

SOUVENIR EXPOTÜRKİYE

Touristic Gifts and Souvenirs Fair

19-22
NOVEMBER
2026

YENİKAPI
EXPO CENTER

In the Heart of History,
in the Center of Istanbul!

Visiting Hours

19-22 November
10:00 AM - 6:00 PM



Apply now to become an
exhibitor or visitor
souvenirexpoturkiye.com.tr

Rota Exhibitions Turkey Inc.

Göktürk Merkez Neighborhood, 1st Begonya Street, Arcadium Life 3 No: 2 / 102
Eyüpsultan, Istanbul / TURKEY | +90 212 812 62 66



This fair is organized under the supervision of TOBB (The Union of Chambers and Commodity Exchanges of Turkey) in accordance with Law No. 5174.

Touristic Gifts and Souvenir Products

- Glass Products
- Evil Eye Beads
- Tiles and Ceramic Products
- Mugs
- Wooden Products
- Woven and Printed Wallets
- Polyester Products
- Magnets
- Metal Products
- Keychains
- Metal Figurines

Decorative Gift Items

- Wooden Products
- Lighting Products
- Home Decoration Products
- Glassware
- Glasses
- Figurines
- Ceramic Products
- Cups
- Vases
- Plates

Costume Jewelry

- Bracelets and Necklaces
- Silver Jewelry
- Earrings
- Natural Stones
- Prayer Beads
- Jewelry and Accessories
- Sunglasses
- Wristwatches
- Hair Accessories

Promotional Products

- Metal Products
- Glass Products
- Textile Products
- Bags
- T-shirts
- Plastic Products
- Pens
- Keychains
- Kitchen Aprons
- Paper Products
- Notebooks
- Planners
- Digital Products
- USB Flash Drives
- Power Banks
- Clocks & Watches

Summer Fashion

- Beachwear and Beach Products
- Swimwear and Bikinis
- Swim Shorts
- Sandals and Slippers
- Pestemal, Pareo and Kimono
- Beach Bags
- T-shirts
- Hats
- Leather Belts and Wallets, Leather Goods
- Sunglasses

SOUVENIR EXPOTÜRKİYE

In the Center of Istanbul, in the Heart of History!

Souvenir Expo Türkiye is a strong B2B platform that brings together manufacturers, wholesalers and professional buyers of the touristic gift and souvenir sector directly for trade. As Türkiye's largest souvenir fair, it gathers domestic and international brands, export customers and industry professionals in the heart of Istanbul.

Why Should You Participate?

- Direct contact with international buyers
- Meeting national and local wholesalers
- Connections with duty-free shops and chain stores
- New product launches
- On-site orders and distributor meetings
- Opportunity to enter new markets

Total number of visitors
in 2025:
10,378

%19 1,933 international
visitors from
87 countries

**19% - COUNTRIES WITH THE HIGHEST
NUMBER OF FOREIGN VISITORS**

United Kingdom - Romania - Belgium - France
Bulgaria - Italy - Kosovo - Albania - Montenegro
Croatia - Bosnia and Herzegovina - Germany

In 2025, 63,000,000 tourists visiting
our country purchased \$2,500,000,000
worth of souvenirs!
A record was broken in this field!

Position your brand in the strongest sales channel
of the touristic souvenir sector.
Take your place at Souvenir Expo Türkiye 2026.

Touristic, Gift, Games and Toys Group

- Sea and Pool Equipment
- Plastic Beach Toys
- Plush Products
- Board Games
- Wooden Toys
- Hobby Materials
- Table Games such as Chess and Backgammon

Geographically Indicated Products and Handicrafts

- Pitchers and Earthenware
- Copper Products
- Religious-Themed Products
- Carpets and Kilims

Summer Cosmetic Products

- Natural Products
- Soaps
- Chemical Products
- Creams
- Colognes
- Room Fragrances
- Incense
- Perfumes
- Sunscreens
- Sponges

Packaged Local Food Products

- Baklava
- Turkish Delight
- Local Desserts
- Spices
- Turkish Coffee
- Tea
- Jarred Jams
- Chocolate and Confectionery
- Olives and Olive Oil
- Dried Fruits and Nuts

Travel Products

- Suitcases
- Bags
- Pillows

Touristic Publications and Printed Products

- Promotional Books
- Bookmarks
- Postcards
- Notebooks and Planners

Collective Corporate Participations

- Chambers of Commerce and Industry
- Commodity Exchanges
- Chambers of Craftsmen and Artisans (Souvenir Sector)
- Municipalities
- Producer Cooperatives