

As the Food Sector's Gateway to Export, WorldFood Istanbul to Show Its Difference with 'Food 360 Experience' this year! WorldFood Istanbul will include all aspects of the food industry – from production and operations to consumption...

26th WorldFood Istanbul Opened its Doors

Organized for the 26th time by ITE Turkey, The International Food Products & Processing Technologies Exhibition – WorldFood Istanbul opened its doors on Wednesday, September 5th. The exhibition, to be held at the TÜYAP Fair and Congress Center from Sept. 5 to 8, will witness sector-related operation and market-oriented seminars within the scope of the "Food 360 Experience" and will host international hosted buyers.

The Turkish Ministry of Agriculture and Forestry, Turkish Ministry of Trade and the leading institutions of the sector give full support to WorldFood Istanbul. A jam-packed activity program awaits the participants in the event which will be enlivened with plate presentations and food and beverage tastings along with B2B meetings.

Supported by the Turkish Ministry of Agriculture and Forestry, Turkish Ministry of Trade, Small and Medium Enterprises Development Organization (KOSGEB), Association of Gastronomy Tourism (GTD), Federation of Turkish Retailers (TPF), Association of All Foods Foreign Trade (TÜGİDER), Association of Agricultural Products Cereal Grains Business and Packaging Manufacturers (PAKDER), Marmara Region Purchasing Managers Platform (MARSAP), Association of Private Brand Products Industrialists and Suppliers (PLAT) and Association of Cooks, the exhibition creates a platform where suppliers, retailers and consumers that make up the food chain can meet.

During the WorldFood Istanbul which opened its doors for the 26th time on September 5th, hosted buyer programs are implemented by both ITE Turkey and the Turkish Ministry of Trade. This year, the exhibition will host more than 200 domestic and international professional buyers from many countries including Turkey, Saudi Arabia, Qatar, Russia, Germany, the United Arab Emirates (UAE), Azerbaijan, Iraq, Belgium, Kazakhstan and Colombia. Many products, including 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 are exhibited at the four-day exhibition.

More than 400 exhibitors from 30 countries to meet around 17.000 visitors!

Speaking about the 26th WorldFood Istanbul, ITE Group Regional Director Kemal Ülgen said: *“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 17,000 visitors this year. As WorldFood Istanbul, we have aimed to lead the advancement of the industry since the first organization and bring together leading stakeholders of the sector with a different concept each year in line with this goal. This year, all aspects of the food industry in terms of production, operation and consumption will be discussed by decision makers under "Food 360 Experience" at the WorldFood Istanbul in order to direct the sector and to share information. In other words, WorldFood Istanbul supports the professional development of the food industry by covering not only sector-specific regulations, laws and technical issues, but also market-oriented issues related to future investments; and it addresses the latest technological developments in the market, consumer preferences and the future of the food industry which is one of the strongest sectors in Turkey. In this context, we invite everybody to WorldFood Istanbul to get inspired, increase their savings and listen to the leaders of the sector, food strategists, senior national and international speakers, academicians and speakers from the technology field.”*

More than 30 experts and leaders from the sector and more than 15 events will be in WorldFood Istanbul for 4 days!

WorldFood Istanbul will discuss all the processes of production, operation and consumption in the food sector with more than 30 experts and share the most up-to-date information and cutting-edge technologies in the sector. Within the scope of "Food 360 Experience," more than 30 speakers will discuss many agenda topics during more than 15 events for 4 days in the **Food Arena** established at the exhibition area. At the Conference Stage and Show Cuisine designed in the Food Arena, WorldFood Istanbul is waiting for its exhibitors and visitors with an event program full of seminars, conversations, panel discussions, plate presentations and food and drink tastings.

Some prominent topics of the exhibition are **‘Methods of Coping with Food Inflation’**, **‘Sustainability in "Competition", the Indispensable Factor of Growth’**, **‘To Seize Opportunity from Food Waste’**, **‘Becoming A Brand in Food Sector, Differentiating with Gastronomy’**, **‘Tips from Masters’**, **‘Chef Shows’**, and **‘Turkey’s Best Plate Challenge’**.

In the section “Food Sector Road Map – Food Inflation” at 11:00 a.m. 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. Panel speakers will consist Prof. Dr. Burak Arzova, economist and Marmara University Faculty member of Faculty of Management, Prof. Dr. Erhan Aslanoglu,

academician, economist and Vice Rector of Piri Reis University, Hakan Güldağ, Dünya Newspaper editor-in-chief and Melahat Özkan, Secretary General of PAKDER&TUGİDER.

At “the Food’s Future: Sustainable Growth” section which will be organized on September 6th, Thursday at 03:00 p.m., 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’** in collaboration with Private Label Association of Turkey (PLAT). The panel speakers will consist PLAT Turkey Manager Burak Aksoy, Oğuz Gıda Director of Sales Enes Örer, Sultanlar Grup Director of Sales and Marketing Fikret Yıldırıncı, Coca Cola İçecek Marketing Manager Gözde Aksoğan and Aynes Food Sales Manager Mustafa Yıldız.

On September 7th, Friday, in the “Food’s Next Step – Do Not Waste!” section, a panel titled **‘To Seize Opportunity from Food Waste’** will be organized at 11:30 a.m. 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 Country Manager of Jacobs Douwe Egberts Turkey, Eren Merzeci, the Founding Partner of Nefista, and Serhan Süzer, the Founding President of TİDER.

The last activities of the day, that is, **“Tips from Masters”** sections on September 5th, 6th and 7th are expected to attract the most attention. On September 5th, Gürkan Boztepe, President of Gastronomy Tourism Association and Deniz Temel, Chef and Host of Alaf Kuruçeşme will bring the question of “How does the new media affects the food consumption?” as well as discussing the eating habits of the new generation. In the conversation titled as **‘The Story of A Chef & An Entrepreneur: Actors Making a Difference’** on September 6th, Doruk Doruk, Partner of Veranda Pera&Alaçatı and Fiko Grill, and Üryan Doğmuş, Chef, Founding Partner of Lets Consulting & Zula Istanbul Restaurant will have a pleasant conversation on how to take distinctive steps in this journey from determining the concept to using social media.

On September 8th, Saturday at 12:00 p.m., at the panel titled **‘Becoming A Brand in Food Sector, Differentiating with Gastronomy’** will bring together the people who have successfully become a brand by making a difference and the importance of the ‘marketing’ aspect in the competitive food sector will be discussed. The President of Gastronomy Tourism Association Gürkan Boztepe will be the panel moderator and the speakers will include the Turkish and Ottoman Cuisine Specialist and Masterchef Aydın Demir, Chef and Founding Partner of Nicole Restaurant Aylin Yazıcıoğlu and futurist and hotelier Dr. Cem Kınay.

Other titles of the Conference Stage as part of FOOD ARENA Events are as follows;

On September 5th, “Turkish Food Codex Food Labeling and Informing of Consumers” seminar will be organized in “Food’s Next Step – New Codex Opportunities” section and “Purchasing Strategies and Expectations” seminar will be organized in the “Food’s Future” section with TÜSAYDER collaboration.

On September 6th, “How to Make the Right Decision in Determining Supplier?” panel will be held with the collaboration of MARSAP and “How to Get Onto Shelves in a Changing Retail Environment?” panel will be organized in collaboration with TPF.

On September 7th, participants will discuss “How Does Food Research Affect the Future of the Sector? Role of Laboratories in Food Reliability” while they will also shed light on issues during panels such as “What Determines Future Nutrition? Health and Nutrition Developed by Food Technologies, Shaped by Global Trends”.

Enjoy the Exhibition; Experience the Unique Plates of Famous Chefs with Chef Shows!

The Food Arena, located at Hall 5 of the WorldFood Istanbul exhibition area, will host Show Kitchen from September 5th to 8th. Designed with Kayalar kitchen equipment, the kitchen will witness daily special-concept shows performed by famous restaurant and hotel chefs in cooperation with Turkish Cooks Association.

The best and most creative plates will be awarded with ‘The Best Chef Plate Competition’ on September 7th

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”. As part of the collaboration, WorldFood Istanbul rewards Turkish chefs for their best and most creative plates with Turkey’s first “Best Plate Challenge”. Winners of the challenge will receive their awards in the award ceremony to be held on Friday between 3:00 – 7:00 p.m.

The purpose of the challenge is to introduce Turkish cuisine, Turkish Chefs and our gastronomic diversity to the international arena and gain recognition with the challenge supported by Turkish Cooks Association.

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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