



Press Release

January 11, 2022

Great Interest to WorldFood Istanbul In Its 30th Year!

The Exhibition Has Already Achieved a 70% Occupancy Rate

World Food Istanbul, the leading and international meeting platform in the Turkish and Eurasian food industry, which will be held on September 1 – 4, 2022 at TUYAP, is preparing at full speed to bring its exhibitors together with buyers from abroad.

Meeting Point of the Food Sector: WFI

The gateway of the food industry to the region and the world, **International Food Products and Technologies Exhibition - WorldFood Istanbul** which leads the trends and development of the food and food technologies industry, makes a very important contribution to the promotion of local flavors and brings the latest products to its domestic and foreign visitors is being held for the 30th time this year. Brands and manufacturers that specialize in many areas such as retail chains, beverage, dairy products, meat and poultry products, fresh vegetables, fruits, seafood, frozen foods, staple foods, and oils, sugary products, bakery products, cereals and nuts, will take place at the WorldFood Istanbul exhibition. WorldFood Istanbul, which stands out as one of the most important exhibitions of the food industry, takes on important tasks which is to host the leading names in the industry and participant profile from many areas, to hold influencing events, to promote new products that will meet visitors for the first time.

WFI 2021 has set records

29th International Food Products and Technologies Exhibition - WorldFood Istanbul hosted its visitors at the TUYAP Fair Convention and Congress Center on September 9-12, 2021. WorldFood Istanbul, the most influential food products and technologies exhibition in the world and in the region was organized in tandem with the Turkish Republic Ministry of Trade, KOSGEB (Small and Medium Enterprises Development Organization), IHBIR (İstanbul Cereals Pulses Oil Seeds And Products Exporters' Association), Chef's Association and Gastronomy Tourism Association. Organized by Hyve Group, which holds more than 75 organizations in 12 countries, the exhibition was the highest volume exhibition in its history on a square meter basis, and also achieved great success by reaching the "highest number of visitors". Emphasizing that the fair they organized last year was very productive, **Event Director Semi Benbanaste** remarked "The food industry, which is recording significant growth every year in Turkey, continues to contribute to the country's economy despite the COVID-19 pandemic, which has shaken the whole world with its effects in all areas of life. Last year, with the concept of "Safe Trade, 365 Days of Fair Organization", WorldFood has hosted a total of **22,800 visitors from 40 countries**, consisting of **179 invited hosted buyers** and **23% (5,237) of internationals**. As it has been for 29 years, I think we will also have a very successful and productive exhibition in our 30th year. We had a great turnout in the exhibition last year, and we are very pleased with the participant's interest. We are also receiving positive feedback from our participants and visitors. Despite the difficulties experienced in the supply chain, especially during the pandemic period, the figures on Turkey's fresh fruit and vegetable exports show that the sector is heading in a better direction every year. At the same time, Turkey is also a good school for

Hyve Group

Hyve Fuarçılık A.Ş. | Tic.Sic.No: 430499 | Mersis No: 0323013694600018
Hyve Build Fuarçılık A.Ş. | Tic.Sic.No: 758423 | Mersis No: 0947046442400015
Hyve Beauty Fuarçılık A.Ş. | Tic.Sic.No: 745813 | Mersis No: 0730035673300018

19 Mayıs Caddesi | No:3 Golden Plaza Kat:7 | Şişli 34360 | İstanbul / Türkiye | Tel +90 212 291 83 10 | Fax +90 212 240 43 81 | turkey.hyve.group



training culinary chefs. We have very good chefs serving in global cuisine. Many issues related to the industry will be discussed with experts in the field for 4 days this year, too. Remarkable chefs will also perform wonderful shows. In addition to the performances of our chefs, this year, sectoral sessions, tasting workshops of new products and special themed exhibition tours and competitions will take place in WorldFood Istanbul. By integrating many different formats, topics and specializations special for the 30th year, many sectoral issues will be discussed under the “Food 360 Experience” at the **FOOD ARENA**. As it has been for 29 years, I think we will have a very successful and productive exhibition this year, too. This occasion has a special importance for us since it is the 30th anniversary of World Food Istanbul. I would like to note that there is an intense demand for exhibitors to the exhibition since it has already achieved a **70% occupancy rate**. We will continue to work with diligence to increase the number of countries participating in WorldFood Istanbul and expand the product range in the coming years.”

There is a High Demand For Participation For WFI 2022!

The 30th International Food Exhibition, World Food Istanbul, one of the most important meeting points of the food industry, organized by Hyve Group will continue to put the latest developments that lead the food industry on the agenda in cooperation with important institutions and organizations in the industry in 2022. The exhibition which will celebrate its 30th anniversary, began to receive high participation demand due to the commercial success of the exhibitors and companies in 2021. There is a great interest in participating in World Food Istanbul, which will be held on September 1 – 4, 2022. Hundreds of industry stakeholders have booked their places at World Food Istanbul, where applications for participation are still ongoing, and **the exhibition capacity is already 70% full**. The invited buyer program will be available in the exhibition this year, as it was last year. **Nearly 200 invited and professional buyers** from MENA, CIS, African and American continents are expected to attend the fair.

About Hyve Group

Hyve Group is an international exhibition company that organizes 75 events in 12 countries, 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).

Hyve Group

Hyve Fuarçılık A.Ş. | Tic.Sic.No: 430499 | Mersis No: 0323013694600018
Hyve Build Fuarçılık A.Ş. | Tic.Sic.No: 758423 | Mersis No: 0947046442400015
Hyve Beauty Fuarçılık A.Ş. | Tic.Sic.No: 745813 | Mersis No: 0730035673300018

19 Mayıs Caddesi | No:3 Golden Plaza Kat:7 | Şişli 34360 | İstanbul / Türkiye | Tel +90 212 291 83 10 | Fax +90 212 240 43 81 | turkey.hyve.group