

After careful assessment of the feedback from all stakeholders to provide a more fruitful and efficient exhibition experience, 28<sup>th</sup> International Food Products and Processing Technologies Exhibition - WorldFood Istanbul, which was planned to take place September 2 - 5, 2020, has been postponed to November 25-28, 2020.

## WorldFood Istanbul has been postponed to 25–28 November 2020

International Food Products and Technologies Fair - WorldFood Istanbul, which sets the trends and leads the development of the food and food technologies industry, makes a significant contribution to the promotion of local cuisines, introduces the latest products to domestic & international visitors by serving as a door of the industry opening into the region and the world, has announced its postponement.

Following the meetings held with exhibitor & visitor stakeholders, and business partners of Hyve Group in particular, exhibition date, which was previously announced as 2 - 5 September 2020, has been postponed to November 25-28, 2020

### “Providing a Fruitful & Beneficial Exhibition Experience is Our Top Priority”

Regional Director of Hyve Group, the international organizer of trade shows holding the WorldFood, Istanbul Kemal Ülgen emphasized that organizing an exhibition that is fruitful and beneficial for all stakeholders including especially exhibitors, and visitors, is their top priority. Ülgen continued his words as follows: We postponed the WorldFood Istanbul, which serves as a door of food & food processing technologies industry of Turkey opening into the world, to November 25-28, 2020. Following our intensive negotiations with all parties, we evaluated the demands for rescheduling the exhibition. We concluded that it would be better for everyone if we rescheduled the event. We will keep our exhibitors and the public updated on the developments in the industry and our brand in particular; both locally and globally. Organized by Hyve Group with the support of the Ministry of Trade, WorldFood Istanbul will create new business, partnership, and purchasing opportunities for our domestic stakeholders with its strong regional network, and will contribute to our stakeholders to get through the pandemic quickly. "

### In 2019, the Exhibition increased the Total Number of Visitors by 29% and the Number of International Visitors by 87%

By providing a fruitful event full of activities for the promotion of new ideas and products by offering a platform for the discussion of global & regional development areas in the industry and exchange of information. The Exhibition, hosting 20,746 visitors and 500 exhibitors from 45 countries in 2019, achieved great success with 29% growth compared to 2018 last year.

### Hyve Group

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Compared to 2018, the Exhibition saw an 87% increase in the number of international visitors in 2019 and marked a record high.

#### **About Hyve Group**

Hyve Group is an international exhibition company that organizes more than 120 events worldwide with 1,000 global offices in 13 countries and more than 1,000 experienced personnel. Hyve Group is a next-generation global events business whose purpose is to create unmissable events, where customers from all corners of the globe share extraordinary moments and shape sector innovation. Hyve Group plc was announced as the new brand name of ITE Group plc in September 2019, following its significant transformation under the Transformation and Growth (TAG) program. Our vision is to create the world's leading portfolio of content-driven, must-attend events delivering an outstanding experience and ROI for our customers. In Turkey, Hyve Group organizes the leading exhibitions of Turkey in the industries of food (**WorldFood İstanbul**), construction (**Yapı – Turkeybuild İstanbul**) tourism (**EMITT**), cosmetics (**BeautyEurasia**), rail systems and logistics (**Eurasia Rail**), by taking strength from the global network in the region.

#### **For detailed information:**

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