

May 2016

**All the latest developments regarding**  
**“Healthy Milk Consumption” as highlighted by World Milk Day as**  
**well, will be at**  
**WorldFood Istanbul and Ipack Turkey exhibitions!**

**Ensuring extended shelf life for milk and dairy products, the packaging industry will reach a market size of 30 billion dollars by 2023!**

*Milk has countless health benefits...However in order to present milk in its most natural and healthful form to consumers, certain conditions should be maintained. Milk production, packaging and storage processes should take place under ideal conditions. Accordingly, packaging of milk is important as its production.*

*As it's the case with many other raw materials in the food industry, it is the packaging that ensures long shelf life for milk and dairy products as well. Continuing its sustainable growth pace, the Turkish packaging industry, has achieved a growth rate that is above world average and reached a market size of 19 billion dollars. The 24<sup>th</sup> International Food Products and Processing Technologies Exhibition – WorldFood Istanbul and the 31<sup>st</sup> International Packaging and Food Processing Systems Exhibition - Ipack Turkey aims to become the region's biggest international meeting point by bringing together under the same roof, the leading players of the food products, food technologies, packaging and food processing industries that continue to grow at a dazzling pace across the world.*

Organized by ITE Turkey, the organizer of leading exhibitions in the leading industries of Turkey, **WorldFood Istanbul and 31<sup>st</sup> Ipack Turkey** will be offering new business, business partnership and procurement opportunities to its exhibitors and visitors with two new sections. In addition to **Ingredients Turkey**, the Food Additives Special Section of WorldFood Istanbul, the exhibition will be featuring for the first time this year, the “**Cold Chain Expo Eurasia**” special section for Cold Chain, Storage Systems, Cooling, Ventilation and Logistics as well. As the

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region's first specialized activity, this special section will be offering new opportunities to the companies operating in the areas of cold chain services, cold transportation and equipment, and cold storage and equipment.

**ITE Turkey FMCG & Energy Group Director Atilla Marangozoğlu;** “Known to have high nutritious value, milk is considered to be a major food item in Turkey and the world. In this regard, with the goal of increasing public awareness about milk and promote its use across the world, every year, May 21<sup>st</sup> is celebrated as “World Milk Day”. Today annual per capita milk consumption is 89 kg in EU countries, 107 kg in Australia, 100 kg in U.K., 63 kg in Italy, 111 kg in Sweden, 68 kg in France, 75 kg in Romania and 83 kg in USA. As one of the top 10 milk producers in the world, Turkey's annual per capita milk consumption is 26 kg. Packaging and food processing systems that is vital for the food sector that produces a wide array of products, ensures that the milk and dairy products remain fresh on their journey to consumers. WorldFood Istanbul and Ipack Turkey Exhibitions gives its visitors and exhibitors the opportunity to discover the latest systems that ensure healthy storage of food items for prolonged periods of time. The exhibitions which aim to bring together over 600 exhibitors from 45 countries and 16.000 visitors will be joined by companies from Germany, China, Iran, Korea, Malaysia, Mexico, Peru, Saudi Arabia, Sri Lanka (Tea Board), Thailand and Tunisia.”

**[www.worldfood-istanbul.com](http://www.worldfood-istanbul.com) [www.ipackturkey.com](http://www.ipackturkey.com)**

#### **About EUF – E Uluslararası Fuarçılık and ITE Turkey**

**EUF - E Uluslararası Fuar Tanıtım Hizmetleri A.Ş., an affiliate of ITE Turkey, has been organizing exhibitions since 1999 for packaging, energy, construction machinery, food, furniture, stationery, promotional items, water and wastewater, tourism, rail systems and logistics industries. With the support of international exhibition company ITE Group Plc.'s global information network, experience and global partnerships, EUF A.Ş organizes; ANKOMAK (International Construction Machinery, Building Elements and Construction Technologies Exhibition), IPACK TURKEY (International Packaging and Food Processing Systems Exhibition), IWE ISTANBUL WATER EXPO (Istanbul Water and Waste Water Treatment Technologies Exhibition and Conference), EMITT (East Mediterranean International Tourism and Travel Exhibition), EURASIA RAIL (International Rolling Stock Infrastructure and Logistics Exhibition), GLOBAL OIL & GAS TURKEY (Turkish International Oil and Gas Conference) and WORLDFOOD ISTANBUL (International Food Products and Processing Technologies Exhibition).**

#### **About ITE Turkey**

**ITE Turkey is the Turkish affiliate of ITE Group Plc, an international trade exhibitions organization company that organizes over 240 exhibitions and conferences annually at the global level with over 1000 experienced personnel from 32 offices in 20 countries. Organizing leading trade exhibitions in the leading sectors of Turkey, ITE Turkey is comprised of YEM Fuarçılık, EUF - E Uluslararası Fuar Tanıtım Hizmetleri, Ekin Fuar, Platform Uluslararası Fuarçılık and TF Fuarçılık companies.**

**ITE Turkey organizes the leading trade exhibitions of Turkey for the construction, tourism, cosmetics, food, fashion, energy, packaging, construction machinery, rail systems and logistics industries and gets its power from its profound experience in Turkey and the region and from the global network of ITE Group. ITE Turkey, offers opportunities for new business deals,**



*partnerships and purchasing agreements by opening its powerful global network in the exhibition industry to every sector it operates in and contributes to the growth of these industries.*

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