

“Türkiye’s Electricity Fair”

# ELECTR CITY

## eurasia

ELECTRICITY AND ELECTRICAL  
EQUIPMENT FAIR

**24-26**  
**APRIL**  
**2025**

İSTANBUL  
EXPO CENTER

Organizatör

sektörel  
FUARCIKLIK

tg expo  
think global

Sektörel Fuarçılık bir TG Expo grup şirkettir.



## Türkiye's Electricity Fair

### 24-26 April 2025

### Istanbul Expo Center

Supported by the Ministry of Trade of the Republic of Türkiye, Small and Medium Enterprises Development Organization (KOSGEB), and Non-Governmental Organizations, **Türkiye's Electricity Fair, Electricity Eurasia**, will bring together the construction industry, panel manufacturers, contractors, engineers, architects, interior designers; manufacturers, procurement professionals, investors who lead the electrical and electrical equipment sector as well as public officials under one roof for the second time. The fair, which will focus solely on electricity and integrate all its components, aims to become the most important electrical fair and summit in Türkiye, setting the agenda for the country and influencing the region due to Türkiye's geopolitical position.

The concurrent summit will make the fair the focal point of the electrical sector with theoretical and practical presentations by leading firms, institutions, and organizations. Additionally, **Electricity Eurasia** will host various events for participants and visitors, including B2B meetings, interactive competitions for start-ups, and special areas dedicated to innovation.

We invite companies, individuals, and institutions that believe in Türkiye's power and are focused on the potential of electricity, the future of the sector, and new trends to join us at the **Istanbul Expo Center** from **April 24-26, 2025**.

*Be a part of this exciting journey where you can feel the heartbeat of the electricity sector, and discover the latest products and solutions shaping the future of the industry!*



# HAVE YOU SECURED YOUR SPOT AT TÜRKİYE'S ELECTRICITY FAIR?

# Why Electricity?

The concept of electrostatics entered our lives when the philosopher and mathematician Thales discovered the attraction power created by rubbing amber on surfaces in the 600s BC, and electricity took its place in human history. In the 1600s, William Gilbert named this attraction power "electricus." The English word "Electricity" was first used by Thomas Browne in 1646.

The root of the word "energy," "Energeia," is a philosophical term meaning "activity" or "functionality." In another sense, Energeia indicates "the state of carrying out an activity" as well as being a "piece of art". Consequently, Aristotle expressed that good behavior also requires energy and brings happiness in return.

Especially after the Industrial Revolution, electricity has been present in almost every aspect of our lives and continues to support healthy, developing, and productive societies. Therefore, organizing a fair focused on electricity and electrical equipment is a significant step not only for Türkiye but for the world we live in.

With this idea in mind, we decided to gather the electrical and electrical equipment sector under one roof at Türkiye's Electricity Fair – Electricity Eurasia 2025, aiming to advance this valuable sector further.



# Why Should You Participate in Electricity Eurasia?

**1**

Meet with key decision-makers in the industry at Türkiye's only and most prestigious fair dedicated to electricity and electrical equipment.

**2**

**Stay updated with innovations and industry trends to gain a competitive advantage and strengthen your business strategy.**

**3**

Expand your business connections and market share by having one-on-one meetings with your target business partners and potential customers through B2B meetings.

**4**

**Leverage Türkiye's geopolitical position to establish regional and global business connections.**

**5**

**Add value to your business by showcasing the latest technologies and innovative products in the electrical world, and launch your new products.**





# Exhibitor Product Groups

- AI Applications in the Electrical Sector
- **Automation and Control Systems**
- Battery Systems and Uninterruptible Power Supplies (UPS)
- **Building Automation and Control Systems**
- Busbar Systems
- **Cable Management Equipment**
- Cables and Equipment
- **Compensation Systems and Equipment**
- Connection Equipment and Technologies
- **Data Center Solutions**
- Distribution Lines and Equipment
- **Electric Charging Stations & Equipment and Software**
- Electric Motors and Drive Systems
- **Electrical Accessories**
- Electrical Generators and Transformers
- **Electrical Installation and Infrastructure Products**
- Electrical Panels and Distribution Systems

- **Energy Distribution and Equipment**
- Energy Management Solutions
- **Energy Storage**
- HVAC Products and Systems
- **Industrial Communication Equipment**
- Interior Installation Equipment
- **Inverters and Frequency Converters**
- Lighting Systems and Equipment
- **Lightning Protection and Grounding Systems**
- Medium Voltage Power Distribution and Control Systems
- **Power Quality and Energy Equipment**
- Protection and Control Equipment
- **Renewable Energy Solutions**
- Safety and Protection Equipment
- **Smart Grids**
- Smart Home & Building Applications
- **Switches & Sockets Systems and Equipment**
- Switchgear and Equipment
- **Test and Measurement Devices**

## Exhibiting Countries



China



Denmark



Germany



India



Iran



Italy



Russia



Taiwan



# Why Should You Visit Electricity Eurasia?

Follow the latest innovations, technologies, and solutions in the electrical and electrical equipment sector on a platform dedicated specifically to electricity.

**1**

**2**

Follow the latest trends in the industry through seminars, workshops, and interactive events featured in the conference program, and gain valuable insights from speakers and industry experts.

**3**

Expand your business network by meeting industry professionals from Türkiye and various countries, and create new business and investment opportunities.

**4**

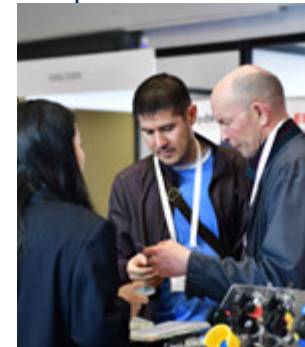
Explore new business ideas and investment opportunities in start-ups and innovative entrepreneurship.



# Visitor Profile

- Architects / Interior Designers
- **Consultants (Construction and Engineering)**
- Contractors
- **Data Center Managers**
- Distributors
- **Educational Institutions**
- Electrical and Energy Distribution Companies
- **Electrical Contracting Firms**
- Electrical Project Companies
- **Energy Management Experts**
- Engineers, Technicians, and Technologists
- **Facility Maintenance Managers**
- Facility Management Professionals
- **Government and Public Institutions**

- Independent Power Producers
- **Information Technology / Software Professionals**
- IT Managers (Public and Private Sector)
- **Machinery Manufacturers**
- Manufacturers
- **Non-Governmental Organizations (NGOs)**
- Panel Manufacturers
- **Panel Producers**
- Procurement Managers
- **Project Managers**
- Shopping Mall Management Companies
- **Subcontractors**
- Suppliers
- **System Integrators**



## Which Countries Visited the Most?

### 1- MIDDLE EAST AND NORTH AFRICA (MENA)



### 2- TURKIC COUNTRIES



### 3- BALKAN COUNTRIES



### 4- RUSSIA



### 5- EUROPEAN COUNTRIES



### 6- GULF COUNTRIES



# Electricity and Electrical Equipment Summit

## 2025

**The Electricity and Electrical Equipment Summit 2025 awaits you as the innovative meeting point for the electrical sector!**

The summit responds directly to the sector's needs at a time when digital transformation is accelerating, construction and urban transformation projects are increasing, and interest in the sector in Türkiye and its vicinity is at its peak. Over the three-day event, you will explore innovative solutions, smart technologies, and energy efficiency strategies with expert speakers. The summit offers the opportunity to discuss the latest trends and innovations in the sector, exchange ideas, and shape the future of electricity.

Participants will learn about the effects of digital transformation in the electrical sector and how to gain a competitive advantage through this transformation. The role of electricity and electrical equipment in construction and urban transformation projects, energy efficiency, and sustainability strategies will also be key topics in the panels.

**Take the chance to develop strategies that will advance your business by participating in this summit, where you will gain revolutionary insights into the world of electricity and electrical equipment!**





# Conference

## Focus Topics

AI Applications in the Electricity Sector	Current Motor Technologies and Applications	Electric Vehicles and Charging Stations	Electrical Infrastructure and Planning in Construction Projects	Electrical Installation in High-Rise Buildings	Electrical Installations and Applications in Buildings	Electricity Markets and Regulatory Framework
Energy Performance and Efficiency in Buildings	Energy Quality and Efficiency	Fire Detection, Warning and Safety Systems	Future Lighting Systems and Digitalization	High Voltage Transformer Facilities, Switching and Switching Equipment	Indoor Electrical Installation Applications	Industrial Uses of Electric Motors
Innovative Construction Materials and Electrical Systems	Lightning Protection and Grounding Systems	Modern Methods and Applications in Electrical-Electronic Measurement Techniques	Nanotechnology in the Electricity Sector	Occupational Safety in the Electricity Sector	Operation, Maintenance and Modernization of Electrical Systems	Power Electronics and Inverter Technologies
Role of Electrification in Electricity Supply	Smart Building and City Technologies	Sustainability and Green Technologies in the Electricity Sector	Transformative Technologies and Automation in the Electricity Sector	Transformer Stations and Electrical Facilities	Trends in Electrical Measurement in Electrical Installation Control Services	

# TechHub

# SPECIAL AREA

*Dear Entrepreneurs and Innovation Enthusiasts,*

Start-ups in the electrical and electrical equipment sector are pioneering initiatives that build not only today but also the future. With the TechHub Special Area, innovative solutions and groundbreaking technologies will meet with projects that have the potential to revolutionize the sector.

*We invite you to be part of this dynamic space and shape the future of the electrical sector together!*

# 1

## Showcase Your Innovative Solutions

The TechHub Special Area is the most effective way to present your innovative products and solutions to industry professionals, investors, and potential business partners. Seize the opportunity to make a difference in the sector by showcasing your projects.

# 2

## Establish Valuable Business Connections

This special area offers the opportunity to meet leaders, investors, and other entrepreneurs in the electrical sector. Make new business connections and expand your reach to broader audiences.

# 3

## Explore Investment and Financing Opportunities

Financing and investment are crucial for start-ups. This area offers significant opportunities to attract investor attention and secure the financial support needed for your projects, enhancing your growth potential.

# 4

## Receive Mentorship and Consultancy

Gain feedback and guidance from experienced professionals and experts in the industry to develop your projects. Mentorship and consultancy services will greatly contribute to achieving your start-up's strategic goals.

# 5

## Increase Your Visibility

Participate in a major industry event to boost the visibility of your brand and projects. With media and press attention, your start-up will reach a wider audience and enhance its recognition.

# 6

## Join Innovation Competitions

Participate in innovation competitions held in the Start-Up Innovation Area to showcase that your projects are among the best innovations in the sector. Awards and recognition will enhance your start-up's prestige.

# What Did They Say About Electricity Eurasia?

## **Cemil Topak**

**President, ETMD (Association of Electrical Engineers)**

The Association of Electrical Engineers is a non-governmental organization that serves the electrical sector through both individual and corporate members. We are active in many different areas, such as collaborating with universities and fairs. We also provide solutions to the problems of private sector companies and contribute to the implementation of new technologies in our country. This year, we are participating in Electricity Eurasia for the first time. We have many member companies operating in the electrical sector, and we wanted to prepare a report on this fair and understand the agenda. We hope to contribute with higher-level collaborations in the coming years. I had the chance to visit the fair today and saw that many senior executives are here. I noticed that the conferences feature very high-quality names. The participant profile is excellent. Thank you very much, and I hope to be together at new fairs.

## **Songül Yılgin**

**Public Relations Manager,  
Cargill**

Cargill is an international company that has been operating in Türkiye since the 1960s. We have production in four different sectors. We came to the fair with high expectations and significant information. The fair consists of specialized participants. I can say that the fair, the participants, booths, and sponsors are generally very good, and we saw a good level of participation.

## **Serdar Özkaya**

**International Sales Manager,  
Hasçelik Kablo**

Our expectation from participating in Electricity Eurasia is to come together. It's not just about meeting with our customers, but also with end-users and various stakeholders in our sector. Here, there are different visitor profiles beyond the cable fairs we are used to. Many sector stakeholders involved in electricity production, transmission and distribution, equipment manufacturing, installation, consulting, and control are participants at the fair. We expect the fair to continue to grow next year. It is a very important fair for both Türkiye and the region. We thank everyone who organized this fair. These fairs are held with significant efforts and budgets by both participants and fair organizers. Therefore, we are confident that it will continue to grow in the coming years. Thank you.

# Türkiye's Electricity Fair, Electricity Eurasia, will be at İstanbul Expo Center in 2025

## Transportation Options to the Fairgrounds



### Metro (Subway)

You can reach our fair area by getting off at the 'World Trade Center-Istanbul Fair Center' stop on the Yenikapı-Atatürk Airport Metro line.  
For detailed information: <https://www.metro.istanbul/en/>



### Marmaray

For Marmaray transportation to IFM, you can use the Marmaray-Yenikapı Airport Metro connection and get off at the 'World Trade Center-Istanbul Expo Center' station. Alternatively, you can get off at Marmaray Yesilyurt stop and reach our fairgrounds within 5 minutes by taxi.  
For detailed information: <https://marmaray.gov.tr/>



### Metrobüs

For transportation by Metrobus, after arriving at Ataköy-Şirinevler station, you can use the Airport Metro Connection and get off at the 'World Trade Center-Istanbul Fair Center' stop to reach our fair area  
Ayrıntılı bilgi için: <https://iett.istanbul/icerik/metrobus-hatlari>



### Bus

To reach our fairground by bus, you can use IETT bus connections and get off at the Airport Metro 'World Trade Center-Istanbul Fair Center' station.  
For detailed information: <https://iett.istanbul/en>



### Airline

Our exhibitors and visitors who will travel from Istanbul Airport can arrive at the Yenibosna-Kuleli stop via Havaist or HVIST-10 buses, then reach the Airport Metro connection and come to our fair area from the 'World Trade Center-Istanbul Fair Center' station. Our exhibitors and visitors coming from Sabiha Gökçen Airport can come to Taksim by Havabus buses and reach our fair area via Airport Metro or Metrobus.



### Taxi

The distance between Istanbul Airport and the fairground is approximately 45 kilometers. Our visitors and exhibitors who will use a taxi can reach our fair area in approximately 35 minutes. The distance between Sabiha Gökçen Airport and the fairground is approximately 70 kilometers. Depending on the density of traffic, it takes at least an hour to reach our fairground.





## ELECTRICITY AND ELECTRICAL EQUIPMENT FAIR

### CONTACT US!

Join us at Türkiye's Electricity Fair, Electricity Eurasia 2025, to stay up-to-date with industry innovations, establish new business connections, and shape the future of the electrical and electrical equipment sector.

### ELECTRICITY EURASIA TEAM

#### SALES

##### Ezgi Kiriş

Sales Director  
ezgi.kiris@tgexpo.com

#### MARKETING

##### Esra Kuloğulları

Corporate Communications Coordinator  
esra.kulogullari@tgexpo.com

##### Can Altunkaynak

Marketing Manager  
can.altunkaynak@tgexpo.com

##### Merve Göz

Event Manager  
merve.goz@sektorelfiarcilik.com

##### Eda İlhan

Marketing Chief  
eda.ilhan@tgexpo.com

[www.electricityeurasia.com](http://www.electricityeurasia.com)

[f](#) [in](#) [@](#) electricityeurasia

Organizatör

sektörel  
FUARCIKLIK

tg expo  
think global

Sektörel Fuarçılık bir TG Expo grup şirkettir.