

WorldFood Istanbul is getting ready to open its doors to new markets for the food sector!

WorldFood Istanbul International Food Products and Technologies Exhibition, organized by ITE Turkey, is getting ready to bring the sector together. “Where the world of Food Meets” has pioneered the exhibition of the latest products, services and technologies in the Turkish food sector to this day. WorldFood Istanbul, with its conference program to be held concurrently with the exhibition, will provide information about the food sector in a variety of different contexts, explains exhibitors and visitors the future of the food industry and creates awareness.

WorldFood Istanbul, which is one of the most important events of the sector, will be held at TÜYAP Fair and Congress Center this year. The exhibition takes on an important task with the participation of the sector-oriented people, attracting activities, new products to be seen for the first time, and a wide participant profile.

The exhibition, organized by ITE Turkey, attracted great interest every year. WorldFood Istanbul, which has witnessed the change and transformation in the food sector for the past quarter century, will continue to bring food products and food technology sectors, which grow rapidly, together under one roof. The event, which will be held from September 7th to September 10th, 2017, aims to provide information through conferences that will form a platform for new business opportunities and collaborations. WorldFood Istanbul, which welcomes powerful national and international brands, is also 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 will once again host pleasant events this year. The Cooks Association, which works to promote and enrich the Turkish cuisine and food culture, will make delicious food shows at WorldFood Istanbul. Turkish Cooks Association will share the interesting details and special presentations of the cooking art to the visitors by welcoming famous chefs and cooks throughout the event. At the stand of the Cooks Association, which will be participating in the event with The International Taste & Quality Institute - ITQI, the products of the domestic companies which won the “Superior Taste Award” will be exhibited. In addition to this, the Superior Tastes Award Exhibition, which will take place at the stand of the Cooks Association, will host the Turkish firms that won the Superior Taste award of ITQI, which is an independent organization consisting of chefs and sommeliers. ITQI, operating in Belgium on testing consumer foods and beverages from around the world and introducing the tastiest ones, will also organize a conference entitled “Superior Taste Award in the World” in the show area of the Cooks Association.

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At the exhibition, which is Turkey's greatest food gathering, experts will convey their views on topics such as **“Quality Standards in Food Procurement”**, **“Global Vision in Retail”**, **“Information on the Turkish Food Codex about Labeling and Consumer Information Regulation”**, **“Benefits of Walnut and Pulses to Human Health”**, **“Responsible Supply = Sustainable Agriculture”** and **“We are Responsible for Everything We Produce”**.

Participating companies from Afghanistan, Albania, United Kingdom, Bulgaria, Algeria, Morocco, Palestine, India, Iran, Spain, Qatar, Korea, Costa Rica, Malaysia, Mexico, Moldova, Pakistan, Sri Lanka, Thailand, Tunisia will be present in the exhibition this year. Mexico, Korea, China, Algeria, Sri Lanka, Peru, Tunisia will participate collectively.

In the Retail Center Area where business negotiations and international hosted buyers delegation will be hosted, supermarket chains from the United Arab Emirates, Azerbaijan, Kazakhstan, Uzbekistan, Sudan will come to meet with the exhibitors. International Hosted Buyer Delegation will also come from the Middle East and Europe, particularly from Russia, Ukraine, TRNC, Sudan, Qatar, UAE, Tunisia, Morocco, Iran, Lebanon, Jordan, Palestine, Bahrain, Afghanistan, India, Egypt. In addition to these, visitors from 107 countries, from Azerbaijan to Vietnam, have been registered to visit the exhibition.

WorldFood Istanbul will feature 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 will meet under the roof of WorldFood Istanbul.

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 aim to bring together industry stakeholders, create new business opportunities and inform 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 can contact food and beverage buyers at WorldFood Istanbul. WorldFood Istanbul provides a convenient environment for exhibitors to reach food and beverage professionals, including distributors, retail representatives and members of the horeca sector. The show, which is characterized by being one of 16 exhibitions sponsored by the Ministry of Economy, is showing its success more and more every day.”

www.worldfood-istanbul.com

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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)

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ITE Turkey, who organizes the leading exhibitions of Turkey in sectors of construction, tourism, cosmetics, food, railway technologies, 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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For detailed information: Güliz Şengüler / Essance Istanbul Communication Consultancy / 212 282 40 85 - extension 17; guliz.senguler@essance-istanbul.com

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19 Mayıs Caddesi Golden Plaza Kat:7 Şişli 34360 İstanbul / Türkiye | Tel +90 212 291 83 10 | Fax +90 212 240 43 81 | info@ite-turkey.com | www.ite-turkey.com