

***WorldFood Istanbul has had the most successful figures in its 29-year history! The exhibition achieved great success both in terms of its capacity and visitors, by 22,800 people.***

***The International Food Products and Processing Technologies Exhibition-WorldFood Istanbul is the largest exhibition in Eurasia, where representatives of the food and gastronomy sectors coming to Istanbul from many different countries meet. The event attracted great attention from visitors and participants this year again.***

29th International Food Products and Processing Technologies Exhibition - WorldFood Istanbul hosted its visitors at TUYAP Fair and Congress Center between September 9-12. WorldFood Istanbul, the most influential food products and technologies exhibition in the world, was held with the support of the Turkish Ministry of Commerce, KOSGEB, IHBIR, Cooks Association, Gastronomy Tourism Association and World Gourmet Society (WGS). In the exhibition organized by the Hyve Group, which organizes more than 120 organizations in 14 countries, **179 hosted buyers from 40 countries** were hosted. The exhibition, which opened its doors for the 29th time to food industry professionals, buyers, visitors, and exhibitors, was the highest volume exhibition in the history of WorldFood Istanbul in terms of its capacity and achieved great success by reaching the "highest number of visitors".

This year, WorldFood Istanbul discussed all the processes of production, operation and consumption in the food industry with experts in their fields and shared the most up-to-date information and latest technologies in the industry.

Many agenda topics were discussed for 4 days under the "Food 360 Experience" at the Food Arena. With the Conference Stage and Show Kitchen built inside the Food Arena, WorldFood Istanbul met with its participants and visitors with a full program of events including seminars, interviews, panels, plate presentations and food and beverage tastings.

WorldFood Istanbul Exhibition Director Semi Benbanaste shared that **179 hosted buyers from 40 countries and 22,800 visitors, of which 23% (5,237) were internationals**, were hosted at WorldFood Istanbul for 4 days with the "Safe Trade, 365 Days Fair Organization" approach. He also said: "We had a very successful and productive exhibition experience this year as well. There were a lot of participants, we are delighted to see that. Also, we are getting positive feedback from our participants and visitors." He continued as follows:

“For 4 days, many issues related to the sector were discussed with experts in their fields. Also, renowned chefs did wonderful shows. In the coming years, we will continue to work in order to increase the number of countries participating in WorldFood Istanbul and expand the product range.”

### **Plates Prepared as part of Show Kitchen Workshops whet visitors' appetite!**

Chefs hosted at the Show Kitchen, organized in cooperation with the Cooks Association and under the sponsorship of Öztiryakiler kitchen, sponsored by Kütahya Porcelain plate and the kitchen installation sponsorship of Sedef Exhibition Services, prepared special menus, and plates as part of the Food Arena events. Chefs tried new recipes and techniques with two concepts for two days and shared their tips with kitchen professionals.

### **Turkish Chef Best Plate Competition “All-Stars” Winner Plates Selection**

On the first day of the exhibition, the winners of the Turkish Chef Best Plate Competition, which has been held since 2018 in cooperation with the World Gourmet Society and with the support of the Cooks Association, came together at “All-Stars”. The champion chefs of the last 3 years presented their winning plates with a live workshop.

### **Chef Plates Starring with Geographically Marked Products**

The leading and well-known Executive Chefs of the sector Abed Alrahman Antar, İsmail Ay, Kemal Kabadayı, Mehmet Raşit Alan, Rıdvan Gülçin, Rüzgar Sünbül, Serkan Aydın, Yakup Avşar and Zafer Erden selected their products at the exhibition for their menu and had information about the latest products and technologies from the participating companies. The chefs, who created a menu on Geographically Marked Products, presented their recipes for culinary professionals by going to the Show Kitchen located in the Food Arena after getting the products from the participating companies. Rafet İnce hosted this colorful and tasty event.

On the second day of the event, with the participation of **the Chef, who was shown among the most important chefs of Turkey, MasterChef Turkey Jury, Efendy and Meze Bar Founder Somer Sivrioğlu, MBK Istanbul Restaurant Consultancy Founder Murat Bozok, Chef-Cookbook Author- Menu Consultant Jale Balcı** and with the moderation of **Gastronomy Tourism Association President Gürkan Boztepe; a panel titled 'Chefs in the Leading Role in Gastronomy Exports, Pursuing Private Label Products'** was held. The future of Turkish gastronomy was discussed at the panel.

Nutritionist, Sustainable Living Activist Dilara Koçak, Saray Muhallebecisi Board Member Oğuzhan Topbaş, Tazemasa CEO Fahir Özcan and Ticimax Digital Marketing Manager Pınar Keleş attended the panel called 'Can E-Commerce Take Over Retail?', which Founding Partner of Keyo Digital, Mustafa Kemal Sözkese moderated.

## **The people in need were provided with the food thanks to WorldFood Istanbul.**

One of the important supporters of WorldFood Istanbul, the Basic Needs Association (TIDER) and Hyve Group collaborated on a social responsibility project through the exhibition. These products were collected as donations in order not to waste the foods left at the booths of the exhibitors, and to be given to those in need. In this context, these products, such as pasta, tomato paste, canned food, spices, biscuits, and chocolate will be collected, and was given to those in need through TIDER's Support Market.

### **About Hyve Group**

Hyve Group is an international exhibition company that organizes more than 120 events worldwide with 17 global offices in 14 countries and more than 1,000 experienced personnel. Hyve Group is a next-generation global events business whose purpose is to create unmissable events, where customers from all corners of the globe share extraordinary moments and shape sector innovation. Hyve Group plc was announced as the new brand name of ITE Group plc in September 2019, following its significant transformation under the Transformation and Growth (TAG) program. Our vision is to create the world's leading portfolio of content-driven, must-attend events delivering an outstanding experience and ROI for our customers. In Turkey, Hyve Group organizes the leading exhibitions of Turkey in the industries of construction (Yapı – Turkeybuild İstanbul), tourism (EMITT), cosmetics (BeautyEurasia), food (WorldFood İstanbul), rail systems and logistics (Eurasia Rail) by taking its strength from the global network in the region.

### **For detailed information:**

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