

The 32nd Edition of Expomed Eurasia – The Region’s Premier Healthcare Gathering – Successfully Concluded!

Held in Istanbul, Expomed Eurasia—the largest medical exhibition in the Eurasia region—welcomed a total of 22,591 visitors from 129 countries, including Türkiye. For three days, the trade show served as a hub where cutting-edge healthcare technologies were shown, and significant business agreements were signed.

A Strategic Hub for Healthcare in the Region

Expomed Eurasia 2025, the leading medical show for Türkiye and the wider Eurasian region, was successfully held from April 24 to 26, 2025, at the Tüyap Fair and Congress Center in Istanbul. The fair, celebrating its 32nd edition, brought together 17,838 domestic and 4,753 international visitors from 128 countries, reaffirming its international stature and vital role as a commercial bridge in the global healthcare landscape.

International Partnerships and Investment Opportunities

Organized by RX Tüyap with the support of the Republic of Türkiye Ministry of Trade and in collaboration with Türkiye’s key industry institutions—TÜMDEF (Federation of Medical Device Manufacturers and Suppliers Associations), SEİS (Turkish Healthcare Industry Employers’ Association), and SADER (Association of Medical Device Producers and Representatives)—Expomed Eurasia once again proved to be a strategic center for international partnerships and new investment prospects. Turkish manufacturers found the opportunity to showcase their products to a global audience and expand into new markets, while international visitors contributed significantly to Türkiye’s goal of becoming a regional leader in health technologies. VIP buyers, particularly from the Middle East, Africa, Central Asia, and the Balkans, engaged in procurement meetings with exhibiting companies. Successfully concluded, Expomed Eurasia 2025 underscored that Istanbul remains a heartbeat for the healthcare industry, reinforcing its role as an unmissable gathering point for the global medical community.

“Healthcare Will Become One of Our Country’s Driving Forces”

At the opening ceremony, Türkiye’s Minister of Health, Prof. Dr. Kemal Memişoğlu, emphasized: *“This is not only Türkiye’s exhibition, but it belongs to entire humanity. Türkiye has immense global potential with its high-quality and cost-effective healthcare products. With our ‘Productive Healthcare’ approach, the Ministry of Health aims to support innovative ideas and make our healthcare system a model worldwide. Healthcare will become one of the driving forces of our national economy.”*

Berkan Öner, General Manager of RX Tüyap, added: *“Expomed Eurasia has maintained its position among the top three exhibitions in the region—even during the pandemic. As we mark our 32nd edition, we take pride in hosting over 650 participating companies. We will continue to lead the industry and strengthen Türkiye’s regional leadership in health technologies.”*

Innovation Showcased, Collaborations Strengthened

Bringing together key players in the medical industry, the exhibition hosted over 650 local and international companies and company representatives across 6 halls, creating a dynamic platform for the sector's latest solutions. From medical analysis, diagnostics, treatment, and rehabilitation devices to laboratory technologies, hospital infrastructure, herbal medicines, dietary supplements, and dermo-cosmetic products—visitors had the chance to explore a wide range of innovative offerings. Throughout the three-day event, exhibitors showcased their latest products and technologies while forging critical business connections. Meanwhile, visitors were able to stay up to date with the latest industry trends and developments.

A Platform for Insight and Strategic Vision

Beyond being a commercial exhibition, Expomed Eurasia 2025 also hosted significant events that shed light on the future of the industry. The “Productive Healthcare: From Idea to Product” Program, organized by the Türkiye Health Institutes Directorate (TÜSEB), ran concurrently with the fair. Topics such as MDR/IVDR regulations, entrepreneurship in the medical device sector, AI-powered medical technologies, clinical research, and smart wound care systems were discussed by experts—offering participants valuable knowledge and future-focused insights.

Save the Date for Our Next Event!

Preparations are already underway for the next edition of Expomed Eurasia, which has been held without interruption for 32 consecutive years. Don't forget to mark your calendars for the next event, taking place once again at Tüyap Fair and Congress Center in Büyükçekmece, Istanbul, from April 16 to 18, 2026!
