



Press Release

October 14, 2020

28th WorldFood Istanbul, where a blended approach to digital and traditional exhibition methods will be applied, continues to prepare to open its doors and present enjoyable and brand-new events to the visitors. Reminding that health and safety measures will be fully implemented during the exhibition, Regional Director of Hyve Group Kemal Ülgen underlined that the economic recession will be overcome through the exhibitions.

WorldFood Istanbul Continues Its Preparations by Adopting the 'Safe Trade & 365-Day Hybrid Exhibition' Strategy

While the exhibition industry, which is the locomotive of the world economy with a total output of \$325 billion, is preparing to gear up for global travel to get back to its good old days in the new normal period, WorldFood Istanbul, which is one of the top food products & processing technologies exhibition in the region and the world, continues its preparations to open its doors on November **25-28 November 2020**.

WorldFood Istanbul, which brings together the Anatolian food culture with the world as a Hyve Group event, offers regional and global partnership opportunities to local producers while helping the exhibitors get ready for the exhibition and provides partnership opportunities for its exhibitors 365 days a year with the committee before the exhibition.

Indicating that the exhibition industry is a continuous ecosystem, Hyve Group Regional Director Kemal Ülgen said, "We brought together 25 foreign buyers with more than 100 local exhibitors in the summer through our virtual trade platform Hyve Connect by pursuing a safe trade strategy. Ülgen gave the message of new cooperation opportunities for the participants taking part in exhibitions organized by Hyve Group, "while working to adopt this strategy more frequently in the coming period and to better represent the mission of the exhibitions, we will also present the advantages of the exhibition organization as an ecosystem that exists throughout the year. "

"A Year-Long WorldFood Istanbul" Experience via Hyve Connect

Reminding that they have received very positive feedback from their users on the virtual trade platform Hyve Connect, which they have implemented in more than 120 exhibitions all over the world since 2018, Ülgen continued as follows: With the the advent of pandemic period, the importance of the exhibition industry became clear once again. I would like to share one of the findings of the survey conducted by the Global Association of the Exhibition Industry with the participation of 9,000 companies worldwide: Two-thirds of the exhibitors indicate that the cancellation of exhibitions seriously damaged their commercial ties. This outcome clearly shows the importance of the profit exhibitors earns from exhibitions."

Stating that safe trade and high-level health and hygiene measures at WorldFood Istanbul will be their top priority this year, Ülgen added that the Hyve Connect platform, which made a significant

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contribution to the business volume of €300 million in WorldFood Istanbul last year, will be used efficiently this year as well. Ülgen said that they will provide the biggest support to organization of 365-day long exhibition experience through their virtual trade platform Hyve Connect, and that this experience will be fruitful and not limited to the exhibition dates thanks to the Hyve Connect and they plan to bring hosted buyers together with local exhibitors outside the exhibition period.

You can get more detailed information about the advantages and application areas of Hyve Connect on [YouTube](#).

Webinar: Health and Hygiene Measures

Ülgen stated that following the pandemic, measures that prioritize human health in both commercial and social life will be implemented in strict accordance with WorldFood Istanbul and they will organize a detailed webinar for the exhibitors.

The health and hygiene measures to be applied according to the relevant guide prepared by the Ministry of Health and the Scientific Committee are further elaborated under two different chapters for both exhibitors and visitors.

It is important that all exhibitors inform their stakeholders, as well as following the recommendations concerning the booth design where the density of visitors and staff can be monitored, the use of less printed materials and preference for packaged products.

Bringing together thousands of buyers and tens of thousands of participants every year; Hyve Group will also monitor the crowd density by following the 1 person per 10 square meter usable space rule in the exhibition area including exhibition attendants and visitors as well as the One-Way Traffic Application for narrow areas and/or corridors at the WorldFood. Moreover, many measures and rules, such as special disposal containers for medical waste materials (masks, gloves, etc.), body temperature screening at the entrance of the exhibition, application of the social distance rule, distribution of masks and gloves at the entrance, will be strictly adhered to. We will continue to monitor these procedures carefully throughout the exhibition.

Exhibitors and visitors can visit the [WorldFood Istanbul](#) website for detailed information about measures.

A Special Food Event with Somer Sivrioğlu for Kitchen Professionals

Saying that hygiene and health measures will be strictly applied for both exhibitors and visitors and the compliance with all kinds of measures and rules will be monitored at regular intervals throughout the day, Ülgen added that they aim to organize a productive exhibition featuring special events that will be held for the first time for kitchen professionals this year. Ülgen continued his words as follows:

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Along with health, there is another topic that is vitally important for the entire world: Food safety. While underlining the importance of food safety once again with the events we will organize as part of the exhibition, we will also draw attention to sustainable food practices. Moreover, kitchen professionals, accompanied by Chef Somer Sivriođlu, will pay visits to the exhibitor booths and draw attention to the new technologies they developed and the zero-waste initiative that their companies implement in order to make their processes sustainable. As long as we take care of it, mother nature will reward us in the best way possible. The earliest signs of cultivation in Anatolia dates as far back as 12,000 years. This immense history presents us a rich culinary culture today. Our aim is to continue to have pleasant dinner table conversations with the delicious dishes of Anatolia tomorrow as it was yesterday. "

About Hyve Group

Hyve Group is an international exhibition company that organizes more than 120 events worldwide with 17 global offices in 14 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 construction (**Yapı – Turkeybuild İstanbul**), tourism (**EMITT**), cosmetics (**BeautyEurasia**), food (**WorldFood İstanbul**), rail systems and logistics (**Eurasia Rail**) by drawing its strength from the global network in the region.

For detailed information

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