

## **WORLDFOOD ISTANBUL HOSTED 16,085 VISITORS IN ITS 26TH YEAR**

**This year 16,085 people visited The International Food Products & Processing Technologies Exhibition – WorldFood Istanbul, organized for the 26th time by ITE Turkey.**

**During the exhibition, sector-related business and market-oriented seminars were held within the scope of 'Food 360 Experience', and more than 200 domestic and foreign professional buyers were hosted within the framework of the hosted buyer program. The exhibition was also home to colorful scenes with plate presentations and food and beverage tastings.**

During the exhibition, WorldFood Istanbul, organized for the 26<sup>th</sup> time this year from September 5<sup>th</sup> to 8<sup>th</sup>, hosted an exhibitor profile which included many products, especially beverages, milk and dairy products, meat and poultry products, fresh fruits and vegetables, seafood, frozen products, basic foods and oils, sugary products, bakery products and nuts and food additives.

Supported by the Turkish Ministry of Agriculture and Forestry, Turkish Ministry of Trade, Small and Medium Enterprises Development Organization (KOSGEB), Gastronomy Tourism Association (GTD), Federation of Turkish Retailers (TPF), All Food Foreign Trade Association (TÜGİDER), Grain, Legumes and Agricultural Products Process and Package Industrialist Association (PAKDER), Marmara Regional Purchasing Executives Platform (MARSAP), Private Label Association of Turkey (PLAT) and Turkish Cooks Association Association; this exhibition creates a platform where the suppliers, retailers and consumers come together as the links on the food chain.

During WorldFood Istanbul, which opened its doors for the 26<sup>th</sup> time on September 5<sup>th</sup>, hosted buyer programs were implemented by both ITE Turkey and the Turkish Ministry of Trade, and more than 200 domestic and foreign professional buyers from many countries including Turkey, Saudi Arabia, Qatar, Russia, Germany, the United Arab Emirates (UAE), Azerbaijan, Iraq, Belgium, Kazakhstan and Colombia were hosted within the scope of the exhibition this year. During the exhibition, nearly 1,500 meetings were held between the exhibitors and professional buyers, and new cooperations were developed.

**We have brought together over 400 exhibitors from 30 countries with 16,085 visitors.**

Speaking about the 26<sup>th</sup> WorldFood Istanbul, **ITE Group Regional Director Kemal Ülgen** said: "WorldFood Istanbul hosted 354 exhibitors and 13,198 visitors from 29 countries last year,

and we are glad to go beyond this number this year. We have brought together over 400 exhibitors from 30 countries with 16,085 visitors in WorldFood Istanbul this year. There was a huge participation in the exhibition, and we are very pleased with this interest. In the same way, we are also receiving positive feedback from our exhibitors and visitors. During the 4 days, we addressed plenty of sector-related issues with experts in their fields. We are very pleased with the result we have achieved thanks to the Hosted Buyer Programs that we have implemented with the Turkish Ministry of Trade, being supported by the ITE Group's global strength as well. During the exhibition, nearly 1,500 meetings were held between the exhibitors and professional buyers, and by this means, we have contributed to new cooperation opportunities.”

### **We will continue our work and cooperation with WorldFood Istanbul**

Speaking about WorldFood Istanbul, **President of Gastronomy Tourism Association Gürkan Boztepe** said: “As Gastronomy Tourism Association, WorldFood Istanbul is a crucial exhibition for us, and we believe it is important to support this exhibition. Next year, our support will further increase. This exhibition is unrivalled; maybe we can consider it together with Sirha, the most important gastronomical exhibition held in France's Lyon region. This year, panels with many invaluable speakers were held. At the same time, expert chefs performed wonderful shows. Gastronomic products were introduced in the exhibition, yet we will bring the link between gastronomy and tourism into the forefront even further in 2019. This year Beirut promoted its gastronomic products specific to the country such as quinoa at its booth during the exhibition. Turkish products will gain value if integrated into gastronomic tourism. In the following years, as Gastronomy Tourism Association, we will continue our work and cooperation with WorldFood Istanbul to increase the number of countries participating in the exhibition and to expand the product range.”

### **More than 30 experts and leaders from the sector and more than 15 events came together in WorldFood Istanbul**

In this year's WorldFood Istanbul, all the processes of production, operation and consumption in the food industry have been discussed by more than 30 field experts, and the most up-to-date information and cutting-edge technologies in the sector have been shared.

Within the scope of 'Food 360 Experience', more than 30 speakers discussed many agenda topics during more than 15 events in the Food Arena established at the exhibition area for 4 days. At the Conference Stage and Show Cuisine designed in the Food Arena, WorldFood Istanbul hosted its exhibitors and visitors in the event program, enlivened with seminars, conversations, panel discussions, plate presentations and food and drink tastings.

Among the collaborators of the event program shaped by the leading institutions, organizations and experts of the industry are Turkish Cooks Association, Gastronomy Tourism Association (GTD), Central Research Institute of Food and Feed Control, Marmara Regional Purchasing Executives Platform (MARSAP), Grain, Legumes and Agricultural Products Process and Package Industrialist Association (PAKDER), Private Label Association of Turkey (PLAT Turkey), Basic Needs Association (TİDER), Federation of Turkish Retailers (TPF), All Food Foreign Trade Association (TÜGİDER), Purchasing and Supply Management Association of Turkey (TÜSAYDER) and World Gourmet Society (WGS).

### **The best and most creative plates have been granted awards in “Turkey’s Best Plate Challenge”**

Collaborating with World Gourmet Society, a club for the world’s most prominent chefs, gourmets, food critics, journalists and restaurant managers; WorldFood Istanbul has become the exclusive Turkish partner of the international “Best Plate Challenge” this year. As part of the collaboration, WorldFood Istanbul has rewarded Turkish chefs for their best and most creative plates in Turkey’s first “Best Plate Challenge”. Winners of the competition received their awards in the award ceremony held on Friday, September 7<sup>th</sup>.

In the competition, Ömer Faruk Yılmaz has been awarded with the Most Creative Plate, Hayrettin Sucu with the Best Ingredients Use, Nurgül Büyükçolpan with the Best Cooking Technique, Mehmet Altaş with the Best Local Taste, İsmail Muhacir with the Best Professional Video and Mehmet Fatih Kalaycıoğlu with the Best Social Media Interaction.

Speaking at the Awards Ceremony of Turkey’s “Best Plate Challenge”, organized as part of WorldFood Istanbul, **Founder and President of World Gourmet Society Matthias Baur** said: “As World Gourmet Society, we have 50 thousand gourmet members and many Michelin Star chefs. We do not host only professionals, but also our members who love to cook or just eat. This is our first collaboration with WorldFood Istanbul for Turkey's Best Plate Challenge. The goal-oriented activities of the professional team we worked together during this cooperation and the result we achieved have pleased us to a large extent. We took the road with WorldFood Istanbul about 3 or 4 months ago. Videos sent from all over Turkey in such a short time have gone beyond our expectations. In this sense, I think this cooperation is very productive for both us and WorldFood Istanbul.

With this challenge, we aim to introduce food cultures of different countries and increase the recognition of their cuisines. In this sense, with the dishes they prepare and the plates they serve, Turkish chefs have the opportunity to promote Turkish cuisine and food culture on an international platform. This is important because even if everyone knows about Turkey as a country, they may not have any idea about its cuisine and culture.

You can observe the culture to understand the cuisine of a country. I experienced Turkish cuisine first in Istanbul 30 years ago, when I was 17 years old. I had run out of all my money and had not eaten 2 days before going to Germany from Istanbul. While I was walking in the Grand Bazaar, I went into a shop, and when its owner told me to buy a t-shirt, I told him that I did not have any money. The shopkeeper gave me food and welcomed me as a guest for the rest of 1,5 days. He did not forget to take me out to dinner while he was taking me to the

airport on the last day. Thanks to this hospitality, I had the opportunity to both get to know Turkish culture and experience Turkish cuisine.”

The chefs, having participated in the challenge in Turkey and become finalists, still have the chance of being finalists and winners in the global competition process of World Gourmet Society. Global Final will be held within the scope of Chef World Summit in Monaco, France, in November 2018.

With the challenge also supported by Turkish Cooks Association, WorldFood Istanbul aims to introduce Turkish cuisine, Turkish chefs and our gastronomic diversity in the international arena and to enable them to take their rightful place. For more information: [www.worldfood-istanbul.com](http://www.worldfood-istanbul.com)

### **WorldFood Istanbul has not forgotten those in need**

With the cooperation of Basic Needs Association (TİDER), one of the most important supporters of WorldFood Istanbul, and ITE Turkey, a social responsibility project has been performed within the scope of the exhibition. Food products, remaining in the exhibitors' booths, were collected as donation after the exhibition so that they would not be wasted and could reach those in need. Within this framework, various products in the exhibition such as pasta, tomato paste, canned food, spices, biscuits and chocolate are being provided to those in need through Bağcılar Support Market of TİDER.