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**WorldFood Istanbul highlights the importance of food industry with the activities organized as part of the exhibition...**

## **WorldFood Istanbul is Celebrating “World Food Day”!**

*Every year October 16<sup>th</sup> is celebrated as “World Food Day”. As part of this special day, which is also recognized as the birthday of Food and Agriculture Organization of United States (FAO), numerous activities are organized in FAO member countries throughout the year, with the goal of creating awareness with regard to food distribution across the world, and help everyone have access to food safety and food products.*

*WorldFood Istanbul, whereby the latest products, services and technologies of the food industry are being showcased for the last 24 years, ensures flow of information in a wide range of areas to the food industry, tells about the future of food industry to the exhibitors and visitors and creates awareness with the conferences organized alongside the exhibition.*

Recognized as the biggest meeting of the Turkish food industry, **WorldFood Istanbul**; which is organized by **EUF - E Uluslararası Fuarçılık**, an affiliate of **ITE Turkey**, the organizer of leading exhibitions in the leading sectors in Turkey; presents to its exhibitors and visitors via the activities organized alongside the exhibition, the topics diligently covered by “World Food Day”. Supported by the Ministry of Food, Agriculture and Livestock of Turkish Republic, Ministry of Economy Turkish Republic, TGDF – Federation of Food and Drink Industry Associations of Turkey, KOSGEB, TÜGİDER and PAKDER, the exhibition brings together under the same roof, all products, services and technologies in all processes ranging from production of food items to their final sale to consumers.

**ITE Turkey FMCG & Energy Group Director Atilla Marangozoğlu said;** *“With its annual turnover of around 290 billion TL and over 410 thousand employees, Turkish food industry is the locomotive sector in our country where the agriculture industry makes up 14% of our GNP, 15% of our exports and 40% of employment. Food industry continuously grows and develops. However, these days the thing that attracts the greatest attention about the sector is the fact that world population will reach 9 billion during the next 40 years and that the demand for food will continuously increase parallel to that. Every year on October 16<sup>th</sup>, ‘World Food Day’ activities are organized with a view to drawing attention to the importance of the sector for the world. These activities are aimed at drawing attention to famine in different parts of the world and to the issue of food safety and production of food, which is the most basic necessity for humans. Numerous factors including climate change and drought, increasing demand for food, and lack of sufficient investment in the agriculture industry results in famine and poor diet. Thus, maximizing efficiency in food production, ensuring more effective food distribution by means of increased exports and imports between countries and ensuring food is delivered in the safest manner to customers, become increasingly important. And with our WorldFood Istanbul Exhibition which we’ve been organizing for the last 24 years, and the sector-related activities organized as part of the exhibition, our goal is to help increase food awareness in society. With our exhibition which we’ll be organizing for the 25<sup>th</sup> time in 2017, we aim to offer opportunities for international cooperation and help increase exports among countries by adding value to the development process of the food industry”.*

**25<sup>th</sup> WorldFood Istanbul**, also comprising ColdChain Expo Eurasia and Ingredients Turkey special sections will be organized at its **new address**, **Tuyap Convention Center between 7 – 10 September 2017.**

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