

Terminal Kadıköy Becomes the Official Jersey Sponsor of Fenerbahçe Beko Men's Basketball Team

Under the umbrella of Akfen Holding, Terminal Kadıköy, currently being developed in the heart of Istanbul at Söğütlüçeşme and set to become Europe's largest food, beverage, and entertainment venue upon completion, has become the official jersey sponsor of the Fenerbahçe Beko Men's Basketball Team.

The sponsorship agreement signing ceremony was held at Ülker Stadium Fenerbahçe Şükrü Saracoğlu Sports Complex, with speeches delivered by Burak Çağlan Kızılhan, Secretary General of Fenerbahçe Sports Club; Sertaç Komsuoğlu, Board Member Responsible for Fenerbahçe Beko; and Pelin Akın Özalp, Chairwoman of the Board of Terminal Kadıköy.

As part of the sponsorship agreement, the Terminal Kadıköy logo and name will be featured on the back of the jerseys worn by Fenerbahçe Beko players during the 2024-2025 season of the Turkish Basketball Super League.

Akfen Holding, one of Turkey's leading investment groups, has launched this important collaboration with its Terminal Kadıköy project, which is in its final stages of completion. By integrating the culture of living, dining, and sports, Terminal Kadıköy showcases Akfen's innovative approach and commitment to community enrichment.

Terminal Kadıköy reflects Istanbul's vibrant culinary and entertainment culture, while the partnership aims to further enhance Fenerbahçe Beko's athletic achievements.

The sponsorship agreement signing ceremony took place in the 1907 Stand of the Ülker Stadium Fenerbahçe Şükrü Saracoğlu Sports Complex.

During the ceremony, Burak Çağlan Kızılhan emphasized the strong ties between Akfen Holding and Fenerbahçe, noting:

"Terminal Kadıköy's support for the Fenerbahçe Beko Men's Basketball Team is highly valuable. I extend my gratitude to Akfen Holding Chairman and Vice President of Fenerbahçe, Mr. Hamdi Akın, and Terminal Kadıköy Chairwoman, Mrs. Pelin Akın Özalp, for their contributions to the Fenerbahçe Basketball Museum and sponsorships for Fenerbahçe College over the past two seasons. Terminal Kadıköy, which is set to become one of Europe's largest dining and entertainment areas, will bring great value to our city and community."

Sertaç Komsuoğlu, Fenerbahçe Board Member Responsible for Basketball, thanked Terminal Kadıköy for their support, stating:



“Fenerbahçe basketball continues to lead Turkish basketball across all platforms, including men’s, women’s, and wheelchair basketball, with a goal of championship victories both in Turkey and Europe. Akfen has significantly contributed to the creation of Turkey and Europe’s largest basketball museum, and Terminal Kadıköy’s involvement further strengthens this partnership.”

A Vision for Living Culture and Sports

Speaking at the event, Pelin Akin Özalp shared her pride in becoming the official jersey sponsor: “This sponsorship represents more than a partnership; it is a meaningful step that merges living culture with sports. Our journey began with the opening of Turkey’s first Basketball Museum in 2022, honoring Fenerbahçe’s legacy while building a bridge to the future. With Terminal Kadıköy, located close to Ülker Şükrü Saracoğlu Stadium, we aim to bring together Istanbulites and visitors from cities like Ankara and Eskişehir, especially on match days, to enjoy a unique blend of dining and entertainment.”

About Terminal Kadıköy

Located at the intersection of Istanbul’s metrobus and high-speed train lines in Söğütlüçeşme, Terminal Kadıköy is one of Akfen’s most striking projects. Expected to be completed in early 2024, it will feature:

- An extensive gastronomy area with local and natural products, cafes, street food, and restaurants.
- A performing arts center, hosting concerts, theatrical productions, and musicals year-round.
- Open-air spaces promoting a lifestyle that seamlessly integrates nature and urban living.

As part of Akfen Holding, established in 1976, Terminal Kadıköy represents the company’s legacy of innovative projects spanning renewable energy, construction, healthcare, tourism, and transportation. Akfen Holding continues to contribute to Turkey’s economy and sustainability with projects that attract international collaboration and foreign investment.