

BEYOND BORDERS, ONE NETWORK, ENDLESS BUSINESS OPPORTUNITIES.

Be a part of this powerful network where sectoral and regional boundaries dissolve, bringing investment, trade, project development, and solution partnerships together in a single ecosystem.

The **ATRAX** Main Platform and its thematic zones **CITYNEXT**, **AQUALAND** and **ARENA** are not just exhibition spaces, but strategic meeting points where visionary projects flourish and global collaborations are forged.

Global Trade Platform for Future City and Facility Projects

ATRAX brings together attractions, recreation, and urban technologies that transform cities into centers of attraction within a global ecosystem.



With its vision, it stands at the heart of solutions that **add value** to spaces where people gather and share experiences.

ATRAX ECOSYSTEM

—THEMATIC EXPERTISE PLATFORMS—



REPUBLIC OF TURKEY
MINISTRY OF TRADE

ATRAX has been officially selected as a **Prestigious Domestic International Trade Fair** by the Ministry of Trade of the Republic of Türkiye.



EXHIBITION PRODUCT GROUPS

Atraksiyon & Rekreasyon Ana Salonları

- ✓ Attraction, Gaming & Attraction Systems
- ✓ Parks, Playgrounds & Green Area Solutions
- ✓ Urban Design, Lighting & City Furniture
- ✓ Sports & Recreation Facility Solutions
- ✓ Facility, Visitor & Operations Management
- ✓ Ticketing, Access & Revenue Management Systems
- ✓ Sustainable Cities & Urban Living Solutions
- ✓ Facility Security & Control Systems

Tematik Uzmanlık Salonları

- ✓ Pool & Spa Technologies **AQUALAND**
- ✓ Landscape, Green Spaces and Outdoor Design Solutions
- ✓ Smart Cities and Urban Technologies **CITYNEXT**
- ✓ Vending and Self-Service Systems — **CITYNEXT**
- ✓ Visual Communication and Show Technologies **ARENA**
- ✓ Event and Exhibition Industries **ARENA**



RIGHT VISITORS, CLEAR OBJECTIVES

- ✓ "Profitable Business Model" for Investors
- ✓ "A Comprehensive Project Ecosystem" for Architects
- ✓ "A Holistic Urban Vision" for Municipalities and Institutions
- ✓ "Commercial Synergy" for Industry Professionals

Reach: Markets in Turkey, Europe, Africa, the Middle East, and Central Asia.

The Numbers: 6 Halls | 60,000 m² | 500+ Exhibitors | 20,000+ Professional Visitors.



ISTANBUL: THE STRATEGIC COMMERCIAL CROSSROADS OF EMEA AND EURASIA



ATRAX brings a high-value profile of professional buyers and investors from **80+ countries** directly to your stand—leveraging Istanbul’s unique position as a bridge between continents.

By going beyond sectoral boundaries, our “**Right Visitor**” strategy is strengthened through deep-rooted connections across EMEA and Eurasian markets—transforming your presence from a simple exhibition space into a globally effective business

- EUROPE
- BALKANS
- AFRICA
- MIDDLE EAST
- ASIA
- CSS
(Russia, Georgia, Ukraine, Azerbaijan, Kazakhstan, Uzbekistan, Turkmenistan...)

2026 ATRAX IN NUMBERS

