

A New Cooperation to Continue Breaking Records in Export Revenues

WorldFood Istanbul - International Food Products & Processing Technologies Exhibition, which has witnessed the change and transition in the food industry for a quarter of a century, continues to receive the support of important professional associations and non-governmental organizations of the industry.

One of the most important exhibitions for growth in exports and international collaborations in the food industry that will be organized by ITE for the 27th time this year, WorldFood İstanbul and Cereals Pulses Oil Seeds and Products Exporters' Association have started a new cooperation.

Istanbul Cereals Pulses Oil Seeds and Products Exporters' Association broke a new record with 1 billion 925 million dollars of exports in 2018 and received 28% share in total exports of the industry. The association, which holds the title of being the first exporter association of Turkey, exports the most goods to the Middle East, Africa, and the European Union countries.

The 27th WorldFood Istanbul Exhibition, 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 and Congress Center between September 4-7, 2019. Organized by ITE, WorldFood Istanbul Exhibition is the largest meeting point for the food industry and it continues to grow with the support of Istanbul Cereals Pulses Oil Seeds and Products Exporters' Association. The association, which holds the title of being the first exporter association of Turkey, exports the most goods to the Middle East, Africa, and the European Union countries.

Within the scope of the agreement concluded with Istanbul Cereals Pulses Oil Seeds and Products Exporters' Association, WorldFood Istanbul aims to create new opportunities for exporting companies to access foreign markets by providing support to the members' export promotion activities. Additionally, the agreement encourages the participation of the players of the international food industry in WorldFood Istanbul 2019 by means of domestic and international events.

WorldFood Istanbul Exhibition aims to create a platform for new business opportunities and cooperations as well as providing information flow in the industry by bringing together the food products and food technologies industries under a single roof.

The exhibition which hosted 430 exhibitors from 29 countries and 16,085 visitors from 133 countries, is supported by T.R. Ministry of Agriculture and Forestry, T.R. Ministry of Commerce, Small and Medium Enterprises Development Organization (KOSGEB), Culinary Travel Society (GTD), Foreign Food Trade Association (TUGİDER), Association of the Agricultural Products Cereal Pulses Processing and Packaging Industries (PAKDER), Private Label Association of Turkey (PLAT), and Turkish Cooks Association.

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Sharing his views on the ongoing cooperation, "We are very happy to launch an important cooperation in WorldFood Istanbul Exhibition which we have been organizing for 27 years. As can be seen from the export figures of our country this year, exports reached a record level. With the support of exporters' associations in İstanbul, we will continue to increase our export target even further. In 2018, we hosted thousands of visitors from 133 countries and over 430 exhibitors from 29 countries at the exhibition. As the figures suggest, we see that the exhibition has a large number of international visitors and exhibitors and this makes us proud. I would also like to share that in 2018, the number of international visitors increased by 50 percent compared to the previous year." states **Kemal Ülgen, Regional Director of ITE Group.**

Stating that the industry potential is much higher than the real export figures, Haluk Okutur, **the President of the Istanbul Cereals, Pulses, Oil Seeds, and Products Exporters' Association,** indicated that he believed the Worldfood Istanbul 2019 will have significant contributions to exports in the medium term. Okutur evaluated the cooperation as; "Domestic and international exhibitions are highly important to our member companies in order for us to increase our potential in the existing markets consisting of 180 countries with value-added products." Okutur also pointed out that Turkey is the leading country when it comes to the production of a number of agricultural products; "We are the largest sub-industry in the category of agriculture in terms of Turkey's export values as our export target is 13.7 billion dollars for the year 2023. I value cooperations in order to reach this target and move even further. The exhibitions we organize in our country are highly important not only for the cooperation of the companies and export volume but also for the promotion of our country. Presence of hosted buyers in Turkey leads the way for tourism and promotion of our country. On this occasion, I wish this cooperation will be fruitful for both of us."

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About ITE Turkey

ITE Turkey is the Turkey office of ITE Group, the international exhibition company which organizes 150 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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About EUF – E Uluslararası Fuar Tanıtım Hizmetleri

EUF - E Uluslararası Fuar Tanıtım Hizmetleri A.Ş., which is subsidiary of ITE Turkey, has organized exhibitions in energy, construction machinery, food, furniture, stationery, promotion, water and wastewater treatment, tourism, rail systems, and logistics industries since 1999. EUF A.Ş takes global event organizer ITE Group's global knowledge, know-how techniques, and cooperations and organizes the following events: EMITT (East Mediterranean International Travel and Tourism Exhibition), EURASIA RAIL (International Rolling Stocks, Infrastructure & Logistics Exhibition) and WORLDFOOD ISTANBUL (International Food Products and Technologies Exhibition).

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About Istanbul Cereals Pulses Oil Seeds and Products Exporters' Association

Istanbul Cereals, Pulses, Oil Seeds, and Products Exporters Association was founded in March 1940. It is among the 7 General Secretariats including İstanbul, Mediterranean, Eastern Black Sea, the Aegean, Southeastern Anatolia, the Black Sea, and Central Anatolia Exporters Associations.

Having set an export target of 13.7 billion dollars for the year 2023, Cereals Pulses Oil Seeds and Products industry holds the position of the largest sub-industry according to the sectoral classification of Turkish Exporters Assembly (TİM).

The industry, which has an upward trend, has become one of the most important sources fueling the country's economy in terms of both production and export. The industry exports to more than 190 countries and has a wide range of markets. In terms of industry exports, the predominance of exports to the Middle East countries is noteworthy along with the African and European Union countries as the other prominent markets.

The Cereals Pulses Oil Seeds and Products industry mainly covers processed food products. The industry, which has an important place in agricultural products, perform production activities in accordance with the international food standards and Turkish Food Codex with elegant packaging.

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