

*The entire story of the food sector for production, business and consumption will unfold in WorldFood Istanbul together with "Food 360 Experience"*

## Counting Down to The Exhibition WorldFood Istanbul...

WorldFood Istanbul, International Food Products and Processing Technologies Exhibition continues to feel the pulse of the sector, witnessing the change and transformation occurring in food sector during the past quarter century. The WorldFood Istanbul, the international meeting point of Turkish food sector counting down to open its doors in 5-8th of September, will address both economical and zestful aspect of food sector with the contribution of different industrial specialists through conferences and cooking shows.

The 26<sup>th</sup> WorldFood Istanbul which will be held by ITE Turkey this year and bring powerful national and international brands together; are supported by the Republic of Turkey Ministry of Food, Agriculture and Livestock, the Republic of Turkey Ministry of Economy, Small and Medium Enterprises Development Organization of Turkey (KOSGEB), Federation of Turkish Retailers (TPF), TÜGİDER (Foreign Trade Association for All Food), PAKDER (Association of Agricultural Products Cereals and Pulses Processing and Packaging Industrialists), Marmara Regional Procurement Managers Platform (MARSAP), (Independent Industrialists' and Businessmen's Association) MUSIAD Cyprus and Chefs Association.

The WorldFood Istanbul, which hosted 354 exhibitors and 13,198 visitors from 29 countries in total last year, is anticipated to bring together more than 400 exhibitors from 30 countries with the number of visitors adding up to almost 15,000 this year.

The WorldFood Istanbul will offer exhaustive activities, including cooking competitions that will lead to groundbreaking events contributing to recognition of our country's esteemed chiefs in all international platforms, tasting experiences, and presentations from various specialists as well as a conference programme aiming at the maximum interaction to its exhibitors and visitors.

The 26<sup>th</sup> WorldFood Istanbul which will be held by ITE Turkey this year and bring powerful national and international brands together is counting down to introduce food world to many new products with the participation of more than 1,000 brands in the TÜYAP Fair Convention and Congress Center between the dates of 5-8th of September, 2018.

ITE Turkey



YEM FUAR EXHIBITIONS

PLATFORM  
ULUSLARARASI FUARCILIK A.Ş.  
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EUF - E Uluslararası Fuar Tanıtım Hizmetleri A.Ş. | EUF - E International Trade Fairs: Ticaret Sicil Numarası: 430499

YEM Fuarçılık A.Ş. | YEM Exhibitions: Ticaret Sicil Numarası: 758423

Platform Uluslararası Fuarçılık A.Ş. | Platform International Exhibitions Inc.: Ticaret Sicil Numarası: 745813

The Exhibition WorldFood Istanbul, which brings together expeditiously emerging food products and processing technologies under the same roof, aims to build up a platform for new career opportunities and collaborations and also to enable information flow to the food sector through conferences. With the “Food 360 Experience” formed within this framework, the entire story of the food sector for production, business and consumption will unfold in WorldFood Istanbul.

WorldFood Istanbul is counting down to offer exhaustive activities, including cooking competitions that will lead to groundbreaking events contributing to recognition of our country’s esteemed chiefs in all international platforms, tasting experiences, and presentations from various specialists as well as a conference programme aiming at the maximum interaction to its exhibitors and visitors. In this context, WorldFood Istanbul will address both economical and zestful aspect of food sector with the contribution of different industrial specialists through conferences and cooking shows while taking a closer look at the subjects at the intersection of “food and economy”, “food and legislation”, “food and marketing”, “food and business”, “food and trends”, “food and technology”, “food and innovation”.

### **“Food 360 Experience” is in the WorldFood Istanbul**

As to the **26<sup>th</sup>** WorldFood Istanbul to be held this year, *“In the WorldFood Istanbul, hosting 354 exhibitors and 13,198 visitors from 29 countries in total last year, we are counting down to bring together more than 400 exhibitors from 30 countries with the number of visitors adding up to almost 15,000 this year. As the Worldfood Istanbul, we aim to pioneer the improvement of the sector since its first organizations and bring together the leading partners of the sector with a different concept for each year in line with this goal. This year, under the title of “Food 360 Experience”, all subjects of the food sector on production, business and consumption will be addressed in the WorldFood Istanbul in order to direct the sector and to ensure information sharing by the professional decision makers. Within this framework, we invite, to the WorldFood Istanbul, anyone who is willing to take inspiration, to enhance their knowledge and skill accumulations, and also to listen to the leading decision makers, food strategy specialists, senior national and international lecturers, academicians and the lecturers from the field of technology”* said **Semi Benbanaste, the Food Group Director of ITE Turkey.**

Benbanaste also says that they will carry out the Hosted Buyer programme again, which was successfully implemented for enhancing export potentials of exhibitors in the past years, adding that they aim to invite nearly 25 to 30 purchasers this year, from the countries including Saudi Arabia, Iraq, Germany, Belgium, Russia, United Arab Emirates, Qatar, Iran, United Kingdom, Azerbaijan, and Kazakhstan.

The WorldFood Istanbul will be held in TÜYAP Fair Convention and Congress Center between the dates of 5-8th of September, 2018, in which international hosted buyers will be hosted and B2B business interviews will be organized. The exhibition, for 4 days, will host a broad exhibitor profile that contains many products mainly including beverages, milk and dairy products, meat and poultry products, fresh fruits and vegetables, seafood, frozen products, basic foods and oils, confectionery products, bakery products and nuts and food additives.

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## About ITE Turkey

ITE Turkey is the Turkish branch of the ITE Group, the international exhibition company that organizes 240 exhibitions and conferences worldwide with 32 offices in 20 countries and a staff comprising of over 1,000 experienced employees. Organizing leading exhibitions for the leading industries of Turkey, ITE Turkey consists of the companies **YEM Fuarçılık**, **EUF - E Uluslararası Fuar Tanıtım Hizmetleri** and **Platform Uluslararası Fuarçılık**.

Organizing the leading exhibitions of Turkey in industries such as **construction, tourism, cosmetics, foods, railroad technologies, rail systems and logistics**; ITE Turkey draws its strength from the global network of the ITE Group as well as its experience in Turkey and the region. By sharing its strong global network in the exhibition industry with other industries it operates in, ITE Turkey creates new opportunities for business, collaboration and purchasing, and makes contributions into the development of the industry.

## About EUF - E International Trade Exhibitions

EUF A.Ş - E International Trade Exhibitions, which is subsidiary of ITE Turkey, organized 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) and WORLDFOOD ISTANBUL (International Food Products and Processing Technologies Exhibition)

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