

**The meeting point of the industry of food products and technologies, 27th WorldFood İstanbul was held at TÜYAP Fair, Convention, and Congress Center. As well as increasing the total number of its visitors by 29 percent compared to the previous year, WorldFood İstanbul achieved 87 percent growth in the number of international visitors.**

**27th International Food Products & Processing Technologies Exhibition-WorldFood İstanbul hosted 500 exhibitors from 45 countries and 20,746 visitors**

27th International Food Products & Processing Technologies Exhibition-WorldFood İstanbul welcomed its visitors at TÜYAP Fair, Convention and Congress Center between September 4-7. The supporters of the Exhibition organized by ITE Turkey included T.R. Ministry of Agriculture and Forestry, T.R Ministry of Trade, KOSGEB (Small and Medium Enterprises Development Organization), Culinary Tourism Society (GTD), TÜGİDER (Association of All Food Foreign Trade), PAKDER (Association of Agricultural Products Cereal Grains Business and Packaging Manufacturers), İHBİR (İstanbul Cereal, Pulses, Oil Seeds and Products Exporters' Association), ETÜDER (Association of Out-of-Home Consumption), MARSAP (Marmara Regional Procurement Managers Platform), and Turkish Cooks Association.

Stating that 27th edition of WorldFood İstanbul has been completed successfully, **WorldFood İstanbul Exhibition Director Semi Benbanaste** added that they are pleased to move forward with more and more exhibitors each year. Benbanaste continued his words as follows: "This year, the exhibition hosted **500 exhibitors** and **20,746** visitors from **45 countries** and drew a rising graph. Our exhibition hosted 430 exhibitors from 29 countries and 16,085 visitors from 133 countries in 2018. When we think of the stagnating economic situation in the region, we believe that we achieved significant success with **29** percent of growth. Additionally, we achieved a record growth of **87%** in the percentage of international visitors compared to last year."

Thanks to the Hosted Buyer Program held in cooperation with İHBİR, which provides new recruitment, business, business development, and partnership opportunities to sector players, more than **100** foreign professional buyers from many countries such as China, France, Germany, Russia, United Kingdom, India, Netherlands, and the United States were welcomed in the 27th WorldFood İstanbul. At the exhibition, more than **3,000** B2B meetings were held between exhibitors and buyers and new partnerships were built.

**What was offered at 27<sup>th</sup> WorldFood İstanbul Food Exhibition?**

Many brands and producers will be present at the 27thWorldFood İstanbul under the categories including retail chains, beverages, dairy products, meat and poultry products, fresh vegetables and fruits, seafood, frozen products, basic foods and oils, sugary products, bakery

products, cereals, and nuts. In the exhibition including more than **350** local exhibitors and over **1,000** brands, unique local dishes, which present a rising value, were presented along with recent consumption trends to exhibitors and visitors as the focus of interest in the exhibition.

Senior decision-makers of the sector, department directors, local managers, academics, famous chefs, food entrepreneurs, gastronomy experts, technology experts, and journalists came together in the conferences within the events program that held simultaneously with the exhibition for four days. As well as the sector professionals such as producers, wholesalers, retailers, and importers operating in the food and beverage sector, important names from the category of logistics solutions and health products also participated in the program. Food economy, HoReCa food purchasing, zero waste target in food, innovation in gastronomy, consumer trends, food safety, and accessibility of agriculture were brought to the agenda at the Food Arena hosting the Conference Stage and Show Kitchen which were specially designed for the exhibition. Exhibitors and visitors of WorldFood İstanbul obtained a wealth of up-to-date information along with data regarding the trends that will help them develop roadmaps for the year 2020, create new sales strategies, and improve ways to maximize customer satisfaction.

### **Famous Chefs held food shows in the Show Kitchen!**

In the tasting shows held in cooperation with the **Turkish Cooks Association** and under the sponsorship of **Kayalar Mutfak** Kitchen Equipment, kitchen professionals had the chance to get familiar with the material and have a good command of the trends. President of Turkish Cooks Association, **İsmail Ay**; Vice President of Turkish Cooks Association, **Necat Çuhadar**; Board Member of Turkish Cooks Association, **Fatih Açıkkça**; Suvla Executive Chef **Ersin Avcı**, Gezi İstanbul Executive Chef **Ayvaz Akbacak**, Cheddar Burger Executive Chef **Halis Aydın**, and Executive Chef **Rüzgar Sünbül** presented their shows. In addition, all the visitors were inspired by the food shows held by the exhibitors in which they gave tips regarding new tastes and recipes using new products and new techniques. Chef **Emrah Fandaklı**, Chef **Rafet İnce**, Şef **Fevzi Şener**, and Chef **Burçin Bilge** showed off their cooking skills in the Show Kitchen.

### **The most creative plates were rewarded in the "Best Plate Challenge"**

In "Best Plate Challenge," which is held in cooperation with the World Gourmet Society together with the support of the Turkish Cooks Association, Favorite Dishes, and Culinary Tourism Society within the scope of WorldFood İstanbul, the exclusive partner of the challenge in Turkey, chefs coming from all around Turkey competed to present the best and the most creative plate.

Hotel/restaurant/café chefs who prepared and served the highest quality dishes with superior skills proved why their plates, which were prepared in the most effective way, were creative and they were unique chefs with the videos they sent. They represented their region and our cuisine using local ingredients. All accepted videos were presented to the global community of the World Gourmet Society (WGS) and the world-class jury designated by WGS. Videos were evaluated in 8 different categories and finalists were identified for each category.

The star category of the challenge was "Show Your Chef Persona!" this year and the other categories were; Most Creative Plate - Best Use of Ingredients - Best Cooking Technique - Best

Local Taste - Most Professionally-Produced Video - Most Entertaining Video - Best Social Media Interaction.

The finalists of "Best Plate Challenge" and other categories were announced at the award ceremony held in WorldFood İstanbul on September 6. Chef Serkan Akçiçek scored the highest mark in Turkey and became the winner of this year's Star Category, "Show Your Chef Persona."

All competitors accepted to the Best Plate Challenge will also earn the right to directly participate in the global challenge. The global final will take place in January 2020 at the prestigious Institute of Directors in London.

### **The winners of the Best Plate Challenge 2019, Turkey are:**

Show Your Chef Persona! – Star Category – Serkan Akçiçek  
Most Creative Plate – Ömer Faruk Yılmaz  
Best Use of Ingredients – Yılmaz Sucu  
Best Cooking Technique – Ömer Faruk Yılmaz  
Best Local Taste – Yusuf Kılıç  
Most Professionally-Produced Video – Serkan Akçiçek  
Most Entertaining Video – Serkan Akçiçek  
Best Social Media Interaction – Yasin Yalçın

### **WorldFood İstanbul did not forget those in need**

One of the most important supporters of WorldFood İstanbul, **Basic Needs Foundation (TİDER)** and ITE Turkey cooperated this year as well and carried out a social responsibility project within the scope of the exhibition. As in the last year, the food products that were left at the booths of the exhibitors which will not be taken back after the exhibition were collected as donations. Within this framework, various products in the exhibition such as pasta, tomato paste, canned food, spices, biscuits, and chocolate were provided to those in need through Bağcılar Support Market of TİDER.

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#### **About ITE Turkey**

ITE Turkey is the Turkey office of ITE Group, the international exhibition company which organizes more than 130 exhibitions and conferences worldwide with 32 offices in 20 countries with more than 1,000 experienced personnel. ITE Turkey, organizing premier exhibition organizations in leading industries of Turkey, consists of **YEM Fuarçılık**, **EUF – E Uluslararası Fuar Tanıtım Hizmetleri**, and **Platform Uluslararası Fuarçılık**.

ITE Turkey, which organizes the leading exhibitions of Turkey in the industries of **construction, tourism, cosmetics, food, rail systems**, and **logistics**, takes its strength from the global network of ITE Group along with its experience in Turkey and the region. ITE Turkey creates new business, cooperation, and purchasing opportunities in exhibitions by transferring its strong global network in the exhibition industry to each and every industry it is included in and supports the development of these industries.

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