

**Generating a new business volume potential of more than € 339 million in total in the previous year, WorldFood İstanbul aims for more this year**

## **27th WorldFood İstanbul is preparing to take a deep look into the future of the food industry**

**27th International Food Products & Processing Technologies Exhibition - WorldFood İstanbul, which is the international meeting point of the Turkish food industry, is preparing to introduce many new products to the food world with the participation of more than 1,000 brands at TUYAP Fair, Convention & Congress Center between September 4-7, 2019. Many brands and manufacturers will be present at the exhibition under the categories including retail chains, beverages, dairy products, meat and poultry products, fresh vegetables and fruits, seafood, frozen products, staple foods and oils, sugary products, bakery products, cereals, and nuts.**

Having hosted 430 exhibitors from 29 countries and 16,085 visitors from 133 countries in 2018, 27th edition of WorldFood İstanbul will be held at TÜYAP Fair Convention and Congress Center on September 4-7, 2019. The exhibition will host **500 exhibitors and more than 20 thousand visitors from 45 countries** along with representatives from the food industry for 4 days.

The exhibition is supported by the T.R. Ministry of Agriculture and Forestry, T.R. Ministry of Trade, Small and Medium Enterprises Development Organization (KOSGEB), Culinary Travel Society (GTD), Association of All Food Foreign Trade (TÜGİDER), Association of Agricultural Products Cereal Grains Business and Packaging Manufacturers (PAKDER), İstanbul Cereals Pulses Oil Seeds and Products Exporters' Association (İİB), Out-of-home Consumption Suppliers Association (ETÜDER), Marmara Regional Procurement Managers Platform (MARSAP), Association of Private Brand Products Industrialists and Suppliers (PLAT), and Turkish Cooks Association.

**The exhibition attracts attention as being the meeting point of food and beverage manufacturers for 27 years.**

The exhibition, which has provided domestic and international companies in the food industry with the opportunity to discover the Turkish food industry and to establish connections with important people and buyers within the industry since the first day it was organized, created a new potential business volume of over **€ 339 million** in total last year and achieved a phenomenal success in terms of making intercompany sales and gaining new customers.

Especially in the last 10 years, Turkey's increasing export rate and changing consumption habits with respect to the social trends have increased the chance of expanding exports to Turkey for international companies. The exhibition offers an unmissable opportunity for retailers, wholesalers, private exporters, and many players in the food & beverage industry.

Stating that they are waiting for the 27th WorldFood İstanbul with excitement, **Exhibition Director Semi Benbanaste** shared his views: "We are pleased to move forward with more and more exhibitors each year at the WorldFood İstanbul, which we have been organizing regularly for 27 years. This year, we will organize an exhibition which will satisfy exhibitors and visitors thanks to the cooperation with the leading brands of the food industry. This year, we will be hosting more than 100 international and professional buyers from many countries such as China, France, Germany, Russia, England, India, Netherlands, and America with the Hosted Buyer Program that we organize with the **İstanbul Exporters' Association** which offers new purchase, business development, and partnership opportunities to the players of the industry.

Continuing his words with the evaluations concerning the exhibition, **Benbanaste** said: "We will discuss the food industry in detail at WorldFood İstanbul. We aim to examine all points that are making progress or stagnating in the industry with the brands, academics, and decision-makers from the industry. We are fully confident that we will shed light on the industry in question with the panels and seminars that we will organize for the long-term development of the food industry.

Underlining that WorldFood İstanbul has a very important place in terms of bringing the world of food together, **Şoray Chocolate Factory General Manager Metin Sallı** shared his views as follows: "WorldFood İstanbul is one of the most important exhibitions in the region in terms of exporting activities and international collaborations for many leading companies in the industry. For Şoray Chocolate, the high popularity of the exhibition, the ever-increasing number of exhibitors and visitors each year, and the industry's perception of the exhibition as a meeting point have contributed to the company's decision to attend the exhibition. It is also the best platform for developing foreign market activities, finding new markets, and observing and evaluating emotions and views of customers about products. Having held important bilateral business meetings with around 25 serious buyers in their every participation to the WorldFood İstanbul in recent years, Şoray Chocolate has succeeded in transforming 40% of these meetings into customer portfolio and significantly increased its domestic sales and export share."

**A series of interesting and exciting events are waiting for the exhibitors and visitors**

With the comprehensive events program to be held in WorldFood İstanbul 2019, the food industry will be discussed from a 360-degree perspective and all issues related to production, operation, and consumption will be addressed with industry professionals and important stakeholders of the industry.

The program partners of the WorldFood İstanbul, which is supported by the **T.R. Ministry of Trade** and **Small and Medium Enterprises Development Organization (KOSGEB)**, include İstanbul Cereals Pulses Oil Seeds and Products Exporters' Association (**İİB**), Out-of-home Consumption Suppliers Association (**ETÜDER**), Favorite Foods, Culinary Travel Society (**GTD**), Marmara Regional Procurement Managers Platform (**MARSAP**), Association of Private Brand Products Industrialists and Suppliers (**PLAT**), Basic Needs Foundation (**TİDER**), and **The Reliable Product Platform**.

High-level decision-makers, department directors, famous chefs, and technology experts will come together with the conferences, exhibitor presentations, chef shows, competitions, and tasting shows included in the events program which will be held simultaneously with the exhibition.

As well as the producers, wholesalers, retailers, and importers from the food and beverage industry professionals, professionals from the category of logistics solutions and health products will gather together in the exhibition. WorldFood İstanbul exhibitors will have access to a lot of up-to-date information to help them develop roadmaps for the year 2020, create new sales strategies, and identify ways to maximize customer satisfaction.

**The titles of the conferences and panels to be held at the exhibition are as follows:**

- 2020 Agenda Of the Food Industry
- Food Economy, Import & Export
- The Common Misconceptions About the HoReCa Food Purchasing
- Developments in FMCG Sector
- Changing Consumer Behavior and Solutions to Keep Up With It
- New Food Alternatives and Technologies
- Reliability, Accessibility, Sustainability In Agriculture
- Increasing Profit by Providing Zero Waste and Following the Natural Life Cycle of Food

Some of the speakers in the Conference Program are; Chairman of İstanbul Cereal, Pulses, Oil Seeds and Products Exporters' Association and Honorary Founding President of Simit Sarayı **Haluk Okutur**; Chairman of the Executive Board of Out-of-home Consumption Suppliers Association (ETÜDER) **Melih Şahinöz**; Founding President of Basic Needs Foundation (TİDER) **Serhan Süzer**; Vice President of MARSAP **İlyas Akça**; Purchasing Manager of Dilek Patisseries

**Ece Altunyurt**; Chef and Author **Haldun Tüzel**; Blogger **Aydan Terzi**, Executive Chef **Ayvaz Akbacak**; Author & Blogger **Birgöl Erdoğan**; Chairman of the Reliable Product Platform **Celal Toprak**; President of Culinary Travel Society **Gürkan Boztepe**; and Chef **Umut Karakuş**.

### **Famous Chefs 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 Sponsorship," kitchen professionals will have the chance to get familiar with the material and have a good command of the trends. Chairman of the Turkish Cooks Association **İsmail Ay**, Vice Chairman of the Turkish Cooks Association **Necat Çuhadar**, Board Member of the Turkish Cooks Association **Fatih Açıkkça**, Suvla Executive Chef **Ersin Avşar**, and Executive Chef **Rüzgar Sünbül** are among the chefs that will perform shows.

In addition, all of the visitors will be inspired by the food shows held by the exhibitors using new products and new techniques. Chef **Emrah Fandaklı** and Chef **Rafet İnce** will show off their cooking skills in the Show Kitchen.

### **The most creative plates will be awarded in the "Best Plate Challenge"**

With "**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 Travel Society** within the scope of WorldFood İstanbul, the exclusive partner of the challenge in Turkey, chefs coming from all around Turkey will be in a fierce competition to create the most creative plate.

The winner of "Best Plate Challenge Turkey" will be given their medal at the ceremony that will take place at WorldFood İstanbul on September 6 and will also earn the right to directly participate in the global challenge.

### **WorldFood İstanbul will not forget those in need!**

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