



WorldFood Istanbul Continues to Grow in Its 30th Year

WorldFood Istanbul, the international meeting point of the Turkish food industry, is preparing to introduce many new products and the latest technologies to the food world at TÜYAP Fair, Convention and Congress Center from September 1 to 4, 2022. The exhibition will focus on the latest developments that shape the food industry, in cooperation with major institutions and organizations in the industry.

More than 400 hosted buyers will attend the exhibition this year as part of the annual “VIP Hosted Buyers Program.”

WorldFood Istanbul, which is held by Hyve Group and is one of the major meeting points in the food industry, will focus on the latest developments that shape the food industry in 2022, in cooperation with major institutions and organizations in the industry. As a result of the commercial success of exhibitors and companies taking part in the exhibition in 2021, exhibitors now show great interest in the exhibition, which will celebrate its 30th anniversary this year. Nearly 700 Turkish and foreign exhibitors are ready to meet tens of thousands of visitors at WorldFood Istanbul 2022.

Retail chains and many brands and manufacturers selling and producing beverages, milk and dairy products, meat and poultry products, fresh vegetables and fruits, seafood, frozen products, staple foods and oils, sugary products, baked goods, grains, and nuts will participate in the Exhibition.

More Than 400 Hosted Buyers Will Attend the 30th WorldFood Istanbul as Part of the Hosted Buyers Program

The exhibition, which is the leading cooperation platform in the Turkish and Eurasian food industry, is preparing to bring together exhibitors with foreign buyers in 2022, as in previous years.

WorldFood Istanbul serves as a meeting point for food and beverage manufacturers and Türkiye’s leading buyers for 29 years and offers an ideal environment for foreign companies to explore the Turkish food industry, connect with major figures and buyers in the industry, and promote their products.

As part of its strong cooperation with İHBİR (İstanbul Cereals Pulses Oil Seeds and Products Exporters’ Association), WorldFood Istanbul 2022 will once again host major buyers from different parts of the world this year. More than 400 hosted buyers, mainly from the Middle East and North Africa (MENA), the Balkans, the CIS, North and South American countries, and South-East Asia, will attend WorldFood Istanbul this year.

A Great Interest in WorldFood Istanbul!

Semi Benbanaste, Director of WorldFood Istanbul, noted that the Turkish food industry has been growing significantly year by year. He said, “In 2021, we held a major exhibition for the food industry and the Turkish

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economy. 179 hosted buyers from 40 countries attended last year's edition, which was the most successful edition in 29 years and was held from September 9 to 12. The 29th WorldFood Istanbul was the edition with the largest volume (area in square meters) and the highest number of visitors (22,800 visitors) in the history of the exhibition. This year, 10 halls have been filled to capacity by 700 exhibitors. Furthermore, we will host more than 400 hosted buyers. We are pleased with these high numbers and excited for the contribution we will make to the national economy."

WorldFood Istanbul Will Feature Major Events

WorldFood Istanbul will offer a conference program aiming for maximum interaction between exhibitors and visitors through tasting experiences, culinary competitions that will introduce the valued chefs in our country on the international platform and break new ground, and extensive events that will feature the presentations of professionals.

As the biggest meeting point in the food industry, WorldFood Istanbul will bring together visitors and exhibitors within the scope of the Food Arena Program, in which professionals will focus on the hot topics in the industry.

The Food Arena Program, which will be organized simultaneously with the exhibition, is preparing to present market forecasts, technological advances, and sustainable best practices to visitors and exhibitors for the near future of the industry, which is constantly changing due to the global climate crisis and the disturbed balance between supply and demand in the supply chain across Türkiye during the pandemic.

Sustainable economy, fight against food waste, preventive healthcare, online and offline marketplace trends, responsible food movement, safe food, and women's empowerment in agriculture will be discussed in 10 panels to be held for 4 days. Nearly 40 influential figures in the industry and their partners will discuss the abovementioned topics and present many best practices.

On the special exhibition tour to be held in cooperation with the Gastronomy Tourism Association, chefs who assume a leading role in gastronomic destinations, together with a group of decision makers and professional hosted buyers in the industry, will visit the companies that stand out in the food industry with their sustainable practices, develop services to reduce waste, and lead the industry with their healthy and safe products, and will acquire high-level knowledge and build network through new product introductions and thematic conversations.

As part of the Cooking Workshops, which will be held in cooperation with Turkish Cooks' Association and under the sponsorship of Öztiryakiler kitchen, Chef Özlem Mekik and Chef Elif Korkmazel will first visit the booths and collect the ingredients they need for their recipes. Then, they will recreate the signature delicacies of Turkish cuisine with these innovative products and new techniques, introduce healthy and safe products, and offer zero-waste kitchen tips.

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Türkiye Is a Major Agricultural and Food Producer!

Russia's invasion of Ukraine led to major problems in agriculture and food supply and trade. Ukraine and Russia are the world's main producers and exporters of cereals and grains. The war caused problems with the agricultural and food exports of both countries, which has accelerated the increase in global food prices, increased the importance of supply chain security, and led to a change in supply channels for many products.

Türkiye is now an important producer and exporter of agricultural and food products. Türkiye's exports of agricultural and food products increased by 19.7 percent in the first half of the year on a year-over-year basis. Its exports of animal products and seafood; grains, legumes, oilseeds, and their derivatives; and fruit and vegetable products increased by 33.9, 31.5, and 23.3, respectively. Furthermore, its olive and olive oil exports increased by 41.5 percent and reached \$193.1 million in the first half of 2022.

About Hyve Group

Hyve Group is an international exhibition company that organizes more than 75 events in 12 countries around the world, with more than 800 experienced employees in 10 countries. Hyve Group is a new-generation exhibition company whose purpose is to hold must-see events where customers from all over the world share extraordinary moments and shape industry innovation. Following the Transformation and Growth (TAG) program, Hyve Group plc was announced as the new name of ITE Group plc in September 2019. Our vision is to provide our customers with an excellent experience and return on investment by creating the world's leading portfolio of content-specific and must-see events. In Turkey, by having its power from the global network in the region, Hyve Group organizes Turkey's leading exhibitions in the fields of construction (Building Exhibition– Turkeybuild Istanbul), tourism (EMITT), cosmetics (BeautyEurasia), food (WorldFood Istanbul), rail systems and logistics (Eurasia Rail).

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