

# Strategic Partnership Between the Turkish Esports Federation and Terminal Kadıköy: Terminal Kadıköy to Become the New Esports Hub of Istanbul and Europe

With the cooperation protocol signed between the Turkish Esports Federation (TESFED) and Terminal Kadıköy, Terminal Kadıköy is being positioned as Istanbul's new esports center.

Under the protocol signed at a ceremony attended by TEFED President Alper Afşin Özdemir and Chair of the Board of Terminal Kadıköy Pelin Akın Özalp, TEFED Türkiye Cup, TEFED Leagues, and Esports National Team match events will be hosted at Terminal Kadıköy starting from 2026, while education and career programs will also be launched through TEFED Academy.

In addition, within the scope of preparations for Istanbul to host the 2026 European Esports Championship and the 2027 European Games, Terminal Kadıköy will stand out as an internationally prominent esports venue.

The cooperation protocol signed between the Turkish Esports Federation (TESFED) and Terminal Kadıköy marks the beginning of a new era in the development of esports in Türkiye. With this agreement, Terminal Kadıköy is positioned as Istanbul's esports event hub.

Located at the heart of Istanbul, Terminal Kadıköy will serve as a meeting point for **youth, players, clubs, and brands**, hosting not only esports matches but also tournaments and community events. Starting in 2026, TEFED Türkiye Cup, federation leagues, and national team match events will be held here. In addition, TEFED Academy will offer education programs that open career paths ranging from coaching to broadcasting.

## A RISING INTERNATIONAL ESPORTS CENTER

With the goal of hosting the 2026 European Esports Championship and 2027 European Games, Terminal Kadıköy is on its way to becoming one of Europe's leading esports centers, not only for Türkiye but also at the international level. Through match events, community gatherings, and social benefits, esports will be promoted not merely as a competitive field, but as a culture of sharing and socialization.

A press conference and signing ceremony was held on **Friday, October 3, 2025**, at Terminal Kadıköy, attended by TEFED President Alper Afşin Özdemir and Terminal Kadıköy Chair of the Board Pelin Akın Özalp, where the parties shared their **joint vision and goals** with the public.

## **TERMINAL KADIKÖY TO BECOME THE SHOWCASE OF ESPORTS IN TÜRKİYE**

In his speech, TEFED President **Alper Afşin Özdemir** stated:

*“We are pleased to announce the cooperation we have launched with Terminal Kadıköy as the Turkish Esports Federation. With this agreement, Terminal Kadıköy will now be positioned as a new esports center in Istanbul. Throughout the year, tournaments, TEFED League broadcasts, watch parties, and many different events will be organized here. With TEFED’s collaboration, Terminal Kadıköy will become Istanbul’s year-round meeting point for esports—the showcase of esports. Esports has a large and passionate following. Matches, leagues, and tournaments are watched with great enthusiasm. Our goal is to make the presence of a strong Turkish esports ecosystem felt by everyone. As the Turkish Esports Federation, we will continue to work to make Istanbul more visible on the global esports map.”*

### **“THE ESPORTS ECOSYSTEM IS EXPECTED TO REACH USD 25 BILLION BY 2035”**

Speaking at the event, **Pelin Akın Özalp**, Chair of the Board of Terminal Kadıköy, emphasized that thanks to the steps led by TEFED, Türkiye has become increasingly competitive in this field, stating:

*“Terminal Kadıköy will now be at the heart of this journey. We transformed an unused, idle area and brought it back to society as of last May. Today, Terminal Kadıköy has become Istanbul’s new meeting point, hosting numerous events. This space—where sports, music, gastronomy, and cultural activities come together—is naturally becoming a home for esports as well.”*

Highlighting esports as a rapidly growing global industry, Özalp continued:

*“Today, more than **640 million people worldwide** follow esports, and the global market size is approaching **USD 3 billion**. With sponsorships, broadcasting rights, and prize pools, esports is expected to reach a **market size of USD 25 billion by 2035**, emerging as a new industry at the intersection of sports, technology, and entertainment.*

*In Türkiye, the gaming sector is also growing rapidly. The market reached **USD 810 million in 2024**, with more than **47 million players**. In the same year, console and PC game production increased by **133%**. Sector revenue is projected to reach **USD 750 million in 2025**. These figures show that esports is not only a form of entertainment for young people, but also a major economic and cultural opportunity.*

*With this cooperation with TEFED, we aim to make Istanbul the new center of esports and to position Türkiye more strongly within the global ecosystem.”*

### **WHAT DOES THE PARTNERSHIP INCLUDE?**

Located at the intersection of major transportation networks in the heart of Istanbul, **Terminal Kadıköy** will stand out as a hub where **youth, players, clubs, and esports fans** come together. In addition to esports matches, the venue will host **tournaments, community meet-ups, influencer events, and hybrid organizations**.



Starting from **2026**, viewing events for **TESFED Türkiye Cup**, federation leagues, and national team matches—the first official esports championship of Türkiye—will be held at Terminal Kadıköy, creating a **regular and sustainable program** for players and audiences alike.

Terminal Kadıköy will also contribute to the esports ecosystem through **education initiatives**. Certified programs under **TESFED Academy** will offer young people career opportunities. In this respect, Terminal will not only serve as an event center but will also gain the identity of an **academy training future professionals**.

The partnership also aims to strengthen Türkiye's position on the **international esports stage**. It is planned that esports disciplines included in the **2026 European Esports Championship** and **2027 European Games**, scheduled to be held in Istanbul, will be broadcast live at Terminal Kadıköy. This will position Terminal as one of the leading esports centers not only in Türkiye but also in Europe.

Finally, the protocol includes initiatives to strengthen the **social dimension of esports**. Match events, community activities, and various engagement incentives will support esports not only as a competitive field but also as a culture of **social interaction and sharing**.