

Istanbul Fitness Expo & World Fitness Sport Games

Istanbul to host one of the largest international fitness events in Europe from August 28 to 31

The city of Istanbul will become the global epicenter of the fitness and health industry with the celebration of the Istanbul Fitness Expo alongside the prestigious World Fitness Sport Games.

Organized by the Turkish Bodybuilding and Fitness Federation and the International Fitness and Bodybuilding Federation, this event is set to become Europe's largest fitness exhibition and competition platform.

The Istanbul Fitness Expo has already generated strong interest within the industry and is expected to host a significant representation of the global fitness sector, reinforcing its position as a key platform for business development, innovation, and networking.

Istanbul offers a unique strategic advantage as a bridge between Europe and Asia, making it an ideal meeting point for international trade and cooperation. With one of the world's largest airports, strong global connectivity, and a well-developed hotel and tourism infrastructure, the city is an ideal venue for large-scale international events. Turkey's rapidly growing fitness industry, supported by a large and active population,

further enhances the importance of this event. The country continues to demonstrate a strong commitment to sport and healthy lifestyles, positioning itself as a world-emerging leader in the sector.

In the current global context, marked by geopolitical uncertainty in various regions, Istanbul stands out as a safe, stable, and accessible hub, offering new opportunities for fitness and health companies from Europe, the Middle East, Asia, and the Gulf to connect with international markets.

The Turkish Federation, recognized as one of the most dynamic and well-organized within the IFBB, is working closely with the international federation to ensure the success of this landmark event, which will take place in one of the city's most emblematic venues.

In parallel, the World Fitness Sport Games will provide a world-class competitive platform for athletes from all over the globe. The event represents a particularly valuable opportunity for competitors from neighboring regions, who will find in Istanbul a stage to showcase their talent at a time when sporting events are limited in certain parts of the world.

Why Istanbul?

- Strategic location connecting Europe and Asia
- One of the largest airports in the world
- World-class tourism and hospitality infrastructure
- Safe, stable, and internationally attractive destination
- Gateway to Europe, Middle East, Asia, and Gulf markets

With its international scope, strategic location, and strong institutional support, Istanbul Fitness Expo & World Fitness Sport Games is set to become the largest and most influential fitness event in Europe.

