

Turkey Corporate Event Market 2025 : is Expected to Develop at a CAGR of 7.9% throughout 2035

By event type, the conference/seminar segment was the highest revenue contributor to the Turkey Corporate Event Market in 2023.

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Allied Market Research

WILMINGTON, DE, UNITED STATES, December 3, 2025 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Turkey Corporate Event Market](#) by Event Type, Industry, and Platform: Opportunity Analysis and Industry Forecast, 2024-2035."

The [Turkey corporate event](#) market size was valued at \$1,651.20 million in 2023 and is projected to reach \$4,105.9 million by 2035, registering a CAGR of 7.9% from 2024 to 2035.

Corporate events are organized gatherings aimed at achieving specific business objectives, such as enhancing brand awareness, facilitating networking, training employees, or celebrating achievements. These events involve a wide range of formats, such as conferences, trade shows, seminars, workshops, product launches, team-building activities, and corporate retreats. Typically tailored to the needs of a company or organization, corporate events provide opportunities for professional development, knowledge sharing, and relationship building among employees, clients, and stakeholders. Corporate events play a crucial role in reinforcing corporate culture, driving business growth, and enhancing overall organizational effectiveness by fostering engagement and collaboration.

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The Turkish government recognizes the potential of the MICE industry as a driver of economic growth and tourism. Policies and programs promoting the corporate event sector include marketing campaigns and subsidies for international event organizers. Investment in infrastructure, such as new airports, metro expansions, and convention centers, bolsters the

country's capacity to host large-scale events. Government partnerships with tourism boards further strengthen Turkey's position as an attractive corporate event destination. Tax benefits and other incentives are offered to companies hosting events, making it more affordable and appealing to organize conferences, exhibitions, and meetings in Turkey which expected to boost the Turkey corporate event market demand in the upcoming years. Programs targeting key sectors, such as technology, finance, and healthcare, encourage international collaborations through corporate events. The synergy between government initiatives and private sector participation is a critical growth driver of Turkey corporate event market industry, ensuring that Turkey remains competitive in attracting global business events.

The Turkey corporate event market is segmented into event type, industry, and platform. By event type, the market is categorized into conference/seminar, trade shows/exhibitions, incentive programs, company meetings, and others. By industry, it is divided into financial services, information technology, real estate & infrastructure, automotive, and others. By platform, the market is segregated into virtual events, hybrid events, and physical events.

For more information on the Turkey Corporate Event Market (36 countries, 36 cities, 36 industries, 36 event types):
<https://www.alliedmarketresearch.com/purchase-enquiry/A325593>

By event type, conference/seminar segment dominated the Turkey corporate event market in 2023 owing to the growth in the quantity and size of conference and seminar events. It is further anticipated that the growing number of businesses and regular conferences and seminars these businesses organize is expected to significantly contribute toward market growth during the forecast period.

By industry, the information technology segment held the major Turkey corporate event market share in 2023. The rapid expansion of Turkey's information technology sector significantly drives the growth of the corporate event market. Businesses and organizations across sectors such as telecommunications, data processing, software development, and digital publishing are increasingly leveraging corporate events to showcase their expertise and foster collaboration. In Turkey, the IT industry has witnessed substantial growth, driven by advancements in digital infrastructure and government initiatives promoting innovation. Companies such as Turkcell, Turk Telekom, and startups in the country's vibrant tech ecosystem organize conferences, seminars, and expos to highlight new technologies and solutions.

The key players operating in the Turkey corporate event industry include CWT

Flight Centre Travel Group (FCM)

BI WORLDWIDE

ITA Group

Reed Exhibitions Ltd

BCD Travel Services B.V.

EGTEVENT

Elan Expo

ATG Turkey

HTC Events

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