

28th WorldFood Istanbul, which is preparing to open its doors with the next generation hybrid approach to exhibition spaces, will focus on the topic of access to safe and sustainable food. Chef Somer Sivrioğlu will be present to change your view of food with his approach to a healthy and sustainable approach to food.

WorldFood Istanbul Presents: A Special Food Event with Somer Sivrioğlu for Kitchen Professionals

While the global economy still faces continuous disruptions, Turkey makes every effort to keep all the wheels of the economy turning with new approaches developed for the new normal period following the pandemic.

This year, the International Food Products & Processing Technologies Exhibition - WorldFood Istanbul, which is among the trade shows where traditional and digital approaches will be adapted with hybrid design methods, continues its preparations in full swing to open its doors at TÜYAP for the 28th time.

WorldFood Istanbul, which will be held in association with İHBİR (İstanbul Cereal, Pulses, Oil Seeds and Products Exporters' Association) and ETÜDER (Association of Out-of-Home Consumption) by one of the top exhibition organizers in Turkey and the world, Hyve Group, between November 25-28, is counting down to bring together domestic & international and visitors with special events within the exhibition program.

In an effort to strengthen the business activities and relationship management of the exhibitors through the Hyve Connect virtual trade platform, WorldFood Istanbul aims to increase the efficiency of the Exhibition with the events to be held for the first time this year.

Practices of Sustainability in the Food Industry

Affecting the whole world in the early days of 2020, the COVID-19 pandemic changed consumer behaviors and preferences while deeply impacting all business sectors. The food sector, which is one of the hardest-hit sectors in the world due to pandemic, turns out to be the first sector to adapt to this change.

The global population is projected to reach 10 billion by 2050. The disruptions to the balance of nature due to global climate change create legitimate concerns about food availability. Sustainable approaches are becoming increasingly important in the journey of food from farm to fork to feed 10 billion individuals a healthy diet.

As well as representing ecological, social, and economic dimensions constitutes the building blocks of innovations, the concept of sustainability is also vital for the food sector - from production to sales & marketing at each step. In this regard as well, the stakeholders of the sector have crucial roles.

An Impressive Exhibition Experience with Chef Somer Sivrioğlu

Hyve Group

With the Food Master's Class, one of the innovations in the WorldFood Istanbul this year, Masterchef Somer Sivriođlu will change our view of food by drawing attention to the importance of sustainable approaches at every step of food production while presenting a full exhibition experience.

In the event to be held in cooperation with the Culinary Tourism Society on Friday, November 27, sector professionals, accompanied by Chef Somer Sivriođlu, will focus on the projects carried out by companies, the new technologies they develop, and the zero-waste initiative to make their processes sustainable, while paying a visit to the exhibitors.

Underlining the importance of conscious consumption which suggests "only consuming what is necessary" as well as the process of food from farm to fork, Chef Sivriođlu said, "In today's world, sustainable agriculture approaches and food have become even more important in today's world." We are experiencing the impacts of global warming with the rapid loss of our arable land. The global financial volume of agricultural production is \$3 trillion and only in 2019, about 8 billion people spent \$400 billion in agricultural production. The volume of annual food waste in Turkey is TRY 214 billion. From this point of view, we need to make rapid and substantial progress with conscious and sustainable solutions at each step. I think this year's focus on food sustainability at the WorldFood Istanbul, which is the most influential platform in its field, is a significant effort for raising public awareness in this respect. I hope this awareness will draw more attention to all platforms as soon as possible. As long as we take care of it, mother nature will reward us in the best way possible and, in the end, we will get the chance to cook delicious meals, enjoy them, and have pleasant conversations." He also pointed out that WorldFood Istanbul is a very powerful platform for everyone, especially for sector professionals.

We would like to see all sector professionals wanting to make the right decision while the direction of the wind changes to the WorldFood Istanbul journey with Somer Sivriođlu.

For further information about the event, click the [link](#).

About Hyve Group

Hyve Group is an international exhibition company that organizes more than 120 events worldwide with 17 global offices in 14 countries with 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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