

TÜRKİYE'S  
ELECTRICITY  
FAIR



# ELECTRICITY EURASIA

ELECTRICITY AND ELECTRICAL EQUIPMENT FAIR

**24-26 APRIL 2025**  
İSTANBUL EXPO CENTER

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

f in @ electricityeurasia

# TÜRKİYE'S ELECTRICITY FAIR

Supported by the Ministry of Trade of the Republic of Türkiye and sectoral associations, **Türkiye's Electricity Fair, Electricity Eurasia**, for the second time this year, will bring together manufacturers leading the electrical and electrical equipment sector, the construction industry, contractors, buyers, investors, panel manufacturers, engineers, architects, interior designers, as well as public institutions and academia under one roof. 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 summit, which will be held simultaneously with the fair, will feature theoretical and practical presentations by representatives of leading companies, institutions, and organizations in the field, making the fair a must-attend event for the electricity sector. In addition to the fair and conference, **Electricity Eurasia** will host a variety of events for participants and visitors, including B2B meetings, start-up initiatives, and spaces 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!**



# 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," "Energieia," is a philosophical term meaning "activity" or "functionality." In another sense, Energieia 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.

**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 Electricity Eurasia?

- 1 There is no trade fair in Türkiye solely focused on electricity, and the demand from companies in this regard is steadily increasing.
- 2 The demand for electricity and electrical equipment is growing due to the rapidly expanding construction sector in Türkiye over the past 20 years.
- 3 In surrounding regional markets, the rapid growth of the construction sector and the increase in active constructions are driving the demand for electricity and electrical equipment.
- 4 The increasing green energy projects in Europe are boosting the demand for electricity and electrical equipment.
- 5 Türkiye is geopolitically positioned at the center of countries with rapidly growing construction sectors and green energy investments.
- 6 Turkish companies can compete in global markets with high-quality equipment as well as competitive prices.
- 7 The integration of new technologies into our lives, such as Artificial Intelligence, the Internet of Things (IoT), and Big Data, is driving the demand for electrical equipment.



# Electricity Eurasia

## WHY EXHIBIT?



### CONDUCT ONE-ON-ONE MEETINGS!

Expand your business connections and grow your market share by conducting one-on-one meetings with targeted business partners and potential clients through B2B meetings.



### MEET WITH DECISION-MAKERS!

Join key decision-makers in the industry at Türkiye's only trade fair dedicated exclusively to electrical and electrical equipment.



### SHOWCASE YOUR NEW PRODUCTS!

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



### STRENGTHEN YOUR BUSINESS STRATEGY!

Gain a competitive edge by closely following innovations and industry trends, and strengthen your business strategy.

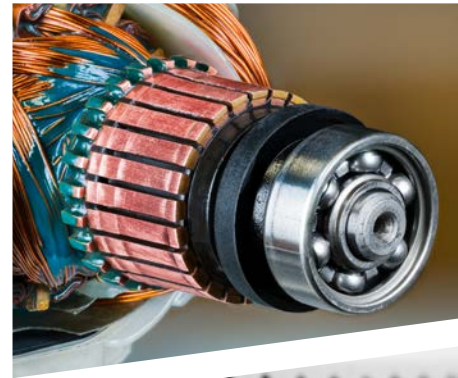


### BUILD GLOBAL BUSINESS CONNECTIONS!

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

# 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 Management Solutions
- 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



GERMANY



CZECHIA



CHINA



FRANCE



SOUTH KOREA



INDIA



SPAIN



ITALY



RUSSIA



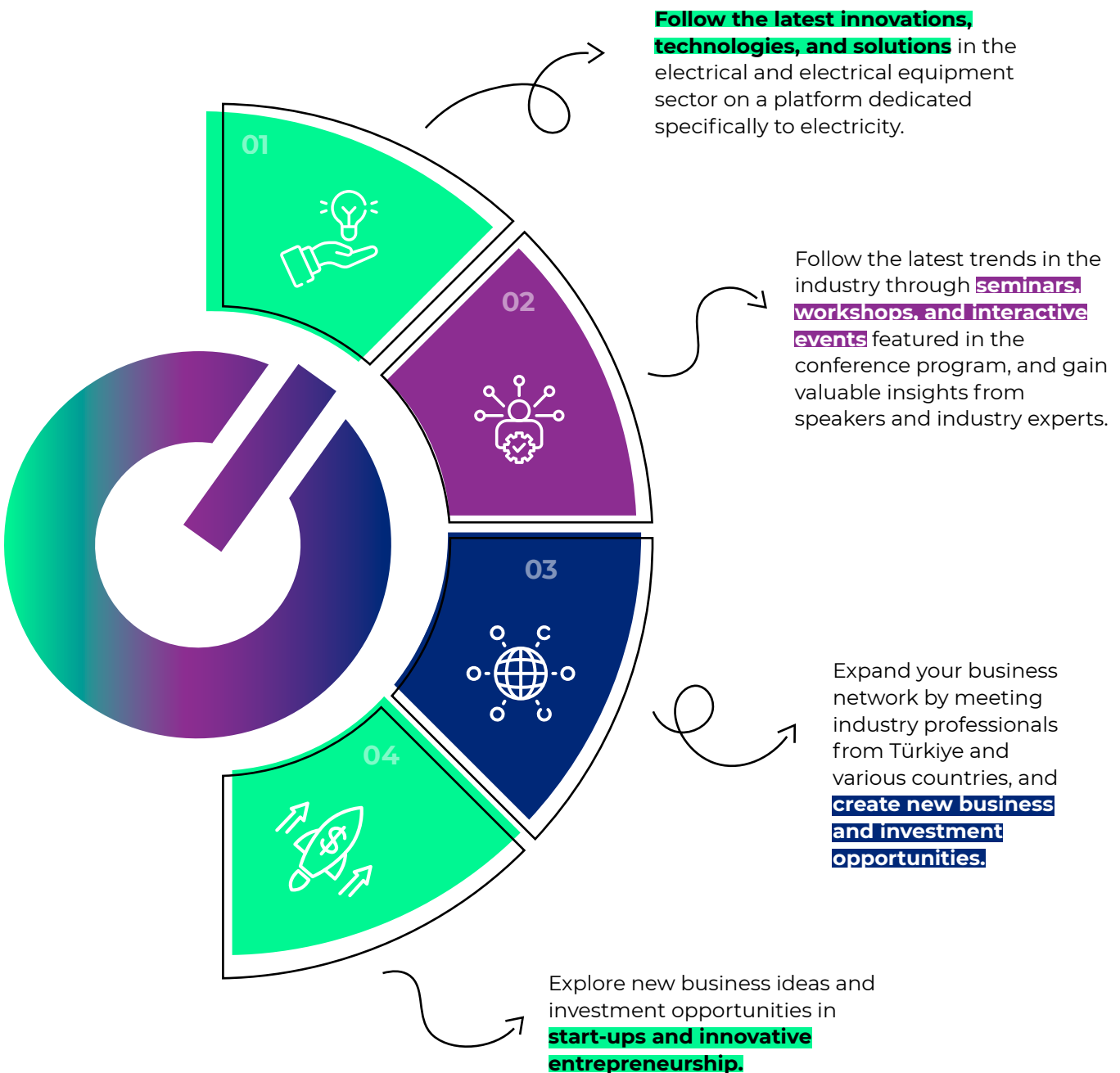
POLAND



TAIWAN

# Electricity Eurasia

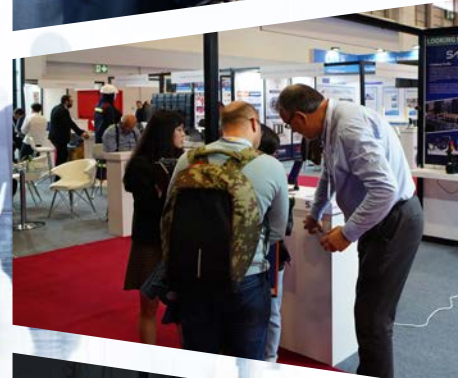
## WHY VISIT?



# VISITOR PROFILE

- Architects / Interior Designers
- Contractors and Subcontractors
- Data Center Managers
- Decision Makers from Real Estate Investments Trusts (REIT)
- Electrical and Energy Distribution Companies
- Electrical Construction Companies
- Electrical Contractors
- Engineers and Technicians
- Facility Management and Maintenance Professionals
- Government and Public Institutions
- Information Technology Professionals / Software Developers
- Panel Manufacturers
- Shopping Mall Management Companies

**Electricity Eurasia will bring together all industry professionals interested in electricity and electrical equipment, primarily from the construction sector.**



# VISITOR COUNTRIES



ALBANIA



BOSNIA AND HERZEGOVINA



BULGARIA



MOLDOVA



ROMANIA



AZERBAIJAN



KAZAKHSTAN



KYRGYZSTAN



UZBEKISTAN



TURKMENISTAN



RUSSIA

**BALKAN COUNTRIES**

**TURKIC REPUBLICS**



GERMANY



UNITED KINGDOM



FINLAND



FRANCE



NETHERLANDS



SPAIN



SWEDEN



ITALY



POLAND

**EUROPEAN COUNTRIES**

**MIDDLE EAST**



IRAN



IRAQ

**CYPRUS**



**GULF COUNTRIES**

**NORTH AFRICA**



ALGERIA



LIBYA



EGYPT



TUNISIA



BAHRAIN



UNITED ARAB EMIRATES



QATAR



KUWAIT



SAUDI ARABIA



# ELECTRICITY AND ELECTRICAL EQUIPMENT SUMMIT



## **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

# **ELECTRICITY 4.0 DIGITAL TRANSFORMATION OF ENERGY SPECIAL AREA**

**Electricity Hub of Türkiye, Electricity Eurasia, will serve as a platform for discussing and sharing experiences on prominent digital applications in the electricity sector, raising awareness about sustainability and smart energy in the Electricity 4.0 | Digital Transformation of Energy Special Area.**

This special area will bring together pioneering companies in digital transformation and all stakeholders interested in digital transformation, showcasing usage scenarios with a brand new concept. With its uniqueness and the distinction of being the first of its kind globally, it will offer a one-of-a-kind experience for those looking to discover what Electricity 4.0 can offer.

## **What is Electricity 4.0?**

Electricity 4.0 is a transformation that makes energy smarter within the electricity sector, based on the fourth industrial revolution, Industry 4.0 technologies. Industry 4.0 includes the integration of technologies like, automation, artificial intelligence, and IoT (Internet of Things) into production and manufacturing processes, while Electricity 4.0 aims to utilize these technologies to manage electrical grids, energy production, and distribution systems in a smarter, more efficient, and sustainable manner.

**Electricity 4.0 seeks to provide a more efficient, flexible, and sustainable energy infrastructure.** This technology can help manage energy consumption more efficiently, improve the balance between supply and demand, and enhance the security of energy systems. The Electricity 4.0 | Digital Transformation of Energy Special Area will serve as a platform where these technologies can meet Türkiye at Electricity Eurasia.

Technologies that will be featured in the Electricity 4.0 Special Area include:

- Smart Grids
- Renewable Energy Integration Solutions
- Energy Storage Systems
- IoT and Big Data Analytics
- Artificial Intelligence and Machine Learning
- Cybersecurity

**You are invited to showcase your solutions and introduce your ideas to Türkiye in the Electricity 4.0 | Digital Transformation of Energy Special Area!**

# **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!**



**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.

**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.

**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.

**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.

**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.

**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?

## **CEMİL 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 YILGIN**

*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,  
Haşçelik 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.

# TÜRKİYE'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- İstanbul 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-hatları>



### BUS

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



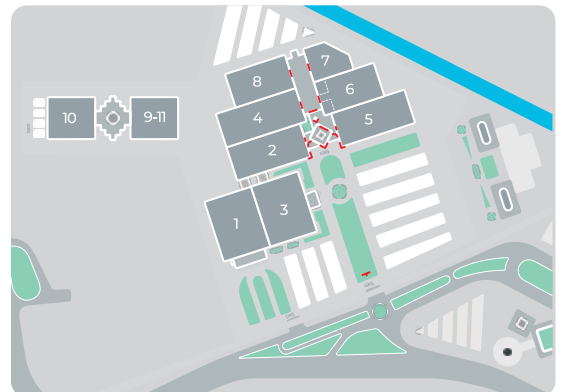
### AIRLINE

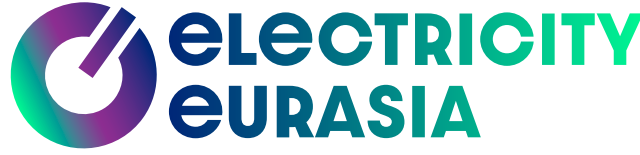
Our exhibitors and visitors who will travel from İstanbul Airport can arrive at the Yenibosna-Kuleli stop via Havaist or HVIST-10 buses, then reach the Airport Metro connection and come to our fair area from the 'World Trade Center-Istanbul Fair Center' station. Our exhibitors and visitors coming from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



### TAXI

The distance between İstanbul 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

**24-26 APRIL 2025**  
İSTANBUL EXPO CENTER

## 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

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