

*There are few days left until the opening of WorldFood Istanbul, the international meeting point of the Turkish food sector. It will bring the food industry together through conferences, events and cooking shows to be held with the participation of important guests.*

## **Istanbul Will Be The Beating Heart of Food Export!**

### **WorldFood Istanbul Will Welcome Its Visitors on September 9.**

**The 29th International Food Products and Processing Technologies Exhibition - WorldFood Istanbul is preparing to introduce many new products to the food industry at TUYAP Fair Convention and Congress Center between September 9-12, 2021. Many brands and manufacturers specializing in retail chains, beverages, dairy products, meat and chicken products, fresh vegetables, fruits, seafood, frozen products, staple foods and oils, sugary products, bakery products, cereals and nuts will get together at WorldFood Istanbul.**

Organized by Hyve Group and being the international meeting point of the Turkish food industry, WorldFood Istanbul is preparing to host visitors from Turkey and other countries for 4 days. Standing out as one of the most important exhibitions of the food industry, WorldFood Istanbul plays an important role with the participation of the sector-oriented people, attracting activities, new products to be seen for the first time, and a wide participant profile.

WorldFood Istanbul, hosting strong national and international brands, has also been supported by the Turkish Ministry of Commerce, KOSGEB, IHBIR, Cooks Association, Gastronomy Tourism Association and World Gourmet Society (WGS).

Sharing his views on WorldFood Istanbul, which will be held for the 29th time this year, WorldFood Istanbul Exhibition Director Semi Benbanaste said: "As Worldfood Istanbul, we aim to lead the development of the industry since the first organization, and to achieve this, we bring together the leading stakeholders of the industry with a different concept every year. This year, we will discuss all processes related to production, operation and consumption in the food industry with experts, while sharing up-to-date information and latest technologies. In this context, we invite everyone who wants to be inspired, improve their knowledge and listen to leading decision makers, food strategists, senior national and international speakers, academicians and speakers from the field of technology at WorldFood Istanbul."

Stating that this year they will carry out the Hosted Buyer program again, which was successfully carried out in previous years to increase the export potential of the participants, Benbanaste said: "WorldFood Istanbul 2021 will host important buyers from different parts of the world this year as well, thanks to our strong cooperation with IHBIR and our Hosted Buyer Program, which plays a very active role in exports. We will bring together more than 1000 brands with more than 200 invited buyers from 40 countries, mainly from important places such as Middle East and North African countries (MENA), Balkan countries, CIS countries, South & North American countries, and Southeast Asia."

Bringing together food products and technologies, which continue to develop rapidly in the world, WorldFood Istanbul aims to create a platform for new business opportunities and collaborations, and to provide information flow to the food industry through the conferences. With the "Food 360 Experience" created within this framework, the entire journey of the food industry regarding production, operation and consumption will be presented at WorldFood Istanbul.

### **Food Master Class with Famous Chefs**

The Food Master Class, which was created with a closed group by pre-registration from industry professionals, aims to transfer high-level knowledge and networking opportunities. In the event, visitors will visit exhibitors' booths with famous chefs and guests, and thematic conversations will be held. With a special exhibition tour project, it offers the participants an experience that they can only live in WorldFood Istanbul.

The Food Master Class, which was held for the first time in 2020 with the cooperation of the Gastronomy Tourism Association (GTD) and the participation of Chef Somer Sivrioğlu, was highly appreciated by those who experienced this very special exhibition tour. MasterChef Turkey jury Somer Sivrioğlu, Chef Murat Bozok and Chef Jale Balcı will also be attending the Food Master Class.

### **The people in need will be provided with the food thanks to WorldFood Istanbul!**

One of the important supporters of WorldFood Istanbul, the Basic Needs Association (TIDER) and Hyve Group will be collaborating on a social responsibility project through the exhibition. After the exhibition, foods left in the booths of the exhibitors will be collected as donations. In this context, these products, such as pasta, tomato paste, canned food, spices, biscuits and chocolate will be collected, and will be given to those in need through TIDER's Support Market.