

WHERE THE WORLD OF FOOD MEETS



WorldFood
Istanbul

a Hyve event

25 - 28 November 2020

TÜYAP

Büyükdere / İstanbul



2019
Highlights

20,746
TOTAL VISITORS



500
EXHIBITORS
FROM

45
COUNTRIES

4,062
INTERNATIONAL
VISITORS

FROM
166
COUNTRIES



87%
INCREASE IN
INTERNATIONAL
VISITORS





“WorldFood Istanbul 2019 provided its exhibitors with the opportunity to create new business potential worth more than € 330 million.”

More than 100 international hosted buyers were at WorldFood Istanbul!

Within the scope of hosted buyer programme, which is organised by Hyve Group and Istanbul Cereals Pulses Oil Seeds and Products Exporters' Association, more than **100** international buyers from China, France, Germany, Russia, United Kingdom, India, Netherlands, and the United States were hosted.

With the **Hyve Connect** application, more than **3,000** B2B meetings were held between exhibitors and buyers, which built new partnerships.

64%

64% of visitors saw new products and innovation.

97%

97% of exhibitors consider the show important for their business

96%

96% of exhibitors are likely to exhibit next year

93%

93% of exhibitors were satisfied with the exhibition.

FOOD ARENA EVENTS



CONFERENCE STAGE



SHOW KITCHEN



WORKSHOPS WITH NEW PRODUCTS AND TASTES



CHEF SHOWS



TURKEY'S BEST PLATE CHALLENGE



40 EXPERT SPEAKERS



14 PARTNERSHIPS



4.090 ATTENDEES

EXHIBITORS' COMMENTS



Here we meet with all our partners and customers. My thoughts on the WorldFood Istanbul: that it is an exhibition with a strong exhibitor portfolio and target-oriented visitors. In the first 2 days of the exhibition, we had the chance to have quality meetings with 60 companies other than our existing customers. It is a very important platform for the domestic market as well as the international market. The value added by ETUDER to the exhibition is also vital.”

Veysel Şengöz,
Director of Out-of-home Consumption
MIGROS



Our products are exported to 80 countries. We also participate in exhibitions abroad mostly for increasing our brand awareness. The important thing is not the number of people attending the exhibition, but to reach the right person. WorldFood Istanbul gives us this opportunity.”

Dilek Memiş, Foreign Trade Manager
TAT BAKLİYAT



We aim to contact more professional visitors. At the exhibition, I see a lot of international visitors and we are very pleased with the interest in our products.”

Nevra Eker Güryel,
Assistant General Manager for Marketing
EKER



a Hyve event

25 - 28 November 2020
TÜYAP - Büyükçekmece

Contact us for 2020 terms of participation!
+90 212 291 83 10
turkey.food@hyve.group

www.worldfood-istanbul.com