

*In the international meeting point of the Turkish food industry, WorldFood Istanbul, both the economic and interesting aspects of the food industry will be discussed with different industry experts in conferences, events and cooking shows.*

## **WorldFood Istanbul Exhibition Is Preparing to Welcome Its Guests Between September 9-12**

International Food Products and Processing Technologies Exhibition (WorldFood Istanbul), which is the international meeting point for the Turkish food industry, will be held for the 29th time this year and is preparing to introduce many new products to the food sector at TÜYAP 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.

### **“WorldFood Istanbul Offers Both Information and Opportunity”**

**Exhibition Director Semi Benbanaste** stated his views on WorldFood Istanbul, which will be held for the 29th time this year: “WorldFood Istanbul, which we will organize for the 29th time this year as Hyve Group, aims to lead the development of the industry since our first organization, and in the light of this goal, we bring together the leading stakeholders of the industry every year. Playing a major role in the progress of the food industry and contributing greatly to the Turkish economy and creating business opportunities, WorldFood Istanbul offers its exhibitors the opportunity to do business in different markets as well as being updated about new things.”

### **Despite the Pandemic in 2020, Foreign Visitors Exceeding 29% Because of the "Safe Trade, 365-Day Exhibition Organization" Approach**

The pandemic caused by the COVID-19 virus, which was seen in China at the end of 2019 and affected Turkey as well as the whole world in the first quarter of 2020, brought the commercial activity to a complete standstill globally. Following the ending of the lockdowns, WorldFood Istanbul was held in November under intense security measures and had great success despite the pandemic. At WorldFood Istanbul, which was organized by adopting the approach of "Safe Trade, 365-Day Exhibition Organization" last year, nearly 6 thousand visitors from 145 countries were hosted and 29% of these visitors were foreigners. In WorldFood Istanbul, which was held by adopting an understanding of a new generation exhibition, more than 90 buyers from 13 countries collaborated with the participants through the virtual trade platform called Hyve Connect. Compared to the previous year, the number of visitors per participant increased by 15%. While many exhibitions were closed during the pandemic, WorldFood Istanbul took the necessary precautions and reached very efficient statistics with its various digital services such as Hyve Connect, which was created considering the understanding of

new generation exhibition. Besides, it is expected to enhance its success this year despite all the negative things that happened in 2020.

### **This Year, Over 200 Invited Buyers Will Be At WorldFood Istanbul With The Hosted Buyer Program**

WorldFood Istanbul 2021 will host important buyers from different parts of the world this year as well, with the strong cooperation with İHBİR and the Hosted Buyer Program, which plays a crucial role in exports. More than 200 hosted buyers, mainly from important places such as the Middle East and North African countries (MENA), Balkan countries, CIS countries, South & North American countries, Southeast Asia, will be hosted at WorldFood Istanbul this year.

### **Tech Startups That Radically Change the Way the Industry Does Business Will Be at Food Tech Garage**

The Food Tech Garage area will be created in cooperation with Age Provocateur and will host techno entrepreneurs during the exhibition. In this area, food entrepreneurs will be able to exchange views on how they can transform their businesses by using more advanced technologies through *drone and robotics technology applications*, while bringing their *augmented reality, virtual reality, internet of things and artificial intelligence-based products* to the industry.

### **From Production to Consumption "Food 360 Experience" is in the WorldFood Istanbul Conference Program!**

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

The conference to be held with the support of İHBİR, ETÜDER, Keyo Digital, Excess Food, GTD and Age Provocateur will examine all the changes, developments and innovations in the sector, and will answer all the questions of the entrepreneurs and visitors.

### **In the event called "Turkey Chef's Best Dish Competition All Stars Meeting", Winning Chefs Will Prepare Their Award-Winning Dishes**

In cooperation with the Cooks Association, in the WorldFood Istanbul's organizations called Show Kitchen and Recipe Workshops, the Chefs who won the Turkey Chef's Best Dish Competition will show their skills in the kitchen and prepare their award-winning dishes.

In addition, in the event called "Chef's Dish Starring with Geographically Indicated Products", Turkey's outstanding chefs will show how they contribute to the world cuisine by bringing local tastes and their own styles together in the show kitchen.

### **Special Exhibition Tour with "Food Master's Class"**

In the Food Master's Class, organized in cooperation with the Gastronomy Tourism Association (GTD), industry professionals, accompanied by famous chefs, will visit the exhibitor booths according to the determined thematic plan and experience an interactive exhibition.

## **A Promotional Innovation at WorldFood Istanbul: Specially Designed Food Corner**

At WorldFood Istanbul, the latest point reached in the food industry will be examined from A to Z, participants will be able to present and exhibit their newest products to the exhibitors and visitors in the Food Corner Product Showcase, which is allocated to them and specially designed for promotion purposes.

### **About Hyve Group**

Hyve Group is an international exhibition company that organizes more than 120 events around the world, with 17 global offices in 14 countries and more than 1,000 experienced employees. 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 drawing its strength 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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