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**Players of the food and packaging industry, the locomotive sectors of Turkish Economy got together at this exhibition ...**

## **WorldFood Istanbul and Ipack Turkey attracted great attention and hosted 13.654 Visitors!**

*24<sup>th</sup> International Food Products & Processing Technologies - WorldFood Istanbul and The 31<sup>st</sup> International Packaging and Food Processing Systems Exhibition – Ipack Turkey has been visited by 13.654 professionals*

*Guest Country Kenya Project organized for the first time this year as part of the exhibitions, the Retail Center Activities, ColdChain Expo Eurasia and WorldFoodTech Special Sections, National and international Buyers Delegation and Conferences and Activities held alongside the exhibition attracted a great deal of attention. The chefs of EuroTurk Chefs Culinary Team which successfully represented Turkish cuisine abroad and chefs of IKA – World Culinary Olympics offered zesty moments for the visitors of the exhibition with their performances.*

Organized by **EUF – E Uluslararası Fuarçılık**, an affiliate of **ITE Turkey**, which is the organizer of leading exhibitions in the leading industries in Turkey, **the 24<sup>th</sup> WorldFood Istanbul and 31<sup>st</sup> Ipack Turkey**, brought the latest products, services and technologies of over 600 national and international companies to 13.654 visitors. The events organized as part of the exhibitions held in 6 halls representing a 70.000 sqm exhibition venue, attracted a great deal of interest from the exhibitors and visitors of the exhibition and offered new business opportunities.

The opening ceremony of the exhibition was joined by *Deputy Minister of Food, Agriculture and Live Stock of Turkish Republic Mehmet Daniş, Ambassador of Kenya to Ankara Honorable Kiema Kilonzo, AK Party Manisa Representative Recai Berber, Director of Istanbul Provincial Directorate of Food, Agriculture and Livestock Hamit Ayg l, Head of Federation of Food & Drink Industry Associations of Turkey Şemsi Kopuz, TUGİDER Chairman of the Board Mustafa Manav, PAKDER Chairman of the Board İsmet Aral, ITE Group Regional Director Vincent Brain, ITE Turkey Board Member Burcu Başıer and ITE Turkey FMCG & Energy Group Director Atilla Marangozođlu.*

**Kenya was hosted for the first time as part of the Guest Country Project!**

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As part of the “*Guest Country Project*” this year, WorldFood Istanbul hosted Kenya, the most economically developed country of Eastern Africa with strong commercial links where agricultural sector makes up 27% of the economy. Following the “**Kenya – Turkey Food Forum**” which was organized in partnership by DEİK Turkey and Africa Business Councils on the second day of the exhibition, buyers delegation from Africa Region and Kenya got together with representatives of exhibitors at the “**Business Meetings**”. The Speakers of the “**Kenya – Turkey Food Forum**” which was organized as part of the project were, *Nathaniel Taama representing Embassy of Kenya Republic in Ankara, Kenya Chamber of Commerce Deputy President John Kangogo, Kenya Investment Agency Business Development Manager Susan Njoba, Commercial Atache of Turkish Embassy in Nairobi Selman Kurt, Istanbul Exporters’ Association-Cereals, Pulses, Oil Seeds and Products Association President Uğur Çerçi, PAKDER President İsmet Aral and DEİK Turkey Africa Business Councils Coordinator President Tamer Taşkın*. The project contributed to the efforts for further development of food commerce between Turkey and Kenya and for supporting exports of Turkish food producers.

### ***Zesty and vibrant moments with Eurotürk Chefs Gastro Show at the exhibitions...***

WorldFood Istanbul 2016 and Ipack Turkey 2016 was also the stage for numerous events and shows organized by exhibitors. The events whereby flavors from Turkish and international cuisine were offered to the visitors featured cooking shows as well. The chefs of **EuroTurk Chefs Culinary Team** and **İKA – World Culinary Olympics** made performances in the “*culinary art*”, “*artistic*” and “*patisserie*” categories. Sea and fish themed special shows also took place as part of the Euroturk Chefs Show. The chefs that have represented Turkey at the World Culinary Olympics shared with the visitors, the most selected flavors from the Turkish and World Cuisine as part of the “**Euroturk Chefs Gastro Show**”.

### **The exhibition features two new sections this year!**

The exhibitions featured two new sections this year for their visitors and exhibitors, namely Cold Chain Logistics, Equipment and Technologies Special Section - **ColdChain Eurasia** and Food Processing Machinery and Equipment Special Section – **WorldFoodTech**. This year the WorldFood Istanbul exhibition also featured the Food Additives Special Section “**Ingredients Turkey**”.

### ***The Exhibitions Brought Together the Procurement Specialists of International Supermarket Chains...***

“**Retail Center**” which is organized for the first time this year at the exhibition venue brought together the representatives of the leading international supermarket chains of the sector. business meetings held at the **Retail Center** with the leading national and international retailers of the sector including those from *Azerbaijan, Kazakhstan and Ukraine* continued throughout the exhibition as an event open only to the exhibitor companies. business meetings held at the Retail Center offered new business and partnership opportunities to the exhibitor companies.

### **National and International Buyers Delegation Joined WorldFood Istanbul and Ipack Turkey**

Organized with the goal of creating new procurement, business development, business and partnership opportunities for the sector’s players at the international level, the **International Buyers Delegation Program** was held with the participation of 73 professionals from 20 countries this year. Organized with the goal of facilitating communication among all stakeholders in the country, allowing them to follow the novelties in the sector closely and boosting trade activity in this area, the “**National Buyers Delegation Program**” was also among the other events organized as part of the exhibition.

### ***New Services and Technologies in the Sector were shared at the Conference...***

At the conferences covering a broad agenda held alongside the exhibition, the expert speakers and officials from the sector covered topics and activities such as “*Information Sharing about the “Healthy Diets and Healthy Living with Pulses” project carried out by PAKDER and Documentary Projection*”, “*Information Sharing about Bylaws Regarding Labeling and Consumer Information and Nutrition and Health Disclosures*”, “*Status of Local Chains in Food Retailing*” etc.

**ITE Turkey FMCG & Energy Group Director Atilla Marangozoğlu;** *We’d like to thank all professionals of the sector, the exhibitors and visitors for the interest they showed in our exhibitions which, with their 13.654 visitors, have successfully served as the international meeting point of the sector this year as well. We organize our exhibitions every year, motivated with the belief that they are the organizations that would contribute to the development process of the food industry, offer business collaboration opportunities at the international level and fuel exports of the sector. These exhibitions that reflect the food products and technologies sector in our country as whole and serve as platforms whereby local and international organizations and institutions get together in the most effective way, serve as a road map for the food and packaging industry. In 2016, our exhibitions hosted a variety of fun activities. Exhibitors and visitors were informed about the latest developments and had the opportunity to access new markets right where the heart of the sector beats.*

**Kenya**, which has reached a total exports level of **131 million USD** this year, was hosted as part of the “**Guest Country Project**” organized in partnership with **DEIK Turkey – Africa Business**



*Councils this year. We believe that hosting **Kenya** which has a major share in mainly tea and coffee as well as tropical fruit, corn, sugar, peas and potato exports in the world, as, a “**Guest Country**”, would make great contributions to efforts for increasing food industry trade between two countries.”*

*“And the packaging industry, is a sector that attracts attention with its superior performance in the domestic market and its exports to international markets...The industry which has created a total of **942 million USD exports revenue during the first 3 months of 2016**, imported **804,6 million USD** worth of goods. Maintaining its sustainable growth pattern, the Turkish Packaging Industry has created a foreign trade surplus of **137,5 million USD** during the first 3 months of this year. Compared to the same period last year, packaging exports has increased by **29%**. Today, our packaging industry exports to 180 countries with EU counties being the major export markets. Packaging industry offers a high level of added value for our country and our goal was to help it progress further with our Ipack Turkey exhibition and this was the main focus of all our efforts”.*

**25<sup>th</sup> WorldFood Istanbul** exhibitions which also features the ColdChain Expo Eurasia and WorldFoodTech sections will be held between **7 – 10 September 2017** at its **new address Tüyap Fair and Congress Center.**

**[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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