

**27th WorldFood İstanbul Exhibition Director Semi Benbanaste: “Turkey deserves greater success in food exports. International exhibitions are important to stay in the competition and remain competitive.”**

## **WorldFood İstanbul aims to overcome the stagnation in food industry exports**

27th International Food Products and Technologies Exhibition - WorldFood İstanbul, which will be held with the participation of more than 1,000 brands at TUYAP Fair, Convention and Congress Center between September 4-7, 2019 is a meeting point for all the players in the food industry. The exhibition, which will host many national and international brands, will focus on the latest developments in the world of food and gastronomy, the current state of the international competition, and the data related to the sector through panels and conferences to be held for four days.

The exhibition, which will host many national and international brands, is supported by the T.R. Ministry of Agriculture and Forestry, Turkish Ministry of Trade, Small and Medium Enterprises Development Organization (KOSGEB), Culinary Tourism 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, Out-of-home Consumption Suppliers Association (ETÜDER), Marmara Regional Procurement Managers Platform (MARSAP), Association of Private Brand Products Industrialists and Suppliers (PLAT), and the Turkish Cooks Association.

### **Participation in international exhibitions has an important place in terms of increasing food exports**

Underlining the importance of the country's potential despite data signaling stagnation in the food industry, **Exhibition Director Sami Benbanaste** stated that exports of agricultural and food products decreased by 1.0 percent in January-April period of 2019 and realized as 5.37 billion dollars. He continued his words as follows: “As you may know, contraction in the production of the food and beverage industry is not a very common occurrence. We would like to emphasize that the stagnation in domestic consumption and the limited decline in exporting activities led to a contraction in the production of the food and beverage industry. In order to turn the negative outlook to our advantage, it is very important to export our original and authentic agricultural products which enrich our cuisine with a long and deep-rooted past, following an integrated process of production, storage, and packaging.”

Stating that there is no question about the size and potential of Turkish agriculture and food industry, **Benbanaste** shared his views as; "At the point which we stand as ITE Turkey, we are part of a mechanism which will boost production and accordingly increase investment in this field. If we increase demand, supply will react to higher demand very quickly and positively. Our goal for this year is to raise the bar higher in B2B meetings both in terms of quantity and quality. We believe that we will deliver a measurable contribution to Turkey's exports of food products. Currently, our annual export volume of agricultural and food products equals to around 20 billion dollars. We believe that our country deserves to reach higher figures."

### **Stay in the competition and remain competitive**

Benbanaste made a call to the food sector and said, "Today, no matter which industry you are in, you have to be in exhibition environments and breathe the atmosphere of the same in order to stay in the competition and remain competitive. Our exhibitors are also participating in the exhibition to update their knowledge, get to know the competition, enter new markets, and synchronize with the world."

WorldFood Istanbul, which achieved a **52%** increase in the number of international visitors last year compared to 2017, hosted **430** exhibitors from **29** countries and **16,085** visitors from **133** countries. The exhibition provided its exhibitors with the opportunity to create new business potentials worth more than **€ 339 million** in 4 days. This year, the exhibition is preparing to host **500** exhibitors and more than **20 thousand** visitors from **45** countries by drawing a rising graph.

Many brands and producers will be present at the 27th WorldFood İstanbul under the titles 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. More than 350 local exhibitor brands will attend the Exhibition and unique local dishes will be presented along with the latest consumption trends.

### **Hosted Buyer Program will enable international collaborations this year as well**

One of the most effective components of the WorldFood İstanbul, 'Hosted Buyer Program' will be organized by ITE Turkey in cooperation with the Cereals Pulses Oil Seeds and Products Exporters' Association. The exhibition, which creates an export potential for the exhibitor companies, aims to attract more than 100 international buyers from many countries including China, France, Germany, Russia, England, India, the Netherlands, and the USA with the Hosted Buyer Program.

