

Expomed Eurasia 2025 Opened Its Doors to the World of Healthcare!

Türkiye's largest trade event in the healthcare sector, Expomed Eurasia, has opened its doors for the 32nd time at the Tüyap Fair and Congress Center in Istanbul. Taking place from April 24–26, 2025, the exhibition stands out as a major meeting point where innovative products and future-shaping technologies in healthcare are showcased.

Bringing together representatives of the global medical industry in Istanbul, Expomed Eurasia 2025 is drawing significant international attention. This year, the event is expected to welcome over 25,000 visitors, including 5,000 international attendees from more than 120 countries. Over 650 domestic and international companies and representatives are exhibiting the latest solutions of the medical sector across six halls.

The Heart of the Healthcare Sector Beats in Istanbul

Expomed Eurasia offers a wide range of products, from medical analysis to diagnosis, treatment, rehabilitation, laboratory products, and hospital technologies. The exhibition also features special sections dedicated to OTC (over-the-counter) products, herbal medicines, dietary supplements, personal care, and dermocosmetic products, providing a rich content experience.

Organized by RX Tüyap and supported by the Republic of Türkiye's Ministry of Trade, the exhibition is held with the contributions of major sectoral organizations, including the Federation of All Medical Device Manufacturers and Suppliers Associations (TÜMDEF), the Turkish Healthcare Industry Employers' Association (SEİS), and the Association of Medical Device Producers and Suppliers (SADER).

As a strategic meeting point for international collaborations and new investment opportunities, Expomed Eurasia 2025 significantly contributes to Türkiye's goal of regional leadership in healthcare technologies. The event allows local manufacturers to promote their products and brands on the global stage, while new business connections formed with international visitors enhance the sector's investment potential.

Industry Leaders Highlighted the Importance of Expomed Eurasia

Speaking at the opening ceremony, RX Tüyap General Manager Mr. Berkan ÖNER stated: *"Even during the pandemic, Expomed Eurasia continued to take place, solidifying its position among the top three exhibitions in the region. In our 32nd year, we are proud to host over 650 participating companies. We will continue to steer the industry and strengthen Türkiye's regional leadership in healthcare technologies."*

New Targets in Production and Exports

SEİS Chairman of the Board, Mr. Metin DEMİR, remarked at the opening ceremony: *"We have made significant strides to increase our sector's export share from 1% to 10%. Despite the challenges, by acting together, we can enhance our sustainability and resilience. Together, we will create the necessary support and collaboration environment to strengthen our global competitiveness in medical device manufacturing."*

TÜMDEF President Mr. Kemal YAZ emphasized during his opening speech: *"The healthcare sector is constantly evolving with innovative solutions. Expomed is one of the most crucial platforms where these innovations are shared, and industry solidarity is reinforced. Our goal is to boost medical device exports and contribute to our country's development. I extend my thanks to everyone supporting this vision."*

This Is Not Just Türkiye's Fair — It's Humanity's Fair

In his speech, the Republic of Türkiye's Minister of Health, Prof. Dr. Kemal MEMİŞOĞLU, noted: *"This is not just Türkiye's fair; it is a fair for humanity. Türkiye has tremendous global potential with its high-quality and cost-effective healthcare products. As the Ministry of Health, through our 'Productive Healthcare' approach, we aim to support innovative ideas and make our healthcare sector a global model. Healthcare will become one of our country's leading industries."*

Shaping the Future of Healthcare with Strategic Panels

Running concurrently with the exhibition, the "Productive Healthcare Program: From Idea to Product," organized by the Türkiye Health Institutes Directorate (TÜSEB), is drawing significant attention.

The panel program addresses critical topics such as MDR/IVDR processes, entrepreneurship in the medical device sector, and the future of start-ups. Other key discussions include AI-supported medical technologies, clinical research, and smart wound care systems, all aimed at shaping the future of the healthcare industry.

Healthcare Professionals and Decision-Makers Meet at Expomed Eurasia

Biomedical engineers, hospital procurement managers, pharmacists, and laboratory specialists from across Türkiye and around the world are taking the opportunity to connect directly with the industry's leading companies at the fair. Significant participation is expected from the Middle East, Africa, Central Asia, and Balkan countries, with the goal of forging new business agreements.

Expomed Eurasia 2025 continues to be a major global meeting point for the medical industry, hosting key investments and innovations that will shape the future of healthcare.