

10.06.2016

**WorldFood Istanbul and Ipack Turkey, the summit for food and packaging industries will feature “cold chain industry” and “food processing technologies” special sections for the first time this year.**

## **WorldFood Istanbul and Ipack Turkey will be held in September 2016 with new special sections!**

*24<sup>th</sup> International Food Products & Processing Technologies - WorldFood Istanbul and 31<sup>st</sup> International Packaging and Food Processing Systems Exhibition – Ipack Turkey; will bring together, the sector’s professionals at Istanbul Expo Center, CNR Expo between 1 - 4 September.*

*The exhibitions that bring the rapidly growing food products, food technologies, packaging and food processing sectors together under a single roof and will be featuring a series of innovations this year. While the new special sections of the exhibitions, will increase the number and diversity of products, services and technologies showcased in relation to areas covered by ColdChain Expo Eurasia and WorldFoodTech, the conferences to be held concurrently with the exhibitions will share information to the sector.*

Organized by **ITE Turkey**, the organizer of leading exhibitions in the leading industries of Turkey **WorldFood Istanbul** and **Ipack Turkey**; added two new industries to its coverage this year. Cold Chain Logistics, Equipment and Technologies Special Section - **ColdChain Eurasia** and the Food Processing Machinery and Equipment Special Section – **WorldFoodTech** will be organized as special sections. Food Ingredients Special Section - **Ingredients Turkey** which has been part of the exhibition for many year will be organized this year as well.

As the first specialized exhibition of the cold chain sector in the region, **ColdChain Eurasia special section** will be featuring the latest products, services and technologies of companies that operate in the area of cold chain services, cold transportation and equipment, cold storage and equipment.

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Food Processing Machinery and Equipment Special Section – **WorldFoodTech** which will be featured for the first time this year as part of Ipack will share with the sector, the latest innovations related to for processing machinery and food production technologies.

The “**conferences**” that to be held alongside the exhibition will be an important platform for sharing sectoral experience and information.

WorldFood Istanbul which will last for 4 days will be hosting a diverse profile of exhibitors, mainly covering *beverage, milk and dairy products, meat and poultry, fresh fruit and vegetables, sea products, frozen products, basic food items and oil, confectionary, bakery, nuts and food additive sectors*.

Also **Ipack Turkey**, which will feature the latest products and services related to packaging and food processing systems which have great importance for the food industry and offers a very wide range of products, will be showcasing *packaging products and packaging machinery, food processing machinery and equipment, auxiliary equipment and systems*. In addition, the exhibition will be bringing to its exhibitors together with the systems that provides the preservation of the food products under healthy conditions for longer periods.

### **Two special sections for the exhibition: ColdChain Expo Eurasia and WorldFoodTech**

Increasing demand for fresh, frozen and ready food items today, brings to the forefront, the importance of companies that have cold chain systems for transportation and storage. In this regard, the **ColdChain Expo Eurasia** special section featured at WorldFood Istanbul will serve as a road map to help exhibitors develop their existing systems, by bringing the professionals together that own, rent or manage such temperature controlled transportation and storage products and services.

Cold Chain Logistics, Equipment and Technologies Special Section – **ColdChain Expo Eurasia**; aims to turn into the meeting point of the cold chain market in Eurasia. ColdChain Expo Eurasia, is supported mainly by Global Cold Chain Alliance and Cold Chain Logistics Association Turkey and UTIKAD in Turkey.

Parallel to the global expansion of the Turkish food processing machinery and equipment sector and the resulting innovations, the sector is expected to increase its production capacity and product diversity in the short term. Food Processing Machinery and Equipment Special Section – **WorldFoodTech** which will be part of Ipack Turkey this year, will showcase the latest

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innovations and technologies in the packaging industry and will share with companies, the tiniest details of and latest developments from the sector.

In the **WorldFoodTech** section which will feature systems and technologies that ensure food products remain fresh during their journey to consumers, mainly *machinery, equipment and production technologies for chocolate, crackers, confectionary products, bakery products, nuts, meat and dairy products, bottling, filling and other related products* will be showcased.

**ITE Turkey FMCG & Energy Group Director Atilla Marangozoğlu;** *“Global population is increasing constantly and this means there’s increasing need for more food production. While world population is expected to reach 9 billion during the next 40 years, this is expected to result in food demand that is greater than the food demand for the last 10.000 years. In our country where 14% of GDP, 15% of exports and 40% employment comes from the agriculture industry, food sector grew by 9% in 2015 and reached 360 billion USD. And in 2016, the sector aims a 5% growth rate. WorldFood Istanbul and Ipack Turkey exhibitions, which become the eyes and ears of the sector every year, will contribute to the growth and development of the sector this year as well. This year, we aim to bring together over 600 exhibitors from 45 countries and over 16.000 visitors at this exhibition”.*

*Developments and growth in the food industry, which creates the largest demand for the packaging industry, constantly increases the importance of food processing industry. Last year, we organized Food Additives Special Section – Ingredients Turkey at WorldFood Istanbul. This year, at WorldFood Istanbul and Ipack Turkey exhibitions, we added two new special sections in line with the needs of the sector. Cold Chain Logistics, Equipment and Technologies Special Section – ColdChain Expo Eurasia and Food Processing Machinery and Equipment Special Section – WorldFoodTech will bring together under a single roof, the latest developments in their respective fields and also bring along fruitful business partnerships. These special sections will also provide a business platform for sector’s professionals, whereby they will be able to discuss new business partnership opportunities in Turkey and abroad that will allow them to access to the new markets. The exhibitions which will be joined by China, Germany, Iran, Korea, Malaysia, Mexico, Peru, Saudi Arabia, Sri Lanka (Tea Board), Thailand and Tunisia this year, will help exhibitors and visitors reach their export targets. Also at the conference that we organize alongside the exhibition with the goal of maximizing experience and knowledge sharing in the sector, main topics of discussion will be “Turkey’s Food Import Policies and Codes of Practice”, “Legume Year Project”, “Labeling Methods Complying with Turkish Food Codex and Informing Consumers”, and “Status of Local Chains In Food Retail Market”.*

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***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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