

WorldFood Istanbul opened its doors for the 25th time!

The WorldFood Istanbul International Food Products and Technologies Exhibition, which opened its doors for the 25th time this year, welcomed 13.198 visitors between September 7th and 10th. WorldFood Istanbul, with its broad participation, provided its exhibitors new business and business development opportunities and led the latest developments in the food sector.

WorldFood Istanbul, which is the “Where the World of Food Meets” and has pioneered the exhibition of the latest products, services and technologies in the Turkish food sector to this day, provided information on many different topics to the food sector with the conference program, which was held simultaneously with the exhibition, showed its exhibitors and visitors the future of food sector and created awareness. Expert speakers in the international arena shared their impressions and ideas, giving participants a vivid vision.

Supported by the Turkish Ministry of Food, Agriculture and Livestock, the Turkish Ministry of Economy, the Turkish Federation of Food and Drink Industry Associations (TGDF), KOSGEB, TÜGİDER, MARSAP and PAKDER, WorldFood Istanbul hosted many activities this year as well.

The Marmara Regional Procurement Managers Platform (MARSAP), which has many hotel procurement managers, took its place at WorldFood Istanbul. WorldFood Istanbul brought together the procurement managers of many hotels with members of the MARSAP Association, and opened the doors for new business opportunities.

The Turkish Cooks Association, which works to promote and enrich the Turkish cuisine and food culture, made delicious food shows at WorldFood Istanbul. The Cooks Association shared the interesting details and special presentations of the cooking art with the visitors by welcoming famous chefs and cooks throughout the event. At the stand of the Turkish Cooks Association, which participated in the event with The International Taste & Quality Institute - iTQi, the products of the domestic companies which won the “Superior Taste Award” were exhibited. In addition to this, the Superior Tastes Award Exhibition, which took place at the stand of the Cooks Association, has hosted the Turkish firms that won the Superior Taste award of iTQi, which is an independent organization consisting of chiefs and sommeliers. iTQi, operating in Belgium on testing consumer foods and beverages from around the world and introducing the tastiest ones, also organized a conference entitled “Superior Taste Award in the World” in the show area of the Cooks Association.

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The shows at the exhibit, which brought together all the stakeholders of the food industry, coloured up the event. Visitors also had the opportunity to experience new tastes in the shows. Gastronomy feasts set sail for new tastes.

New products for the first time at WorldFood Istanbul

At WorldFood Istanbul, held at TUYAP Fair and Exhibition Center, while visitors experienced many products for the first time, the exhibition took on an important role with the attendance of sector-oriented people and wide exhibitor profile.

This year, the exhibition had featured a number of products, including beverages, milk and dairy products, meat and poultry products, fresh fruits and vegetables, seafood, frozen products, basic foods and oils, sugary products, bakery products, nuts and food components . Products, services and technologies in all processes from food production to end customers have met under the roof of WorldFood Istanbul.

WorldFood Istanbul, which hosted national and international brands, provided sectoral information flow with conferences forming platform for new business opportunities and collaborations.

At the exhibition, which is Turkey’s greatest food gathering, visitors had a chance to listen to the views of the experts on topics such as **“Turkish Food Codex Labeling Legislation, Health and Nutrition Statements”**, **“Food Products Import Legislation”**, **“Responsible Procurement = Sustainable Agriculture, we are responsible for every product we produce”**, **“Heat monitoring of cold chain products in storage and transportation, Indicator labels”** and **“Turkish Food and Drink Sector, Consumer and Trends”**. Speakers who shared their comments on the food industry, pointed out important issues that provide an insight to the participants.

This year, “International Hosted Buyer Delegation” from Afghanistan, Azerbaijan, Bahrain, Belarus, Bosnia and Herzegovina, Algeria, Ethiopia, Palestine, India, Iraq, Sweden, Japan, Qatar, Kazakhstan, Northern Cyprus, Korea, Kosovo, Kuwait, Libya, Lebanon, Egypt, Uzbekistan, Pakistan, Rwanda, Sudan, Saudi Arabia, Taiwan, Jordan, Greece were present.

Retail Center hosted B2B Meetings

The Retail Center area, where the international hosted buyer delegation were hosted and the B2B meetings were held, enabled different partnerships with hosted buyer delegation from Azerbaijan, Kazakhstan, Uzbekistan, Sudan and the United Arab Emirates.

Semi Benbanaste, exhibition spokesman and ITE Turkey Food Group Director, said: “Turkish food sector is growing every year. Since the first day we started organizing WorldFood Istanbul as ITE Turkey, we are leading the development of the industry. In this direction, we aimed to bring together industry stakeholders, create new business opportunities and inform

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visitors about developments in the food field. There are billions of dollars worth of opportunities for exporters in the Turkish import market. Those who want to benefit from these advantages took the opportunity

to contact food and beverage buyers at WorldFood Istanbul. WorldFood Istanbul provided a convenient environment for participants to reach food and beverage professionals, including distributors, retail representatives and members of the horeca sector.”

www.worldfood-istanbul.com

About EUF – E Uluslararası Fuar Tanıtım Hizmetleri and ITE Turkey

EUF A.Ş - E Uluslararası Fuar Tanıtım Hizmetleri, which is subsidiary of ITE Turkey, organizes exhibitions in energy, construction machinery, food, furniture, stationery, promotion, water and wastewater treatment, tourism, rail systems and logistics industries since 1999. EUF A.Ş takes global event organizer ITE Group’s knowledge and global know-how techniques on the following events: EMITT (Eastern Mediterranean International Travel and Tourism Exhibition), EURASIA RAIL (International Railway, Light Rail Systems, Infrastructure and Logistics Exhibition), ISTANBUL RAIL TECH (Istanbul Railway Technologies Exhibition and Conference) and WORLDFOOD ISTANBUL (International Food Products and Technologies Exhibition)

About ITE Turkey

ITE Turkey is the Turkey office of the international exhibition company ITE Group, which organizes more than 240 exhibitions and conferences per year worldwide with 32 offices in 20 countries and more than 1,000 experienced personnel. ITE Turkey, who organizes leading exhibition organizations in leading sectors of Turkey, consists of YEM Exhibitions, EUF – E Uluslararası Fuar Tanıtım Hizmetleri, Platform Uluslararası Fuarçılık and TF Fuarçılık companies.

ITE Turkey, who organizes the leading exhibitions of Turkey in sectors of construction, tourism, cosmetics, food, rail systems and logistics, takes its strength from the global network of ITE Group along with its experience in Turkey and the region. ITE Turkey, creates new business, cooperation and purchasing opportunities in exhibitions by transferring its strong global network in the exhibition sector to each and every sector it is included in and supports the development of these sectors.

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