trade platform. He also announced that the exhibition area will be further expanded in 2027 and that an increase in the number of exhibitors is targeted.

With its international partnerships, multi-country organizational experience, and global exhibition network, 24 Saat Fuarçılık strongly demonstrated its vision of transforming the Istanbul Stationery Fair from a regional event into an international center of attraction in a short period of time. Thanks to its global connections and strong operational capabilities on the ground, a significant increase in foreign exhibitors and visitors is targeted in the coming years, while plans for a larger exhibition space and increased square meters for the next edition have already been finalized.

One of the most remarkable innovations of this year was "IKF TV (Istanbul Stationery Fair TV)", which stood out as a key highlight of the organization. Through live broadcasts from the fairground, interviews,



and real-time content production, the event extended beyond physical visitors and became a continuously active digital platform generating high engagement across online channels. The reach and interaction achieved on social media and digital platforms demonstrated the strongest communication performance in the history of the Istanbul Stationery Fair, clearly positioning IKF TV as a future-shaping medium for industry promotion, networking, and digital participation.

One of the most notable highlights of the event was the exhibition titled "A Pen, A Story, Pens That Leave a Mark", featuring the private pen collection of Prof. Dr. Muhittin Şimşek. The exhibition attracted significant attention from visitors, protocol members, and the press. Featuring pens belonging to influential figures in recent Turkish history such as Turgut Özal, Süleyman Demirel, Alparslan Türkeş, as well as Alexander Pushkin, the exhibition became one of the most talked-about sections of the fair. The exhibition was visited by Deputy Minister of Culture and Tourism Serdar Çam, Vice President of the Istanbul Chamber of Commerce Mehmet Develioğlu, former Minister of National Education and Culture and Tourism Prof. Dr. Nabi Avcı, and former Speaker of the Grand National Assembly of Türkiye Mustafa Şentop.

The Istanbul Stationery Fair has now become more than just an event; it has evolved into a powerful hub that defines the direction of the industry, expands trade volume, and establishes a new balance in international competition. Far beyond being a calendar event, it has transformed—starting from its very first edition—into a strategic platform that determines the direction and speed of trade. Being outside this structure means missing not only a fair, but also the industry's expanding trade network, accelerating transformation, and growing global competitive advantage.

The Istanbul Stationery Fair will once again meet the industry between 24–27 March 2027 at the Istanbul Expo Center, across Halls 5, 6, and 7, with a larger scale, increased international participation, expanded exhibition space, and a higher trade volume target. In its new era, the Istanbul Stationery Fair will continue its journey as one of the most important meeting points shaping trade volume, strengthening its position through sustainable growth strategies.