

As the Food Sector's Gateway to Export, WorldFood Istanbul Shows Its Difference with 'Food 360 Experience'

WorldFood Istanbul becomes the exclusive partner of the international "Best Plate Challenge" organized by World Gourmet Society

Organized for the 26th time by ITE Turkey between September 5-8 at TÜYAP Fair and Congress Center, The International Food Products & Processing Technologies Exhibition – WorldFood Istanbul aims for a 360 degrees' experience by sharing the latest information and technologies in the sector while addressing all processes regarding production, operation and consumption in the food sector with the field's experts. As part of the 'Food 360 Experience', a jam-packed activity program awaits the participants in the exhibition which will be enlivened with management and market-oriented seminars, plate presentations and food & drink tastings, where international hosted buyers will be welcomed and B2B meetings will be organized.

Supported by The Republic of Turkey Ministry of Food, Agriculture and Livestock, The Republic of Turkey Ministry of Economy, KOSGEB, Federation of Turkish Retailers (TPF), All Food Foreign Trade Association (TÜGİDER), Grain, Legumes and Agricultural Products Process and Package Industrialist Association (PAKDER), Marmara Regional Purchasing Executives Platform (MARSAP), Private Label Association of Turkey (PLAT), MÜSİAD Cyprus, and Turkish Cooks Association; this exhibition creates a platform where the suppliers, retailers and consumers come together as the links on the food chain. WorldFood Istanbul will not only include the legislations, laws and technicalities regarding the sector, but also the market-oriented topics regarding future investments; thus supporting professional development, shaping the sector and determining the future of food.

Whereas WorldFood Istanbul aims to address both the financial and colorful aspects of the food sector through conferences and cook shows with various industrial experts, it will also take a closer look at the trending topics of the sector in relation to "food & economy", "food & legislation", "food & marketing", "food & business", "food & trends", "food & technology", "food & innovation". The exhibition will be home to activities where national and international industrial experts make speeches that will shed a light on and guide the sector in the sections **"Food Sector Road Map"**, **"Next Step: How Do They Do It?"**, **"What Now: The Future of Food"** and **"Tips from Experts"**.

The best and the most creative plates will be rewarded with the ‘Best Plate Challenge’

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 partner of the international “Best Plate Challenge”. As part of the collaboration, WorldFood Istanbul calls all the Turkish chefs to exhibit their best and most creative plates with Turkey’s first “Best Plate Challenge”. The purpose of the challenge is to help chefs from all around Turkey gain recognition in the international platform, introduce local produce, and act as a bridge to share their region’s culture.

The hotel/restaurant/café chefs, who prepare and serve high-quality and superior dishes and wish to participate in this challenge, can send their videos to the e-mail address sefineniyitabagi@ite-turkey.com, which will be no longer than 3 minutes, prepared effectively with video graphs, explaining why their plate is creative and why they are a unique chef, and using local produce to represent their country/region.

For more detailed information on the challenge, you can visit <https://www.worldfood-istanbul.com/etkinlikler/sefin-en-iyi-tabagi-yarismasi>.

New Business Opportunities Await Exhibitors with B2B Meetings

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 15,000 visitors this year. Welcoming hosted buyers from Saudi Arabia, Qatar, Russia, Germany, UAE, Azerbaijan, Austria, Iraq, Belgium, Kazakhstan and Colombia, and organizing B2B meetings; WorldFood Istanbul will host various participant profiles that include many different products for 4 days, namely beverages, dairy products, meat and chicken products, fresh fruits and vegetables, marine products, frozen products, staple foods and fats, sugary products, baked goods, dried nuts and fruits, and food additives.