



The 30th WorldFood Istanbul Opens on September 1!

The countdown continues for the 30th International Food Products and Processing Technologies Exhibition, WorldFood Istanbul, which will host nearly 800 exhibitors and over 2000 brands and be held at TÜYAP Fair, Convention and Congress Center from September 1 to 4, 2022.

Preparations are in full swing for hosting Turkish and foreign visitors for 4 days at WorldFood Istanbul, which is held by Hyve Group and serves as an international meeting point for the Turkish food industry. The exhibition will introduce many new products and the latest technologies to the food industry.

WorldFood Istanbul, which stands out as one of the main exhibitions in the food industry, serves an important function with the participation of the influential figures in the industry, trendsetting events, new product launches, and a wide range of exhibitors.

WorldFood Istanbul Is Opening the Door to New Markets for the Food Industry

WorldFood Istanbul has aimed to pioneer the development of the industry since its first edition. In line with this goal, it brings together the leading stakeholders in the industry every year. WorldFood Istanbul plays a major role in the development of the food industry and contributes greatly to the national economy and employment in Türkiye thanks to the business volume it creates. It also provides visitors with an opportunity to broaden their knowledge and do business in different markets.

Thanks to its strong cooperation with İHBİR (İstanbul Cereals Pulses Oil Seeds and Products Exporters' Association), WorldFood Istanbul 2022 will host key buyers from different parts of the world as part of the Hosted Buyers Program, which plays an active role in exports. More than 550 hosted buyers from 77 countries, mainly in the Middle East and North Africa (MENA), the Balkans, the CIS, North and South America, and South-East Asia, will attend the exhibition this year.

The exhibition, which will be attended by players across the industry, including retail chains and manufacturers of milk and dairy products and fresh vegetables and fruits, will host hundreds of major brands from Türkiye, such as Bifa, Tariş, Saray, Ekici, Süttaş, Çaykur, Kebir, Çizmecı Gıda, Kent, İkbıl, Orkıde, Burcu Gıda, and Bolçı.

WorldFood Istanbul is preparing to introduce many new products and services to the food industry and aims to address both financial and entertaining aspects of the food industry with several industry experts at various events, including panels, conferences, entrepreneurs' area, and food shows.

Hyve Group

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The Hot Topics in the Industry Will Be Discussed

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

The Food Arena Event 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 health, 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 these topics and present many best practices.

Semi Benbanaste, Director of WorldFood Istanbul, noted that they created an extensive event program for exhibitors and visitors this year, as in every other year. He said, "At WorldFood Istanbul, we have aimed to pioneer the development of the industry since the first edition. In line with this goal, we bring together the leading stakeholders in the industry with a different concept every year. This year, decision-making experts will discuss all the aspects of manufacturing, business management, and consumption in the food industry at WorldFood Istanbul in order to shape the industry and exchange their knowledge. Thus, we would like to invite all representatives of the food industry to WorldFood Istanbul."

Benbanaste added that there is a great interest in the 30th WorldFood Istanbul. He said, "The interest in the exhibition is even above pre-pandemic levels." He noted that they will increase the business volume in the Turkish economy by more than €1 billion.

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).

For press information;

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