



37TH INTERNATIONAL
ceramic
bathroom kitchen
www.unicera.com.tr **FAIR**

2-6 NOVEMBER 2026

İSTANBUL EXPO CENTER - YEŞİLKÖY

SALES BROCHURE



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THIS FAIR IS ORGANIZED WITH THE AUDIT OF TOBB (THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO.5174



The Address for Global Trade

IN THE CERAMICS, BATHROOM AND KITCHEN INDUSTRIES:

UNICERA İstanbul



UNICERA İstanbul, owned by UNICERA International Fairs Inc., in cooperation with the Turkish Ceramics Federation (TSF) and the Trade Association for Sanitary and Building Supplies (TİMDER), and organized by ED Fairs, is Türkiye's leading international specialized trade fair that brings the ceramics, bathroom, and kitchen sectors together under one roof. Since its first edition in 1988, UNICERA İstanbul has positioned itself **as the largest fair in its field in Türkiye and one of the two largest fairs worldwide**. With its strong brand value and high export potential, it has become one of the global meeting points of the sector.

UNICERA İstanbul showcases a wide product range across the categories of ceramic covering materials and surface solutions, bathroom products and ceramic sanitaryware, kitchen products and accessories, plumbing and construction chemicals, ceramic production technologies, raw materials and technical ceramics, as well as tableware, decoration and living space products.

UNICERA İstanbul, which will be held for the 37th time this year, will take place on **November 2-6, 2026, at İstanbul Expo Center**.



FACTS & FIGURES

FAIR

UNICERA İstanbul – International Ceramic, Bathroom and Kitchen Fair

DATE

November 2–6, 2026

OWNED BY

UNICERA International Fairs Inc.

ORGANIZER

ED Fairs Inc.

IN COOPERATION WITH

- TSF
(Turkish Ceramics Federation)
- TİMDER
(Trade Association for Sanitary and Building Supplies)

SUPPORTERS

- Ministry of Trade of the Republic of Türkiye
- SERKAP
- SERSA
- SEREF
- SERHAM
- Turkish Ceramics Society
- PORSES
- EBK
- KOSGEB

VENUE

İstanbul Expo Center
Yeşilköy

THE POWER OF THE CERAMICS INDUSTRY WILL MEET THE WORLD AT UNICERA İSTANBUL

Bringing together more than 90,000 industry professionals from over 128 countries in İstanbul, UNICERA İstanbul offers a powerful B2B platform for manufacturers, buyers, importers, distributors, retailers, architects, project owners and industry professionals. By paving the way for international collaborations, new trade connections and export opportunities, the fair contributes to the Turkish economy while strengthening the country's visibility in global markets.

UNICERA İstanbul in Numbers



Top 15 Visitor Countries



EXHIBITOR PRODUCT GROUPS

Showcasing the industry's leading brands, new products, design trends and technological innovations across a wide product range, UNICERA İstanbul offers its exhibitors the opportunity to establish new business partnerships, increase brand visibility and expand into new markets.



Ceramic Covering
Materials and
Surface Solutions



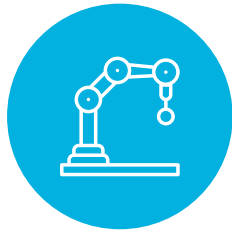
Bathroom Products
and Ceramic
Sanitaryware



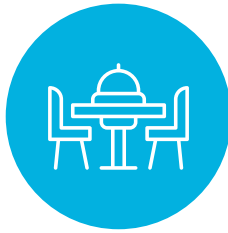
Kitchen Products
and Accessories



Plumbing and
Construction
Chemicals



Ceramic Production
Technologies, Raw Materials
and Technical Ceramics

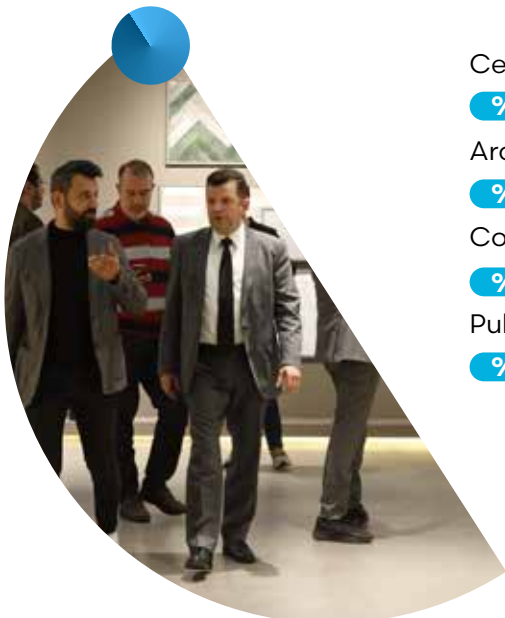


Tableware,
Decoration and
Living Space



VISITOR PROFILE

UNICERA İstanbul visitors will have the opportunity to meet alternative suppliers, examine innovative products on-site and shape their purchasing decisions through the right business connections. Hosting more than 90,000 industry professionals, the fair's visitor distribution is as follows:



Ceramic Importers/Exporters and Wholesalers

%43

Architects, Project & Decoration Companies

%29

Construction/Plumbing & Building Materials Companies

%22

Public Institutions and Organizations, Private Companies & Others

%6

UNICERA İSTANBUL INTERNATIONAL ADVERTISING AND PROMOTION ACTIVITIES

Advertising and Visitor Promotion Activities at International Fairs

Strategic advertising and promotion activities are carried out throughout the year at the industry's leading international events.

- | | | |
|---|---|--|
| <ul style="list-style-type: none"> • Cersaie • Coverings • Salone Del Mobile • Big 5 • Tecna | <ul style="list-style-type: none"> • Marmomac • Batimat • Ideobain • Bath & Ceramics Expo | <ul style="list-style-type: none"> • Uniceramics Foshan • Ceramics China • Keramika Indonesia |
|---|---|--|



International Airport Advertising

Within the scope of international visitor promotion activities, advertising and promotional campaigns are carried out at airports in cities where overseas fairs are held in order to increase brand visibility.



Print and Digital Media Activities

Regular advertising, news and promotional activities are carried out in print and digital magazines and websites that are recognized as international references in the ceramics, bathroom, kitchen and building industries.

KAIRO MEDIA GROUP - ITALY



Ceramic World Web
<https://www.ceramicworldweb.com/en/news/unicera-2026-istanbul-november>

The 37th edition of Uniceira will take place from 2 to 6 November at the Istanbul Expo Centre.

Uniceira, Turkey's pre-eminent ceramic, bathroom and kitchen trade fair and one of the largest industry events worldwide, will be held at the Istanbul Expo Centre from 2 to 6 November 2026. The exhibition serves as the strategic meeting point for international manufacturers and buyers across the sector. This year the organizers aim to replicate the excellent results of the 2024 edition, which attracted over 3,200 brands from 75 countries and 10,000 trade visitors – including designers, distributors, resellers, architects and builders – from 128 countries...

Join the business at UNICERA Istanbul, where design inspires trade.

NA-NUEVO AZULEJO - SPAIN



BNC PUBLISHING FZ LLC - ME





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CONTACT US

UNICERA İstanbul, the international trade platform of the ceramics, bathroom and kitchen industries, is opening its doors for the 37th time to the industry's leading brands and global buyers. Take your place at UNICERA İstanbul 2026 to establish new business connections, evaluate export opportunities and increase your brand awareness!

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International Sales Director



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