

August 2016

Food, packaging, food technologies and cold chain sectors will get together at these exhibitions with numerous novelties between 1 - 4 September!

WorldFood Istanbul 2016 will bring together the players of the sector with a range of novelties...

As the summits of food and packaging industries, 24th International Food Products & Processing Technologies - WorldFood Istanbul and The 31st International Packaging and Food Processing Systems Exhibition – Ipack Turkey; will be held at İstanbul Fuar Merkezi, CNR Expo between 1 - 4 September.

WorldFood Istanbul which will be introducing a range of novelties as part of the exhibition this year, will feature Guest Country Kenya Meeting, Retail Center Activities, ColdChain Expo Eurasia and WorldFoodTech special sections, business meetings for foreign buyers delegation as well as a diverse conference and activity program as part of the organization, which are all believed to make a huge contribution to the sector as a whole.

Kenya which is one the major transportation and finance hubs of East Africa whose agricultural trade makes up 65% of her export will be hosted as guest country this year at WorldFood Istanbul after Azerbaijan, Kosovo and Malaysia which were guest countries in previous years. The goal of the “Guest Country Kenya Project” which will be organized in partnership with Foreign Economic Relations Board (DEIK) and Africa Business Councils, is to contribute to the efforts aimed at improving food trade between Turkey and Kenya and to support export activities of Turkish food producers.

Organized by EUF – E Uluslararası Fuarçılık, an affiliate of ITE Turkey, the organizer of leading exhibitions in leading industries of Turkey, **WorldFood Istanbul** and **Ipack Turkey** will be hosting Republic of Kenya where agriculture makes up 27% of the national economy as part of “Guest Country Project” this year. Following the “**Kenya - Turkey Food Forum**” to be organized in partnership with DEIK Turkey and Africa Business Councils as part of the project, buyers delegation from Kenya and Africa Region will get together with exhibitors at the “**B2B Meetings**”.

ITE Turkey

Exhibition Features Two New Sections this Year!

The exhibitions which will feature two new sections this year will introduce its exhibitors and visitors to Cold Chain Logistics, Equipment and Technologies Special Section - **ColdChain Eurasia** and the Food Processing Machinery and Equipment Special Section – **WorldFoodTech**. Food Additives Special Section “**Ingredients Turkey**” which is organized as part of WorldFood Istanbul as well will be waiting for its visitors at the exhibition venue.

Procurement Professionals of International Supermarket Chains will be at the exhibition!

Featured for the first time this year at the exhibition venue, the “**Retail Center**” will bring together the exhibitors and the representatives from the world’s leading supermarket chains. Business meetings to be held with the leading retailers of the industry, which also includes Azerbaijan, Kazakhstan and Ukrain, will continue throughout the exhibition and will open only to exhibitors. These business meetings to be held at Retail Center will offer new business and partnership opportunities for the exhibitors.

Buyers Delegation from 48 Countries Coming to WorldFood Istanbul!

In addition to the buyers delegation invited as part of the “Buyers Delegation Program” of the **Ministry of Economy of Turkish Republic** which is organized with the goal of creating new procurement, business development, business and partnership opportunities for the sector’s representatives at the international level and will be held with the participation of 48 countries this year, buyers delegation from Africa and target markets as well will be hosted by ITE Turkey.

Also at **Ipack Turkey**, buyer delegation program will be held with the participation of **32** countries. Organized with the goal of facilitating communication between all stakeholders of sector at the national level and allowing them to be informed about and follow closely all novelties in the sector and helping increase commercial activity in this area, the “**National Buyers Delegation Program**” will be among the activities to be organized as part of the exhibition.

As part of the conferences covering diverse topics, to be held alongside the exhibition, expert speakers and professionals from the sector will be covering topics like “*Turkey’s Food Import Policies and Codes of Practice*”, “*Year of Pulses Project*”, “*Labeling Methods Complying with Turkish Food Codex and Informing Consumers*”, and “*Status of Local Chains In Food Retail Market*” and share information with the audience.



ITE Turkey FMCG & Energy Group Director Atilla Marangozoğlu; “Kenya which has reached a total export level of 131 million USD, will be hosted as part of the “Guest Country Project” to be held in partnership with DEIK. Kenya has a significant share in the world in terms of tea, coffee, tropical fruit, corn, sugar, peas and potato exports and hosting Kenya as a “Guest Country” will help to increase trade between the food sectors of both countries. “Kenya – Turkey Food Forum” which will be organized as part of the exhibition will serve as an effective platform whereby individuals and organizations that have invested in Kenya will be sharing their experiences. Buyers delegation from Africa will get together with exhibitors at the “B2B Meetings”.

The exhibitions which serve as the leading business and information-sharing platforms of the sector will be featuring ColdChain Expo Eurasia and WorldFoodTech special sections and Retail Center for the first time this year. While the activities organized will offer new business and partnership opportunities for the players of the Turkish food and packaging industry, they will also help to increase export. In the exhibitions We aim to bring together the products, services and technologies of 600 exhibitors from 45 countries, which includes Azerbaijan, Bosnia – Herzegovina, Bulgaria, China, Czech Republic, Germany, India, Iraq, Ireland, Italy, Jordan, Korea, Lebanon, Malesia, Morocco, Peru, Portugal, Saudi Arabia, Spain, Sri Lanka, Thailand, Tunisia, Ukrain and United Arab Emirates, with 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

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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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