

August 2015

The 23rd International Food Products and Technologies Exhibition – WorldFood Istanbul, will take place between September 3rd and September 6th, 2015.

The world food sector is gathering at WorldFood Istanbul!

WorldFood Istanbul, which gathers the rapidly growing food products and food technologies sectors in the world, will this year host participants from 20 countries. The shining star of the African region The Republic of South Africa and Europe's biggest economy Germany will be attending as a national pavilion for the first time.

WorldFood Istanbul, organized by ITE Group PLC's Turkey office ITE Turkey, will gather the food products and food technologies sectors in the same platform.

ITE Turkey FMCG & Energy Group Director Atilla Marangozoğlu had the following to say about the exhibition: "At WorldFood Istanbul, in which we host even more international visitors every year with the global business network support that ITE Turkey receives from ITE Group as the organizer of leading exhibitions in leading sectors in Turkey, we aim to carry our participants and visitors to the international business platform with the synergy we created with Ipack Turkey; just like every past year. With the fact that the Turkish food sector became the biggest production industry of our country with a turnover close to 102 billion USD and more than 410 thousand employees¹, the exhibition has great importance for the economy of the country and the region. We aim to gather more than 500 producer, importer and distributor companies leading the sector from Europe, Asia and Africa and more than 1.000 brands with the visitors."

Because of Turkey's high economic growth speed and geopolitical and geographic location, the importance of the country in the world is increasing every day. The fact that WorldFood Istanbul is now one of the locomotive sectors for the food sector increases its importance even more. At WorldFood Istanbul which will this year host more than 100 international companies from 33 countries, *Afghanistan, Germany, Mexico, Peru, Poland, Saudi Arabia and The Republic of South Africa* will be presented this extensively for the first time.

The shining country of the food sector: The Republic of South Africa!

The Republic of South Africa, who constitutes 40% of the total industrial output of Africa and 20% of its Gross Domestic Product(Gdp) with its rich raw material resources and developed infrastructure¹, will be attending WorldFood Istanbul on a country basis for the first time with 19 countries. The Republic of South Africa, who gradually increases their importance with

the fact that their trade volume with Turkey that was under 500 million USD until 2004 and reached 1,7 billion USD in 2014, will meet the Turkish food sector at WorldFood Istanbul.

South Africa shines out with the advantageous location brought by their strong infrastructure provided with other countries in the region. As part of the exhibition, the goal is to improve the trade volume between Turkey and The Republic of South Africa and to have the companies of both countries be in cooperative activity towards third countries.

Germany will attend WorldFood Istanbul as national pavilion for the first time!

Germany, who is the biggest economy of Europe with a population of 82 million, will attend WorldFood Istanbul **as national pavilion** for the first time. The food sector, which is the 4th biggest economic sector of Germanyⁱ, makes the country Europe's biggest food producer as well. With 10 companies attending the exhibition, the trade relations between the two countries will improve and the economic volume will grow.

This year, the goal is to have 20 countries participating in the **“Foreign Procurement Committees Program”** organized in partnership with the Turkish Ministry of Economy in order to have new markets and create new business and cooperation opportunities. Company executives from *Azerbaijan, Bosnia – Herzegovina, Bulgaria, England, France, Germany, Greece, Iraq, Iran, India, Japan, Jordan, Kosovo, Macedonia, Russian Federation, Saudi Arabia, Serbia, South Korea, and United Arab Emirates* will be gathered with Turkish food and packaging sector producers in B2B sessions.

Worldfood Istanbul, with the experience and global cooperations of Worldfood Exhibitions from all around the world like Worldfood Moscow, Worldfood Ukraine, Worldfood Kazakhstan, Worldfood Warsaw, Worldfood Azerbaijan, which are organized within the body of ITE Group PLC, aims to be the biggest food exhibition of Turkey and its region.

WorldFood Istanbul will host international events!

The **“Tea Masters Cup”**, which is organized by **Tea Masters Cup International** in a different country every year in order to develop the tea culture in the world, increase the awareness in this field and improve the communication between cultures, will take place at WorldFood Istanbul this year; for the first time in Turkey. In the contest that participants from Turkey and overseas will compete, the points will be calculated on three main categories including tea preparation, tea brewing and the tea taste and the contest will take place under the control of international independent referees.

Synchronously with WorldFood Istanbul, the 30th International Packaging and Food Processing Exhibition – Ipack Turkey, will gather the packaging, food processing and food sectors in the same platform. The packaging systems, which have great importance for the

food sector that produces on a wide range, make sure that the products are met with the final consumer in a healthy way. Ipack Turkey, in which the latest packaging and food processing systems will be exhibited, will present its participants and visitors with the chance to observe the latest systems that make it possible for the food products to be preserved in a healthier way and for a longer time. And with the organization of ITE Turkey, “senior professional procurement committees” from *Azerbaijan, Kazakhstan and Russian Federation* will be visiting the exhibition.

Worldfood Istanbul will take place synchronously with Ipack Turkey and Ingredients Turkey between September 3rd and September 6th with the attendance of expert, decision maker, executive, buyer and other professional visitors in fields of food products, food technologies, packaging and food processing.

www.worldfood-istanbul.com www.ite-ipack.com

About EUF A.Ş.

EUF A.Ş which is subsidiary of ITE Turkey, organize the regions' biggest events in construction, furniture, food, packaging, promotion, stationery, energy and construction machinery industries since 1999. *EUF A.Ş* takes the British global event organiser ITE Group PLC's knowledge and global know-how techniques on the following events: *WORLDFOOD ISTANBUL (International Food Products and Processing Technologies Exhibition), IPACK TURKEY (International Packaging and Food Processing Systems Exhibition), ANKOMAK, (International Construction Machinery, Building Elements & Construction Technologies Exhibition) IWE ISTANBUL WATER EXPO (Istanbul Water and Wastewater Treatment Technologies Exhibition & Conference) and GLOBAL OIL & GAS TURKEY (International Oil & Gas Conference).*

About ITE Turkey

TE Turkey is the Turkey office of ITE Group, the British exhibition giant. ITE Turkey, who organizes premier exhibition organizations in leading sectors of Turkey, consists of YEM Fuarçılık, EUF-E Uluslararası Fuar Tanıtım Hizmetleri, Ekin Fuar, Platform Fuar and TF Fuarçılık companies.

ITE Turkey, which organizes the leading exhibitions of Turkey in sectors of construction, tourism, cosmetics, food, fashion, energy, packaging, construction machinery, rail systems and logistics, takes its strength from the global network of ITE Group along with its experience in Turkey and the region. ITE Group plc which organizes more than 240 exhibitions and conferences worldwide with 31 offices in 17 countries with more than 1.000 experienced personnel has its offices in Turkey as ITE Turkey. ITE Turkey creates new business, cooperation and purchasing opportunities in exhibitions by transferring its strong global network in the construction sector to each and every sector it is included in and supports the development of these sectors.

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