



28th International Food Products & Processing Technologies Exhibition - WorldFood İstanbul preparations are at full swing to bring over 1,000 brands together with more than 200 international buyers in İstanbul.

WORLDFOOD ISTANBUL, İHBİR, AND ETÜDER JOIN FORCES TO BREAK NEW RECORDS IN FOOD EXPORTS

International Food Products & Processing Technologies Exhibition - WorldFood İstanbul, which brings together the food and gastronomy culture in Turkey and global professionals of the industry, will be held at TÜYAP Fair, Convention, and Congress Center from 2 to 5 September 2020 for 28th time with the participation of more than 1,000 domestic and international brands alongside many new products.

This year as well, WorldFood İstanbul, which is organized by Hyve Group, will be held in cooperation with İstanbul Cereal, Pulses, Oil Seeds and Products Exporters' Association (İHBİR) and Association of Out-of-Home Consumption (ETÜDER). İHBİR and ETÜDER, two companies that agreed to join forces within the context of the Exhibition last year, decided to support the exhibition this year too. In the same vein, WorldFood İstanbul is becoming increasingly more important each passing year in terms of achieving 2023 goals in food exports

Hosting **500 exhibitors from 45 countries and more than 100 professional buyers and 20,476 visitors from 166 countries** in 2019, the Exhibition receives support from T.R. Ministry of Agriculture and Forestry, T.R Ministry of Trade, Small and Medium Enterprises Development Organization (KOSGEB), İHBİR (İstanbul Cereal, Pulses, Oil Seeds and Products Exporters' Association), ETÜDER (Association of Out-of-Home Consumption), MARSAP (Marmara Regional Procurement Managers Platform), Turkish Cooks Association, Culinary Tourism Society (GTD), and World Gourmet Society (WGS).



Exhibitors in the WorldFood İstanbul will be supported by İHBİR

Within the context of the agreement between İHBİR and Hyve Group; support is provided for participation in the exhibition in order to increase the exports of the members, with the aim of delivering new opportunities for exporters through WorldFood İstanbul. Within the agreement, the players and members in the food industry abroad are encouraged to attend WorldFood İstanbul 2020 through national and international events.

İstanbul will Host More Than 200 International Buyers

Stating that the food industry, which is growing worldwide, is flourishing in Turkey as well and this trend will continue in 2020, Regional Director of Hyve Group, Kemal Ülgen drew attention to the importance of joining forces in order to increase Turkey's share in the global food industry: "The continuation of collaboration between İHBİR and ETÜDER is significantly important. Through the hosted buyer program, which was organized in cooperation with İHBİR in 2019, we will bring together more than 200 international buyers especially from Central and Latin America and exhibitors and professional visitors with the support of İHBİR this year as well. Last year, **we created a business volume of over €300 million** in 4 days at the WorldFood İstanbul. In addition to this, we hosted more than 100 professional buyers and 500 exhibitors from 45 countries in İstanbul. Last year, we achieved **a 29% growth in the total number of visitors** compared to the previous year, and **record growth of 87% in the number of international visitors**. In 2020, on the other hand, we continue working full speed to increase the contribution of the Exhibition to our country's economy and industry representatives, as well as to raise the number of exhibitors, visitors, and professional buyers."

'We Attach Great Importance to the WorldFood İstanbul'

Stating that they have exported a total of \$9 billion in 2019 as İHBİR members, Chairman of İHBİR Haluk Okutur reminded that they continue their collaboration at WorldFood İstanbul, which will be held for the 28th time this year by Hyve Group; "We set our export target at \$13.7 billion for 2023. We are making very rapid progress in this direction. Hopefully, we will achieve this target sooner. Our top export destinations include the USA, Iraq, and Syria, and the most exported products of our association are the sugary, bakery, and chocolate products." Pointing out that more than 2000 members in the association ship products to 205 countries, Okutur said; "The target is to be everywhere in the world and increase the exports of the members. We



are working on that. In fact, we collaborated with WorldFood İstanbul in this context. We attach great importance to the Exhibition. “ and added that they will continue to support such exhibitions.

‘We will Enhance Our Continued Success in 2020‘

Stating that he believes that the synergy reached in 2019 will continue this year, Chairman of ETÜDER Melih Şahinöz said, “We decided to support the WorldFood İstanbul again with the belief that the success and synergy we achieved last year will continue to increase in 2020. Our association, which serves as the backbone of the Out-of-Home Consumption Industry, will be among the exhibitors and visitors of the exhibition with 74 members in our association. I believe that new business agreements and collaborations that will take place during the exhibition will benefit and add value to our members, our industry, and our country.”

About Hyve Group

Hyve Group is an international exhibition company that organizes more than 120 events in the world 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 industry 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 global network in the region.

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