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Press Release

Air Cargo Demand Is Rising, Strengthening Istanbul's Strategic Role

New Customers, Business Partners and Regional Markets Await at logitrans 2026

As the global air cargo market continues to expand, Türkiye is emerging as a growing market for air cargo. According to IATA data for July 2026, global air cargo demand increased by 3.9% year-on-year, while international demand grew by 4.7%. In Türkiye, exports transported by air have grown by 150% over the past decade.

As trade lanes evolve and supply chains are reshaped, the strategic importance of air cargo continues to grow. Türkiye's strategic geographic position and Istanbul's extensive international connectivity are creating new opportunities for the industry. International air cargo companies and industry professionals will come together at **logitrans 2026**, taking place in Istanbul on **11–13 November 2026**.

Global Air Cargo Market Continues to Grow

As speed, flexibility and reliability become increasingly important in global trade, air cargo continues to expand. In July, international air cargo demand increased by 4.7%, while global cargo capacity grew by 1.7%.

The growth of e-commerce, changing trade lanes and reshaped supply chains are opening up new market opportunities for air cargo companies. Alongside speed and flexibility, visibility, digitalisation, end-to-end traceability and multimodal integration are among the key priorities shaping the industry.

Türkiye Emerges as a Growing Air Cargo Market

According to data from the Turkish Exporters Assembly (TIM), Türkiye's total exports increased by 78% over the past decade, while exports transported by air grew by 150%.

Türkiye's geographic position between Europe, Asia and the Middle East, its developing logistics infrastructure and Istanbul's extensive international air connectivity make the country an

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important market and regional hub for air cargo. Türkiye now offers access to global markets through air connections reaching **356 destinations in 133 countries**.

“We Are Creating New Business Opportunities for Air Cargo”

Seren Altun, Executive Director of EKO MMI Fair Co. said:

“Air cargo is no longer only about shipments that require speed. It has also become strategically important for maintaining the continuity of global supply chains and accessing new markets. Türkiye’s geographic position and Istanbul’s international connectivity create significant opportunities for air cargo companies. At logitrans, we aim to turn this potential into new business connections and bring international air cargo companies together with industry professionals from Türkiye and the wider region.”

New Customers, Business Partners and Regional Connections

Growth in the air cargo industry is creating new commercial opportunities not only for carriers, but also for freight forwarders, airports, cargo terminal operators, logistics service providers, technology companies and companies specialising in special cargo.

The **19th edition of the International logitrans Transport Logistics Exhibition**, the Eurasian event of Messe München’s transport logistic exhibition family, brings together the full spectrum of the logistics and transportation industry on one platform.

For air cargo companies, the exhibition provides an opportunity to reach potential customers and business partners in the Turkish market, meet directly with professionals from different segments of the logistics and transportation industry, and develop new regional business connections.

At logitrans 2026**,** industry professionals from across a broad geography stretching from Europe to Central Asia and the Gulf will once again come together in Istanbul.

New Opportunities in Special Cargo and Technology

From AI equipment and high-value technology products to pharmaceuticals and healthcare products, perishables and time-critical shipments, the speed, security and traceability offered by air cargo are becoming increasingly important across a wide range of segments.

Growth in these areas is also creating new business opportunities for companies providing special cargo solutions, technology and logistics services.

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“Reach New Markets and Business Partners”

Commenting on the commercial opportunities logitrans offers to air cargo companies, Seren Altun said:

“For international air cargo companies, the potential lies not only in the Turkish market but also in establishing new connections across neighbouring markets. logitrans’s international exhibitor profile and B2B meetings enable companies to connect directly with potential customers and business partners, explore opportunities in regional markets and develop new business partnerships. We invite air cargo companies to discover commercial opportunities in Türkiye and neighbouring markets, build new connections and grow their businesses.”

Organised by EKO MMI Fair Co. Fuarcılık**,** logitrans brings air cargo companies together with a wide range of industry players, from carriers and freight forwarders to airports, cargo terminal operators, technology companies and special cargo service providers.

With B2B meetings and networking opportunities opening the way to new commercial connections, **logitrans will once again be the region’s leading meeting point for the air cargo industry**, taking place on **11–13 November 2026** at the **Yenikapı Avrasya Show and Art Center in Istanbul**.

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