



ISAF

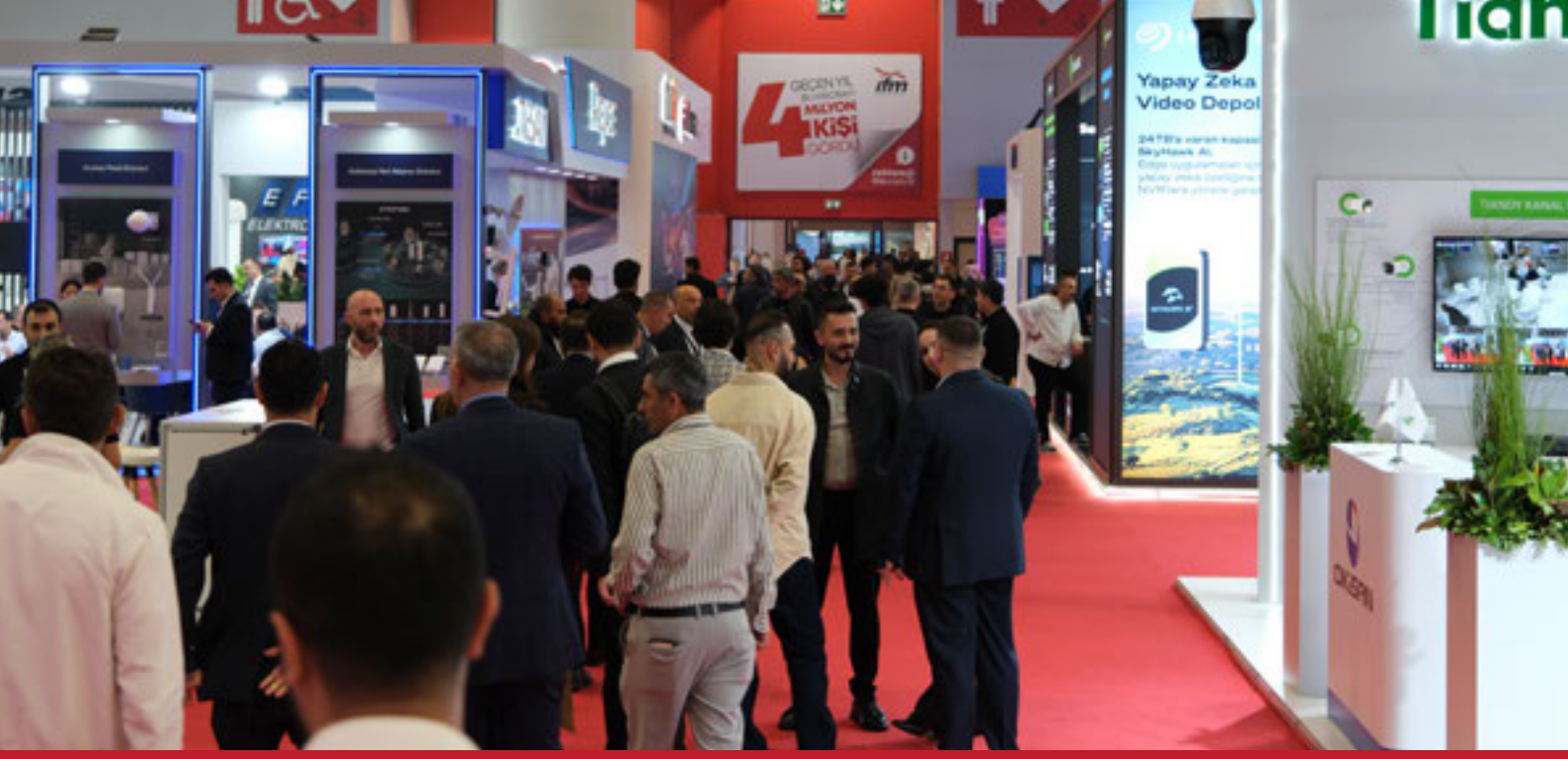
international

**29th INTERNATIONAL
SECURITY, FIRE
SMART BUILDINGS
& SAFETY EXHIBITION**

**CLOSING REPORT
2025**

**8-11 October 2025
Istanbul Expo Center (IFM)**


MARMARA
TANITIM FUARCILIK



29th meeting of Security, Fire and Smart Buildings industries

ISAF International Exhibition, the largest exhibition in its industry in Türkiye and the region, took place from 8 to 11 October 2025.

29th ISAF International Exhibition, as every year, welcomed the largest domestic companies in the industry and participants and visitors from dozens of countries abroad.

About Exhibitors:

ISAF International had a very busy and dynamic year in 2025, despite it being a challenging year both globally and in our country.

ISAF, which was attended by the industry's established companies, also featured brand new companies this year. In such periods, alongside the developments and changes experienced in every industry, new companies entering the industry and those in the growth phase, as well as global brands targeting Türkiye, also took their place at ISAF Exhibition this year.

At the exhibition, where a total of 203 companies opened stands, the number of domestic companies was 130, while the number of companies participating directly from abroad was 55 and the number of companies participating through representatives was 18.

The countries of the 73 companies participating directly in ISAF and through representatives were; Bosnia and Herzegovina, Czechia, Germany, Hong Kong, Italy, Japan, Netherlands, Russia, South Korea, Taiwan, UK, USA

ISAF took place in a total gross area of 15,300 sqm, with a net stand area of 8,848 sqm.

About Visitors:

ISAF International, held concurrently this year with the DCE Data Centre Eurasia - Data Centre Exhibition & Conference and MOBISAD-IMEX 5th International Mobile Communication & Consumer Electronics exhibition, was the busiest version in recent years.

The three concurrent exhibitions and conferences welcomed a total of 25,196 domestic and international professional visitors in 2025. Of the total 25,196 visitors, 13,740 registered for ISAF International.

The exhibition itself was visited by 12,317 domestic and 1,423 international buyers from 87 countries across 5 continents.

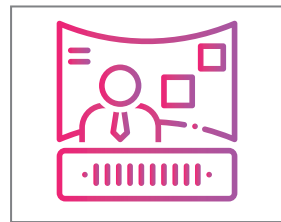
About Events:

The conference, which included firefighting sessions sponsored by Falckon and participation of Fire Brigade Directors, a session by the General Directorate of Security Special Security Inspection Board, sessions by GÜSOD, ASİS, TÜBİFED, and TEMÜDDER, and an artificial intelligence symposium, was quite lively for four days.

ISAF INTERNATIONAL 2025 EXHIBITORS



15.300
sqm



517
Brands



130
Domestic
Exhibitors



73
Foreign
Exhibitors

EXHIBITOR COUNTRIES

- BOSNIA&HERZEGOVINA
- GERMANY
- JAPAN
- SOUTH KOREA
- USA
- CHINA
- HONG KONG
- NETHERLANDS
- TAIWAN
- CZECHIA
- ITALY
- RUSSIA
- UK

Exhibitor Satisfaction:

For ISAF Exhibition, 1,423 international visitors, including "special overseas purchasing delegations" hosted by the organization, engaged in significant business agreements and partnership negotiations with the exhibitors.

Almost all of the 12,317 domestic visitors, comprised of private industry representatives such as dealers, integrators, project companies and end users, were professional visitors.

ISAF Exhibition, which was visited by high-level officials and technical staff from numerous government agencies, was closely followed by institutions related to Homeland Security.

The 2025 Exhibition, which was among the most active in recent times, resulted in nearly 100% exhibitor satisfaction.

Manufacturers who received special attention from the international purchasing delegations expressed their satisfaction with the export negotiations, and all companies expressed their satisfaction with the meetings they held with the domestic intermediaries and end users.

15.300

sqm
Stand Area

203

Exhibitors
13 Countries

13.740

Visitors
87 Countries

ISAF INTERNATIONAL 2025 VISITORS



87

Countries



1.423

Foreign Visitors



12.317

Domestic Visitors

VISITOR COUNTRIES

- | | | | | |
|----------------------|--------------|---------------|----------------|---------------|
| • ALBANIA | • DENMARK | • KAZAKHSTAN | • NORWAY | • SPAIN |
| • ALGERIA | • EGYPT | • KOSOVO | • PAKISTAN | • SRI LANKA |
| • ARGENTINA | • ESTONIA | • KUWAIT | • PALESTINE | • SUDAN |
| • AUSTRALIA | • FRANCE | • KYRGYZSTAN | • PERU | • SWITZERLAND |
| • AUSTRIA | • FYROM CITY | • LEBANON | • POLAND | • SYRIA |
| • AZERBAIJAN | • GEORGIA | • LIBYA | • PORTUGAL | • TAIWAN |
| • BAHRAIN | • GERMANY | • LITHUANIA | • QATAR | • TAJIKISTAN |
| • BANGLADESH | • GHANA | • MALAYSIA | • ROMANIA | • TRNC |
| • BELARUS | • GREECE | • MALI | • RUSSIA | • TUNISIA |
| • BELGIUM | • GUINEA | • MALTA | • SENEGAL | • UAE |
| • BOSNIA&HERZEGOVINA | • HUNGARY | • MAURITIUS | • SERBIA | • UGANDA |
| • BRAZIL | • INDIA | • MOLDOVA | • SIERRA LEONE | • UK |
| • BULGARIA | • IRAN | • MONTENEGRO | • SINGAPORE | • UKRAINE |
| • CAMEROON | • IRAQ | • MOROCCO | • SLOVAKIA | • USA |
| • CANADA | • IRELAND | • NETHERLANDS | • SLOVENIA | • UZBEKISTAN |
| • CHINA | • ISRAEL | • NEW ZEALAND | • SOMALIA | |
| • CROATIA | • ITALY | • NIGER | • SOUTH AFRICA | |
| • CZECHIA | • JORDAN | • NIGERIA | • SOUTH ARABIA | |

ISAF, MOBISAD-IMEX & DATA CENTER EURASIA TOTAL VISITORS **25.196**



93

Countries



2.788

Foreign Visitors



22.408

Domestic Visitors

A total of 40,000+ visitors with the concurrent EIF Energy Exhibition

VISITOR DISTRIBUTION RATES BY INDUSTRY AND PROFESSION

71%

- Security, Defense
- Telecommunications
- Data Center
- Information Technology, IT
- Network, Cabling
- Electrical, Electronics, Automation
- Fire, OHS

11%

- Public Institutions and Organizations
- Turkish Armed Forces, Police Department, Gendarmerie
- Municipalities, Municipal Corporations
- Governorships, District Governorships
- Embassies, Consulates, Attachés
- Organized Industrial Zones
- Technology Development Zones

10%

- Industry/Production Facility
- Engineering Company
- Architecture, Interior Architecture Company
- Consultancy Companies, Investors
- Constructor, Contract, Building-Construction, Project
- Electricity Contract and Project Company

8%

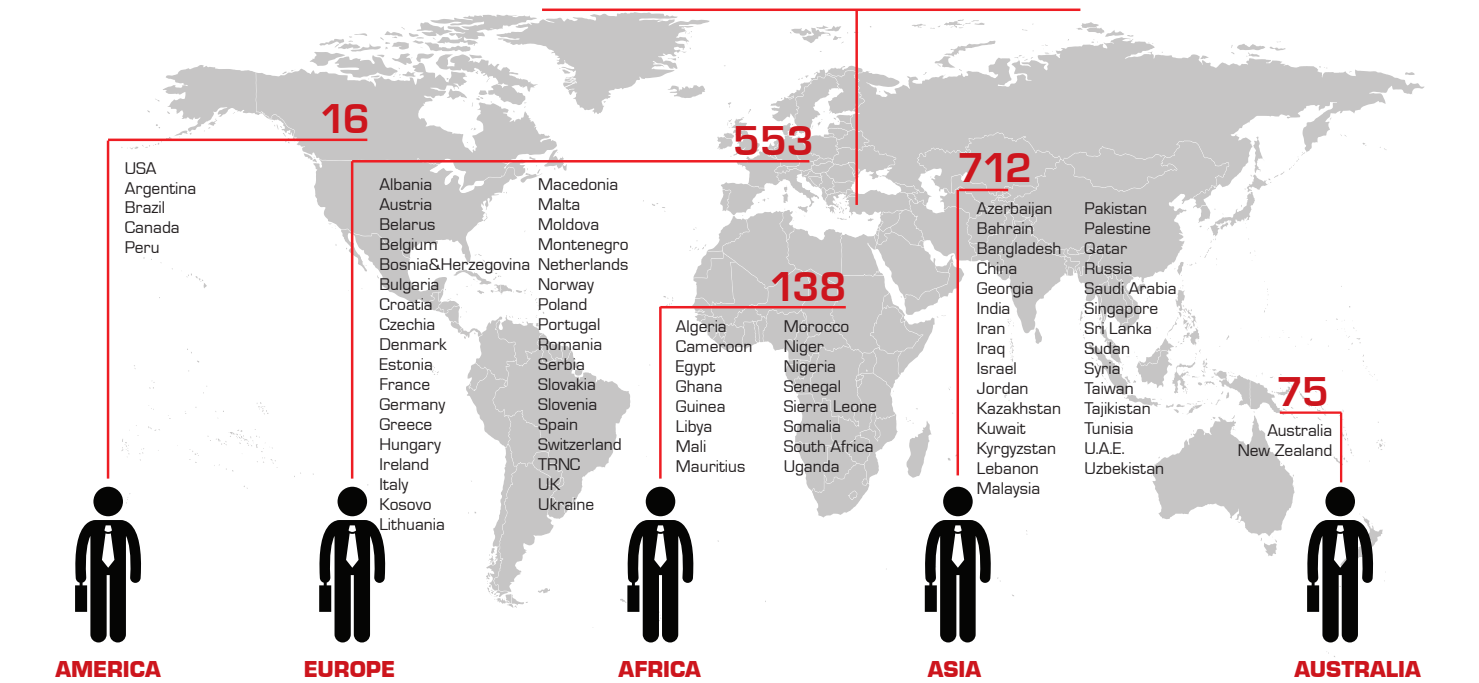
- Bank, Finance, Insurance
- Shopping Mall, Business Center Administration
- Plaza Administration and Management
- Accommodation, Hospitality, Restaurant, etc.
- Hospital, Health Enterprises, Pharmaceuticals
- Education/Learning Institution, University

PROFESSION	RATIO	PROFESSION	RATIO
Company Owner/Partner	41.21%	Sales, Marketing Officer/Responsible	6.91%
Chairman/Member of the Board	3.19%	Academic/Educator	1.63%
Senior Executive/General Manager	11.76%	Freelancer	1.53%
Head of Department / Executive	8.93%	Press, Publishing	0.65%
IT Officer	3.90%	Student	3.91%
Technical and Operations Manager	5.52%	Other/Unspecified	5.48%
Purchasing Officer/Responsible	5.38%		

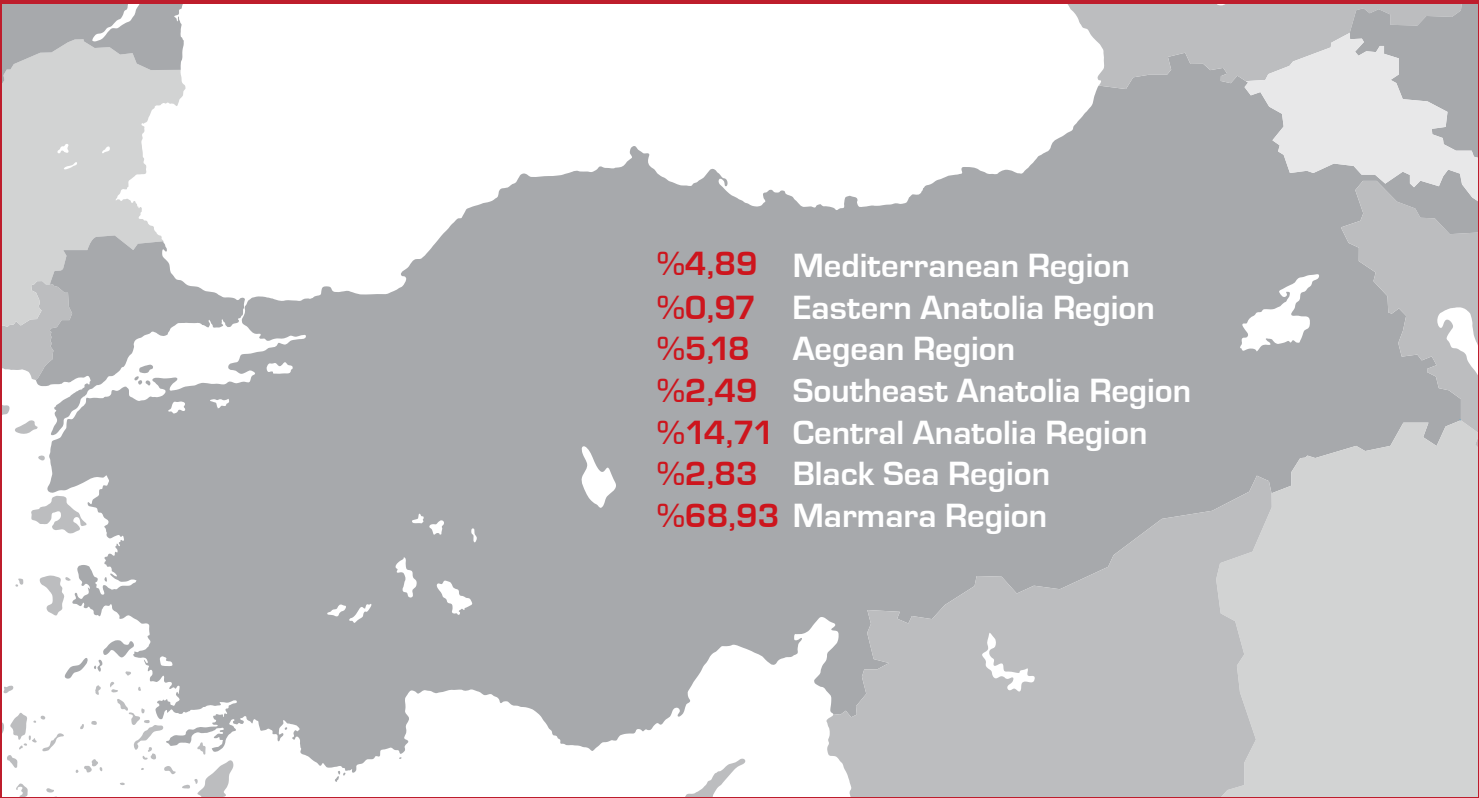
* Analysis of a total of 25,196 visitors to ISAF, MOBISAD-IMEX, DATA CENTER EURASIA Exhibitions.

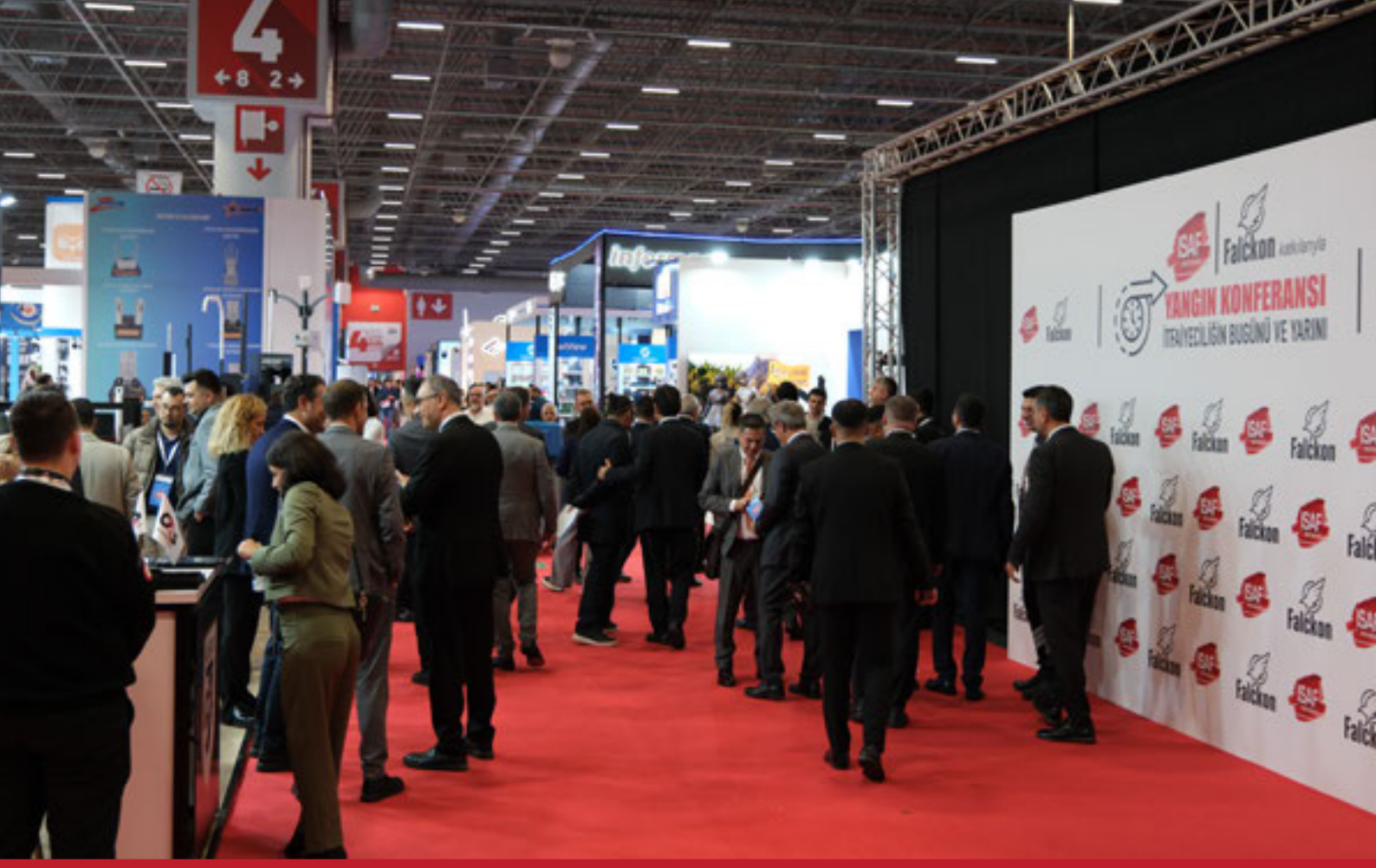
ISAF 2025 - VISITORS BY COUNTRY AND CONTINENT

DOMESTIC VISITORS: 12.317



ISAF 2025 - DOMESTIC VISITORS BY REGION





ISAF Conference

ISAF International also hosted a special four-day conference in 2025. The first day of the event was the Fire Conference, sponsored by Falckon Global and featuring numerous fire departments from Turkey.

The second day of the exhibition, on October 9th, began with ASIS Turkey (ASIS International Turkey Branch) and TEMÜDDER (All Retired Police Chiefs Association). The afternoon sessions were held with GÜSOD (Security Services Organization Union Association).

On the third day, sessions were held by TÜBİFED (Federation of Information Technology Sector Associations) in the morning, followed by sessions from the National Police Directory, Private Security Inspection Directorate in the afternoon.

On the final day of the exhibition, October 11th, a symposium on Artificial Intelligence, one of the most important topics of our time, was held in collaboration with Medipol and Gedik Universities.

8 October 2025 - Wednesday

FIRE CONFERENCE (Sponsored by Falckon)

- Technological Approaches to Forest Fires
- Firefighting Today
- Leading the Future of Firefighting
- Protective Clothing and International Safety Standards

9 October 2025 Thursday

ASIS Türkiye (ASIS International Türkiye Chapter) Sessions

- About K9

GÜSOD (Security Services Organization Union Association) Sessions

- Electronic Security Industry Standards in Private Security Services

10 October 2025 Friday

TÜBİFED (Federation of Information Technology Sector Associations) Sessions

- KVKK Processes, 360 Degree Information Security

National Police Directory, Private Security Inspection Directorate Sessions

- Electronic Security Applications in Private Security Services and the Future of the Private Security Industry

11 October 2025 Saturday

Medipol University + Gedik University

- Artificial Intelligence Academic Presentations



How We Promoted the Exhibition

More than 10 original news stories were prepared, covering announcements made prior to the event, activities carried out during the exhibition, and press invitations. One-on-one meetings were held with members of the press to provide them with detailed information about the exhibition.

In addition to the news sent to media organizations, special content was prepared for Anadolu Agency, IHA, and Anka News Agency, enabling the exhibition to reach a wider audience through these agencies. At the same time, special feature stories about the companies participating in the exhibition were prepared in collaboration with the TV100 team.

Thanks to all these efforts, ISAF's media visibility was strongly ensured. With the first press release, the news was featured in over 150 media outlets.

A total of 3,558,006 people were reached through 43 news stories published on television and in print media.

- **Global Reach:** We reached potential visitors with inclusive social media advertisement campaigns in 34 countries.
- **International Buyer Delegations:** We invited very special buyers from 29 countries through a buyer delegation
- **Accommodation:** We provided free accommodation to 1,000+ foreign buyers and 100+ public institution officials.

Intensive Promotion Activities

- **Personalized Communication:** We reached 250,000 people specially by phone, informed about our exhibition, and sent e-invitation.
- **Accessing Broad Masses:** We sent more than 10 million e-mails during the year to introduce our exhibition to broad masses and give detailed information about our exhibition.
- **Field Works:** We visited public institutions and conducted one to one discussions with senior managers, ensuring their participation in our exhibition.
- **International Exhibitions:** We participated in 8 exhibitions organized abroad to introduce our exhibition and meet with potential visitors.
- **Industry Cooperation:** We cooperated with industry associations and invited members to our exhibition.
- **Visual Promotion:** We reached broad masses with billboard ads to promote our exhibition.
- **Digital Marketing:** We conducted an intense promotion activity on social media platforms and interacted with our target audience. With LinkedIn Ads, Google Ads, Instagram Domestic and Foreign Ads, Facebook Domestic and Foreign Ads we continued our activities to increase interaction before and after the exhibition all year long.

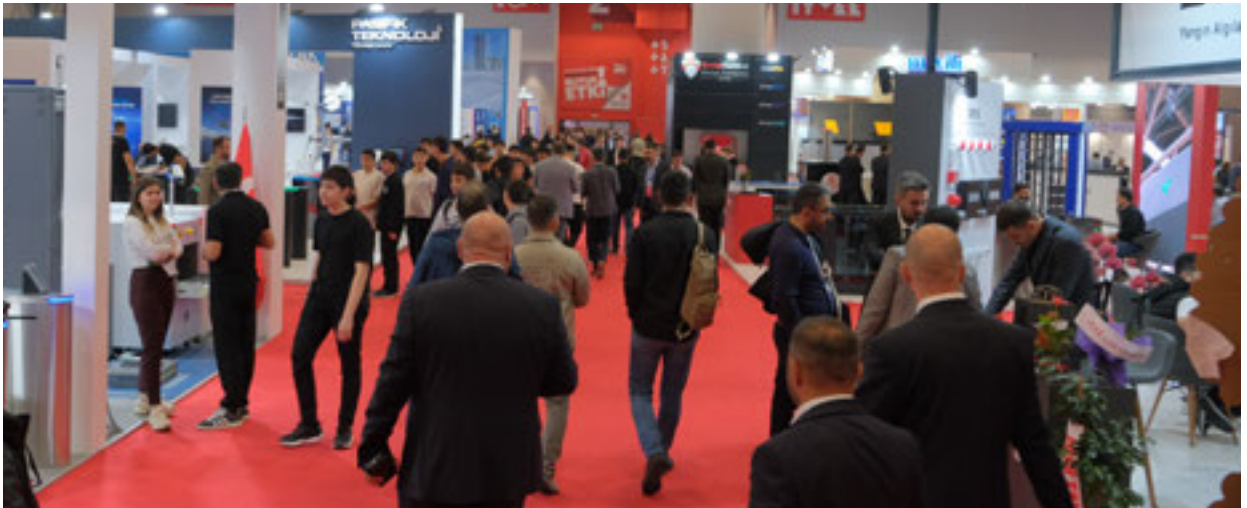
We would like to thank all Sponsors, Partners and Supporters of ISAF



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ISAF

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