

14TH YEAR
INTERNATIONAL
EXPO

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ATRAX
EXPO

AQUALAND

**Pool & Spa Technologies,
Landscape and Outdoor Design Exhibition**

28-30 JANUARY 2027

ISTANBUL EXPO CENTER - TÜRKİYE



**Integrated Solutions,
Holistic Project Approach
Global Network**

GOLD SPONSOR

DOF
Robotics



REPUBLIC OF TURKEY
MINISTRY OF TRADE



ifm
Industrial Fluid Motion



IPAR
International Pool Association

SUPPORTERS



RC
Recreation Center



TEPEA
The European Pool Association



UPE
United Pool Equipment

"THIS FAIR IS ORGANIZED WITH THE PERMISSION OF TOBB ACCORDING TO THE LAW NUMBER 5174."

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Pool, Spa & Landscape, Outdoor Design

AQUA+ LAND = AQUALAND - A Next-Generation Integrated Efficiency Model

AQUALAND unites the pool, spa, landscape, and outdoor living industries, creating a powerful trade ecosystem that drives real business growth and high-value connections.

In this borderless structure, technical excellence meets refined design unlocking true potential and transforming products into opportunities.

POOL & SPA TECHNOLOGIES

Construction & Technical Solutions

- ✓ **Smart Control:** Heating systems and energy-efficient technologies.
- ✓ **Hygiene:** Advanced disinfection and filtration solutions.
- ✓ **Infrastructure:** Construction systems and technical engineering solutions

Architectural Water Design & Aesthetics

- ✓ **Visual Design:** Water walls, waterfalls, and fountain systems.
- ✓ **Natural Living:** Biological pools, ecological ponds, and ornamental water features.

Wellness, Water Leisure & Sports

- ✓ **Wellness:** Saunas, steam rooms, and therapeutic equipment.
- ✓ **Leisure & Sports:** Aquapark units and interactive water sports systems.
- ✓ **Comfort:** Jacuzzis, spa pools, and health-oriented, amenities.

LANDSCAPE & OUTDOOR DESIGN

Outdoor Living & Comfort

- ✓ **Outdoor Structures:** Climate control and structural systems.
- ✓ **Furniture & Equipment:** Garden furniture and outdoor essentials.
- ✓ **Leisure & Social Living:** BBQ, outdoor kitchens, camping, and hobby spaces.
- ✓ **Decoration:** Aesthetic accessories and outdoor decor elements.

Design & Urban Planning

- ✓ **Landscape Projects:** Private and public design services.
- ✓ **Urban Design:** City landscaping and open-space development projects

Planting & Green Areas

- ✓ **Living Materials:** Trees, saplings, and ornamental plants
- ✓ **Green Solutions:** Turf systems and planting applications.



STRATEGIC LOCATION, GLOBAL REACH

At the heart of EMEA and Eurasian markets; the premier commercial hub bridging Europe, Central Asia, and Africa.



- EUROPE
- BALKANS
- AFRICA
- CSS
- MIDDLE EAST
- ASIA

6 Hall | 60.000 m² | 500+ Exhibitor | 20.0000+ Professional Visitor

