

Press Release

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As the Food Sector's Gateway to Export, WorldFood Istanbul Shows Its Difference with 'Food 360 Experience'

WorldFood Istanbul becomes the exclusive partner of the international "Best Plate Challenge" organized by World Gourmet Society

Organized for the 26th time by ITE Turkey between September 5-8 at TÜYAP Fair and Congress Center, The International Food Products & Processing Technologies Exhibition – WorldFood Istanbul aims for a 360 degrees' experience by sharing the latest information and technologies in the sector while addressing all processes regarding production, operation and consumption in the food sector with the field's experts. As part of the 'Food 360 Experience', a jam-packed activity program awaits the participants in the exhibition which will be enlivened with plate presentations and food & drink tastings along with B2B meetings, where management and market-oriented seminars will be organized and international hosted buyers will be accommodated.

Supported by The Republic of Turkey Ministry of Agriculture and Forestry, The Republic of Turkey Ministry of Trade, KOSGEB, 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), MÜSİAD Cyprus, and Turkish Cooks Association; this exhibition creates a platform where the suppliers, retailers and consumers come together as the links on the food chain. WorldFood Istanbul will not only include the legislations, laws and technicalities regarding the sector, but also the market-oriented topics regarding future investments; thus supporting professional development, shaping the sector and determine the future of food.

The best and the most creative plates will be rewarded with the '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 partner of the international "Best Plate Challenge". As part of the collaboration, WorldFood Istanbul calls all the Turkish chefs to exhibit their best and most creative plates with Turkey's first "Best Plate Challenge". The purpose of the challenge is to help chefs from

all around Turkey gain recognition in the international platform, introduce local produce, and act as a bridge to share their region's culture.

The hotel/restaurant/café chefs, who prepare and serve high-quality and superior dishes and wish to participate in this challenge, can send their videos to the e-mail address sefineniyitabagi@ite-turkey.com, which will be no longer than 3 minutes, prepared effectively with a good videographer, explaining why their plate is creative and why they are a unique chef, and using local produce to represent their country/region.

For more detailed information on the challenge, you may access <https://www.worldfood-istanbul.com/etkinlikler/sefin-en-iyi-tabagi-yarismasi>.

WorldFood Istanbul Will Discuss the Turkish Food Sector for 4 Days with Food Arena Events!

Whereas WorldFood Istanbul aims to address both the financial and colorful aspects of the food sector through conferences and cook shows with various industrial experts, it will also take a closer look at the trending topics of the sector in relation to “food & economy”, “food & legislation”, “food & marketing”, “food & business”, “food & trends”, “food & technology”, “food & innovation”. The exhibition will be home to activities where national and international industrial experts make speeches that will shed a light on and guide the sector in the sections **“Food Sector Road Map”, “Next Step: How Do They Do It?”, “What Now: Future of Food”** and **“Tips from Masters”**.

The first panel of WorldFood Istanbul will begin with the section Food Sector Road Map – Food Inflation. On September 5th, Wednesday, economist Dr. Can Fuat Gürlelel will moderate the panel **‘Methods of Coping with Food Inflation’** where the reasons that trigger the food inflation and the measures that are taken to lower the inflation will be addressed, and the long-term advantages and disadvantages of these measures will be discussed along with the precautions that the companies should take.

The second speaker of the program, which will continue with the section ‘Food’s Next Step – New Codex Opportunities’, will be Food Engineer MSc Emel Molla from the Ministry of Agriculture and Forestry General Directorate of Food and Control. In her speech titled **‘Turkish Food Codex Food Labeling and Informing of Consumers’**, Emel Molla will share the changes on the ‘New Turkish Food Codex Regulations’ that affect food manufacturers and marketing professionals. Molla will inform the audience on what is the proper briefing by the Ministry of Agriculture and Forestry, how it will be designed in accordance with the regulations, how the tags of the newly-launched product will be prepared accordingly, and how this information will be used in brochures and advertisements.

Dr. Sevgi Yılmaz Ötkünç, International Relations and Education Committee President of TÜSAYDER (Purchasing Professionals and Executives), and Selda Yüksekbaş, Board Member and Treasurer of TÜSAYDER and Purchasing Manager of TAMEK, are among the speakers of the panel titled **‘Purchasing Strategies and Expectations’** of the Food’s Future – Purchasing

Strategies section which will be organized in collaboration with TÜSAYDER. Moderated by Murat Altun, Vice President of TÜSAYDER and Purchasing Manager of Hacı Sayid, this panel will address the smart technologies as a result of Industry 4.0 as well as the positive effects of advancing technologies on purchasing strategies and how profitability could be increased.

The last section of the first day will be 'Tips from Masters', which will look for the answer to the question 'How does new media affect food consumption?' and address the eating habits of the new generation.

On September 6th, Thursday, the second day of the exhibition, a program full of interesting and productive panels awaits our participants once more. The first panel of the second day will begin under the section Food's Road Map – Purchase or Not to Purchase. Organized in collaboration with MARSAP, this panel will answer the question '**How to Make the Right Decision in Determining Supplier?**' with the help of Co-President of MARSAP Ali Işıldar, Pizza Bulls Restaurants Deputy Purchasing Manager Çiğdem Akarsu, MARSAP Vice President and Taksim International Group Hotels Purchasing Manager İlyas Akça, Apleona Purchasing Manager Mümin Tunaboğlu and Pera Palace Hotel Purchasing Director Yiğit Çakmakkaya. Along with the important issues to take into account while finding suppliers, this panel will also introduce some suggestions to increase profitability and guiding information in the process of making big decisions.

The panel title of the section 'Food's Next Step: How?' will be '**How to Get onto Shelves in a Changing Retail Environment?**'. Organized in collaboration with TPF, this panel will discuss in detail what kind of breakthrough should be made by the sector in order to strengthen its position on the shelves and in the households as well as the key role to be played by innovation. The speakers at the panel will be Board Vice Chairman of TPF, President of Eastern Anatolia Chapter of PERDER and Board Chairman of Düzgün Market Group Ömer Düzgün, Maltepe University Dean of the Faculty of Business Administration and Management Sciences **Prof. Dr. S. Gonca Telli**, and General Manager of Özhan Market Chain İbrahim Özhan.

Following this panel, in the Food's Future: Sustainable Growth section in collaboration with PLAT Turkey, industrial experts will address the predictions on "what" steps should be taken for qualified and sustainable growth and "how" these steps should be taken in this highly-competitive sector under the title '**Sustainability in "Competition", the Indispensable Factor of Growth**'. The speaker of the panel will be the PLAT Turkey Manager Burak Aksoy.

The second day of the exhibition will also come to an end with the section 'Tips from Masters'. In this section, a pleasant conversation will take place on how to take distinctive steps in this journey from determining the concept and designing the menu to decorating the restaurant and using social media with Doruk Doruk, Partner of Veranda Pera&Alaçatı and Fiko Grill, and Üryan Doğmuş, Chef, Founding Partner of Lets Consulting & Zula Istanbul Restaurant.

On September 7th, Friday, the third day of the exhibition will begin with the section 'Food's Road Map – Food Research' organized in collaboration with Food and Feed Control Center

Research Institute. In this section, Agricultural Engineer MSc Dr. Nazan Çöplü will talk about various food control system practices that are carried out nationally in her speech titled **'How Does Food Research Affect the Future of the Sector? Role of Laboratories in Food Reliability'**. Çöplü will also share some information on the role of the control of packaging and other material, in addition to the food products themselves, that touches the food in import and export authorization, and how the process of food control services is carried out in certain cities and institutions.

In the 'Food's Next Step – Do Not Waste!' section of the third day, a panel titled 'To Seize Opportunity from Food Waste' will be organized in collaboration with TİDER (Basic Necessities Association). The panel will address the practices that have been developed by TİDER in order to put food waste into good use and help the disadvantaged people, the agreements that have been made with chain markets, and what could be done by individuals and companies in order to come up with solutions for this problem. The panel's speakers will be Banu Erkorkmaz, the General Manager of Jacobs Douwe Egberts Turkey, Eren Merzeci, the Founding Partner of Nefista, and Hasan Serhan Süzer, the President of TİDER and the Board Chairman of EKO Group.

In the section **'Healthy Products and New Trends in Right Nutrition'**, Herbalife Director of Government Affairs South East Europe Samet Serttaş, the final speaker of the third day, will inform the public on statistics about the recent eating habits of consumers, the dynamics and the growth trends of the healthy nutrition market, and the steps to be taken by the institutions in the fields of both manufacturing and marketing in order to be able to comply with the changing consumption habits.

Lastly, on the final day of WorldFood Istanbul, the section titled 'Becoming A Brand in Food Sector, Differentiating with Gastronomy' will be organized in collaboration with GTD (Gastronomy Tourism Association), bringing together the people who have successfully become a brand by making a difference. The importance of the 'marketing' aspect in the competitive food sector will be discussed at the panel. The speakers of the panel will include the chef and founding partner of Nicole Restaurant Aylin Yazıcıoğlu and the President of Gastronomy Tourism Association Gürkan Boztepe.

New Business Opportunities Await Exhibitors with B2B Meetings

Having hosted 354 exhibitors and 13,198 visitors from 29 countries last year, WorldFood Istanbul prepares to bring together over 400 exhibitors from 30 countries with around 15,000 visitors this year. Welcoming hosted buyers from Saudi Arabia, Qatar, Russia, Germany, UAE, Azerbaijan, Austria, Iraq, Belgium, Kazakhstan and Colombia, and organizing B2B meetings; WorldFood Istanbul will host various participant profiles that include many different products for 4 days, namely beverages, dairy products, meat and chicken products, fresh fruits and vegetables, marine products, frozen products, staple foods and fats, sugary products, baked goods, dried nuts and fruits, and food additives.

About ITE Turkey

ITE Turkey is the Turkish branch of the ITE Group, the international exhibition company that organizes 240 exhibitions and conferences worldwide with 32 offices in 20 countries and a staff comprising of over 1,000 experienced employees. Organizing leading exhibitions for the leading industries of Turkey, ITE Turkey consists of the companies **YEM Fuarçılık**, **EUF - E Uluslararası Fuar Tanıtım Hizmetleri** and **Platform Uluslararası Fuarçılık**.

Organizing the leading exhibitions of Turkey in industries such as **construction, tourism, cosmetics, foods, railroad technologies, rail systems and logistics**; ITE Turkey draws its strength from the global network of the ITE Group as well as its experience in Turkey and the region. By sharing its strong global network in the exhibition industry with other industries it operates in, ITE Turkey creates new opportunities for business, collaboration and purchasing, and makes contributions into the development of the industry. www.ite-turkey.com

About EUF – E Uluslararası Fuar Tanıtım Hizmetleri (E International Exhibition Promotion Services)

Operating under the umbrella of ITE Turkey, EUF - E Uluslararası Fuar Tanıtım Hizmetleri A.Ş. has been organizing exhibitions since 1999 in sectors such as energy, construction equipment, food, furniture, stationary, promotion, water and waste water treatment, tourism, rail systems and logistics. With the help of the global information network and the experience of ITE Group as well as global collaborations, EUF A.Ş. carries out the EMITT (East Mediterranean International Tourism & Travel Exhibition), EURASIA RAIL (International Rolling Stock, Infrastructure & Logistics Exhibition), and WORLDFOOD ISTANBUL (International Food Products & Processing Technologies Exhibition).

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