

July 2016

24th WorldFood Istanbul and 31st Ipack Turkey;
will open their doors to visitors in September 2016 with two new special sections!

Kenya will be hosted as part of the Guest Country Project to be launched for the first time this year at WorldFood Istanbul...

24th International Food Products & Processing Technologies - WorldFood Istanbul and 31st International Packaging and Food Processing Systems Exhibition – Ipack Turkey; will be held at Istanbul Expo Center, CNR Expo between 1 – 4 September 2016.

For the first time this year at WorldFood Istanbul, Kenya which is one the major transportation and finance hubs of East Africa whose agricultural trade makes up 65% of her exports will be hosted. The “Guest Country Kenya Project” which will be realized in cooperation with DEIK (Foreign Economic Relations Board) will foster food trade between Turkey and Kenya and give support to exports of Turkish food manufacturers. Following the “Kenya – Turkey Food Forum” to be held alongside the exhibition as part of the project, buyer delegations from Kenya and Africa will get together with exhibitors during the “B2B Sessions”.

Organized by **ITE Turkey**, the organizer of leading exhibitions in the leading industries of Turkey **WorldFood Istanbul** will host Kenya whose agricultural trade makes up 27% of her exports will be hosted as part of the “Guest Country Kenya Project”. The exhibition will bring together the representatives of the sector from the region and contribute to the efforts for developing new business and partnership opportunities.

And the “**Conferences**” to be held along side WorldFood Istanbul and Ipack Turkey exhibitions will serve as a major platform for sector related knowledge and experience sharing. 24th WorldFood Istanbul which will last 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.

ITE Turkey

And **31st Ipack Turkey**, which will feature the latest technologies, products and services related to packaging and food processing systems which have great importance for the food industry, will be showcasing product groups such as *packaging products and packaging machinery, food processing machinery and equipment, auxiliary equipment and systems*. In addition, the exhibitions which will feature two new special sections for the first time this year, will be bringing to their exhibitors and visitors, the Cold Chain Logistics, Equipment and Technologies Special Section – **“ColdChain Expo Eurasia”** and Food Processing Machinery and Equipment Special Section – **“WorldFoodTech”**. Food Additives Special Section **“Ingredients Turkey”** will be opening its doors as part of WorldFood Istanbul this year as well.

ColdChain Expo Eurasia special section, which is recognized as the first specialized exhibition of the cold chain industry of the region, will be featuring the latest products, services and technologies of companies operating in the area of Cold Chain Services, Cold Transportation and Related Equipment, Cold Storage and Equipment. The Food Processing Machinery and Equipment Special Section – **“WorldFoodTech”** which will be featured as part of 31st Ipack Turkey for the first time this year, will be showcasing for the sector, the latest innovations related to machinery, equipment and production technologies used in food processing industry.

ITE Turkey FMCG & Energy Group Director Atilla Marangozoğlu; *“In our country where the agriculture industry supplies 14% of GDP, 15% of exports and 40% of employment, the food industry, grew by 9% in 2015 and reached a total size of 360 billion USD. With regard to the food industry Turkey exports its products and export of food products along with agricultural product exports bring a great deal of revenue for our country. Our total exports to Kenya has reached 131 million USD and for the first time this year, Kenya will be hosted as part of the Guest Country Project”* which we’ll be organizing for the first time this year in cooperation with **DEIK**. Kenya has a major share in the global food exports especially with tea and coffee as well as tropical fruits, corn, sugar, peas and potato and we believe that hosting Kenya as a guest country will increase food industry trade between two countries. And the **“Kenya – Turkey Food Forum”** to be held alongside the exhibition will serve as an effective platform whereby individuals and corporations that have invested in Kenya will share their experiences.”

And the Conference Series that we’ll organize alongside WorldFood Istanbul and Ipack Turkey with the goal of maximizing knowledge and experience sharing in the sector, will cover major topics that are crucial for the sector such as *“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”*. This year, at our exhibition which serve as major business and knowledge sharing platforms of the sector, we



aim to bring together over 600 exhibitors from 45 countries offering thousands of products, services and technologies and over 16.000 visitors.”

www.worldfood-istanbul.com 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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