

Post Show Report



**33rd International Food Products
& Processing Technologies
Exhibition**

2 - 5 September 2025

TÜYAP Fair and Congress Center
Istanbul / Türkiye

worldfood-istanbul.com

Organiser: icaevents



33rd International Food Products & Processing Technologies Exhibition

WorldFood Istanbul is the undisputed leader among Turkish food products shows. Now in its 33rd year, International Food Products and Processing Technologies Exhibition - WorldFood Istanbul is a hub for Turkish and international companies to reach a high-powered audience of buyers, decision makers and government influencers. Attracting buyers from across the Middle East, Europe, CIS countries, Africa as well as Türkiye, it's the only event you need to be at in the region.

Total number of visitors	78,341
International visitors	20,182
Exhibitors	1,345
Number of exhibiting countries	40
Brands	3,125
Thematic Events	25
B2B meetings	39,000+
VIP buyers	900+



EXHIBITORS

Exhibitor Overview

Product Groups

- Legumes, Spices & Bakery Products
- Fish & Seafood
- Tea & Coffee
- Chocolate, Confectionery, Sweet Products & Nuts
- Organic & Healthy Products
- Frozen & Convenience Foods
- Non-Food Products
- Food Ingredients & Additives
- Beverages
- Government Institutions, Associations & Media
- Red Meat, Poultry & Eggs
- Cold Chain & Logistics
- Dairy Products
- Fresh Fruits & Vegetables
- Basic Foodstuffs & Canned Products
- Olives, Oils & Sauces

1,345
total exhibitors

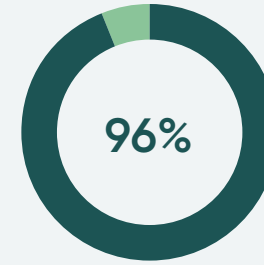
3,125
brands

473
international
exhibitors

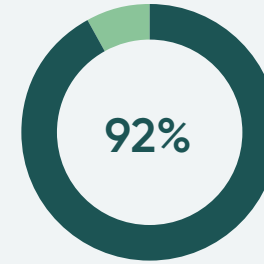
40
exhibiting
countries

40 Exhibiting Countries

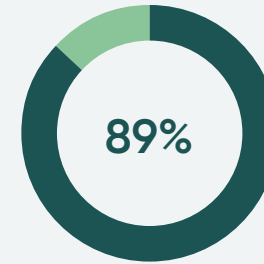
- | | | | |
|---|-----------------|---|--------------------------|
|  | Albania |  | Oman |
|  | Azerbaijan |  | Palestine |
|  | Brazil |  | Poland |
|  | China |  | Russia |
|  | Czech Republic |  | Saudi Arabia |
|  | Egypt |  | Singapore |
|  | France |  | South Korea |
|  | Georgia |  | Spain |
|  | Greece |  | Sri Lanka |
|  | Hong Kong |  | Switzerland |
|  | India |  | Taiwan |
|  | Indonesia |  | Thailand |
|  | Iran |  | Turkmenistan |
|  | Iraq |  | Türkiye |
|  | Italy |  | Ukraine |
|  | Jordan |  | United Arab Emirates |
|  | Lithuania |  | United Kingdom |
|  | Malaysia |  | United States of America |
|  | Nigeria |  | Uzbekistan |
|  | Northern Cyprus |  | Vietnam |



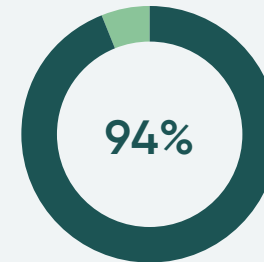
96% of the exhibitors stated they would join the exhibition next year.



92% of the exhibitors stated they were fairly satisfied with the exhibition.



89% of the exhibitors expect to get a satisfactory ROI from the event.



94% of the exhibitors consider the show important for their business.

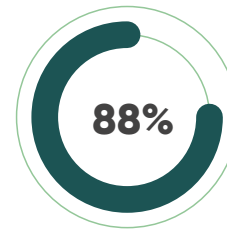


Exhibitors generated new business worth €1.8 billion.

This means €1.3 million worth of new business per exhibitor.

Total number of orders and preliminary agreements
12,643

Average number of business deals per exhibitor
9



88% of exhibitors concluded their on-site meetings with orders and preliminary agreements.



84% of new exhibitors received orders and made preliminary agreements.

“

We are participating in WorldFood Istanbul for the first time. During our initial participation, we had the opportunity to meet foreign customers and dynamic companies operating globally in the sector. So far, we have met with at least 15 buyers and companies from Europe and the Middle East, several of whom were part of the VIP buying delegation. Our meetings went extremely well, and we have reached the contract stage with a few of them. We will participate in WorldFood Istanbul again next year at the Istanbul Expo Center.

Yasin Temürcü
Sales and Operations Director
LB Borekçilik Food Industry and Trade Inc.



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“

It's the first time we are here in WorldFood Istanbul, and for that reason, we try to sell our pizza here. We think this could be a great opportunity for us to buy raw materials for example vegetables, packaging etc. Now we started to change our project to sell more and more outside Europe and US. We saw a lot of contacts here from Istanbul and from this area. I'm satisfied 100%.

Dario Roncadin
CEO
Roncadin SPA SB



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Exhibitor Testimonials

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WorldFood Istanbul is a very important exhibition for us. Due to its reputation and the fact that it brings VIP customers from Arab countries, the Americas, and Europe, people specifically mark WorldFood Istanbul on their agendas and attend. We have achieved very good sales and agreements with clients from Lebanon, Jordan, and Palestine. As Halıtlar Gıda, we will also be participating in WorldFood Istanbul in 2026.

Muhammed Nur Bayran
Export Account Manager
Halıtlar Food



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We have been loyal participants of WorldFood for 8 consecutive years. Each exhibition has been far more successful than the previous one. The number of foreign visitors continues to increase every year. We have hosted companies from Russia, Lithuania, the Arab region, and Europe, held productive meetings, and established initial contacts. Therefore, we are extremely satisfied. We look forward to seeing you again at the Istanbul Expo Center in December 2026.

Murat Maden
International Trade Manager
Peyba Food



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We have been participating in the WorldFood Istanbul exhibition since 2013. It is a rapidly and steadily growing international exhibition in Turkey. Companies from neighboring countries and Eastern Europe attended. There was also a B2B delegation from Japan, Panama, and Latin America. Being at WorldFood Istanbul is a great privilege for us, and we are very pleased. We will be at WorldFood Istanbul 2026!

Nil Ece Yamanyılmaz
Board Member and
General Coordinator
Sasu Food



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Exhibitor Testimonials

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Türkiye is the gate for the new markets and with this exhibition we have the chance to meet a new customer for a new market. We are participating in WorldFood Istanbul for the last five years and we are planning to continue the same for the coming years. It became one of the important exhibition that we are participating and we will continue.

Kamal Maatoq Al Jubili
Export Director
National Food Industries
Saudi Arabia



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“

Brazil is a long term partner in WorldFood Istanbul. WorldFood Istanbul is a place where you can find reliable partners for the long term relationship. This is a place where we always say it's the middle of the world. It's where you can find people from China to Latin America. Next year Brazil will be back here because this year is showing a lot of opportunities.

Diego Rodrigues
Brazilian Agricultural Attache
in Ankara/Türkiye
Consulate General of the
Federative Republic of
Brazil in Istanbul



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“

World Food Istanbul is the opportunity for us to present our product to many customers. Actually we are very surprised and very happy because the exhibition is really big. We already met many potential customers and have many meetings yesterday from USA, Russia, Türkiye, and some countries from Asia. Next year, we are here in World Food Istanbul.

Matta Nawon
Sales Manager
Nawon Food & Beverage
Company Limited



”



VISITORS

Visitor Overview

Visitor Profile

33.77%	Food Wholesale and Distribution	2.42%	Online Store
24.39%	Manufacturer	2.07%	Press
14.78%	Supermarket	1%	Association
12.66%	Food Retail	0.72%	Other
8.20%	Hotel, Restaurant, Café		

78,341
total visitors

20,182
international
visitors

153
countries

81
cities of
Türkiye

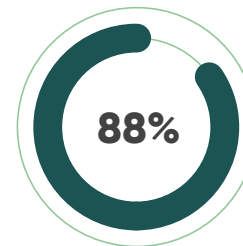
Product of Interest

50.21%	Confectionery and Nuts
46.87%	Basic Foods, Oils and Bakery Products
46.76%	Beverages
24.62%	Fruits and Vegetables
22.55%	Frozen Food
20.65%	Healthy and Organic Products
19.50%	Milk and Dairy Products
15.18%	Meat, Poultry and Seafood
14.69%	Food Ingredients and Preservatives
10.10%	Food Transport and Logistics

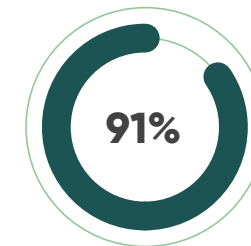


Top 20 Visiting International Countries

- | | | | |
|---|----------------------|---|-----------------|
|  | Iraq |  | Bulgaria |
|  | Iran |  | U.S.A. |
|  | Russia |  | United Kingdom |
|  | Saudi Arabia |  | Uzbekistan |
|  | Palestine |  | Syria |
|  | United Arab Emirates |  | Azerbaijan |
|  | Libya |  | Jordan |
|  | Egypt |  | Kosovo |
|  | Germany |  | Northern Cyprus |
|  | Lebanon |  | China |



88% of visitors stated they were fairly satisfied with the exhibition.



91% of visitors stated they would attend the exhibition next year.

ICA Connect Networking App



Discover a World of Connections
with ICA Connect App!

90,000
Connection and Interaction

1,896
Accepted Meeting

ICA Connect in Our Exhibitors' Words



*The first, all around the world, they need to use **ICA Connect**. It helps you to be organized, it saves your time and it helps you to gain trust by other companies when you are in ICA Connect. In the beginning it seems a little bit confusing, but when you just go throughly step by step, by the guidance of the ICA Connect, you're gonna love that and you're gonna drown into the world of information.*

Saba Abrari
Sales Department
Negin Elixir Food



ICA Connect has been an incredibly efficient tool for us. Thanks to the platform, we were able to connect with buyers from countries such as Panama, Canada, Lebanon, Iraq, Dubai, and Libya and successfully finalized agreements with all of them. The export feature within ICA Connect has been a real game changer, allowing us to quickly extract data in Excel format and use it effectively in our B2B buyer operations. In our opinion, ICA Connect is a must-use tool for any company before participating in the exhibition.

Gökhan Aksu
Consultant
ICool Trade Gıda





VIP HOSTED BUYER PROGRAM

VIP HOSTED BUYER PROGRAM HOSTED MORE THAN 900 VIP BUYERS FROM 100 COUNTRIES.

Just like in the previous years, a VIP Hosted Buyer Program was organized at WorldFood Istanbul. With **over 39,000** meetings between our **900+** VIP buyers from **100** countries and exhibitors, the program was once again a huge success.

TOP 20 VIP HOSTED BUYER COUNTRIES

UNITED ARAB EMIRATES	KOSOVO	U.S.A.
AZERBAIJAN	SAUDI ARABIA	QATAR
IRAQ	TUNISIA	PALESTINE
JAPAN	UZBEKISTAN	BOSNIA & HERZEGOVINA
UNITED KINGDOM	LEBANON	FRANCE
GERMANY	PAKISTAN	POLAND
EGYPT	RUSSIA	

VIP BUYERS BREAKDOWN BY REGION



28.9%	Middle East
28.1%	Europe
15.4%	CIS & Central Asia
11.2%	Asia
8.4%	Africa
4.1%	South America
3.8%	North America

VIP Buyer Testimonials

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WorldFood Istanbul 2025 exceeded all my expectations. My goal was to meet new suppliers, build connections, and expand our business with Türkiye, but the experience went far beyond that. I discovered innovative products to market in our region, held productive discussions, and even signed several contracts, adding new items to our portfolio. Everything was flawlessly organized from hotel accommodations to transportation and the mix of suppliers and exhibitors was excellent. Having attended last year as well, I clearly noticed the difference this time: more suppliers, more fresh faces, and an exhibition that keeps getting better and strengthening its international impact every year.

Sunny Gulabani
Devandra Trading



”

“

I came to WorldFood Istanbul 2025 from Melbourne, Australia, expecting a well-organized event with a wide range of suppliers and that's exactly what I found. My goal was to discover high-quality products, and I made several promising contacts today. I was particularly impressed by the excellent selection of pasta, peeled tomatoes, olives, and olive oil, which are very popular in Australia. It's exciting to see such products presented on this scale, and I look forward to exploring the opportunities they offer for my market.

Antonino Conte
Conte Bros Importers



”

“

WorldFood Istanbul 2025 has been a great experience for me. I came here hoping to meet many Turkish brands and discover unique products to bring to our shelves in Baku and across Azerbaijan, and that's exactly what I've found. On the first day I focused on meeting with our existing partners, and today I've been exploring new companies and opportunities. I've already come across several unique products that we plan to follow up on after the exhibition, and I'm confident we will build successful collaborations. Everything has gone smoothly so far the organization is excellent and the team has been wonderful. I'm very happy to be here and look forward to continued cooperation after the event.

Ramazan Yusifzade
ANC Group



”



EVENTS

FOOD ARENA EVENTS

In its 33rd edition, WorldFood Istanbul explored the future of food trends across four days and four distinct themes – from a global and Türkiye-focused strategic outlook on the food and agriculture sectors to sustainable food policies and climate-friendly systems; from biotechnology, artificial intelligence, and digital transformation to start-up innovations and experience-driven marketing.

At Hall 12A, the Food Arena created a versatile interaction hub featuring a conference stage, show kitchen, networking area, curated exhibition tours, and a start-up zone – offering visitors both inspiration and opportunities to connect.

Within this framework, the Food Arena Event Program hosted four distinctive formats: the Conference Stage, Show Kitchen Workshops, Curated Exhibition Tours, and the Food Tech Garage Start-Up Meetup.



4
daily
themes



25
thematic
events



60
expert
speakers
& chefs



3
sponsorships



60
collaborations



3,000+
attendees



Food Arena Conference Stage Sessions

From climate-friendly solutions to AI-powered food innovations, from next-generation agriculture to ethical production... In collaboration with actively engaged industry institutions and co-curators, the WorldFood Istanbul content team shaped the themes and subtopics of each day. The Conference Program delivered valuable insights, sharing expectations and potentials for growth and transformation within the sector, offering the audience an in-depth experience. Featuring leading figures of the food industry, inspiring sessions and talks took place on the FOOD ARENA Stage.

Food Arena Show Kitchen

Star chefs, creative entrepreneurs, and pioneering food influencers created inspiring dishes in our kitchen. From zero-waste recipes to probiotic snacks, from sample formulations prepared with biotechnological ingredients to creative presentations designed with next-generation materials... Tailored to each day's theme, these workshops offered audiences the chance to experience the transformation of food firsthand through conversation and interaction. Vegan baklavas, fermented flavors, pickle bars, sustainable recipes, and much more took the stage at the Food Arena.

Food Master Class Curated Exhibition Tours

Leading brands of the food world and the most talked-about product categories came together through experience-driven fair tours. From protein-based nutrition to natural ingredients, from dessert trends to beverage innovations, four exclusive routes offered visitors a unique journey of guided discovery, tastings, and networking opportunities.

Food Tech Garage Start-Up Zone

From innovative production techniques to digital agriculture, from upcycling to traceable packaging systems... AI-powered solutions, sustainability-driven initiatives, and start-ups shaping the future of healthy food came together at WorldFood Istanbul's FOOD TECH GARAGE in its 5th year!



Speaker Testimonials



The world doesn't face a food shortage, but a logistics problem; one-third of the food produced is wasted. With proper logistics and a zero-waste approach, we could feed everyone.

Five years ago, during the pandemic, we attended the fair in just two halls, wearing masks. Yet, you made it happen and lifted our spirits. Today, in its 33rd edition, it has grown into a massive organization, hosting delegations and buyers from around the world across 14 halls, and facilitating B2B collaborations. This is an incredible achievement for Turkey's agriculture, service, and food sectors – my thanks to everyone involved.

One of the world's biggest challenges today is zero waste. In fact, we don't have a food shortage; we have a logistics problem. One-third of the food produced globally goes to waste before reaching its final recipient. With proper logistics and a zero-waste philosophy, it is possible to feed everyone. This is not just a current trend; it is a value rooted in Anatolia. For example, in my book, I reference the 'endless drink' – a beverage made by fermenting past fruits, peels, and seeds with sugar and chickpeas, designed to be reused multiple times. Drinks like today's popular kombucha have, in fact, existed in our culture for centuries.

Somer Sivrioğlu
Chef



I now believe that WorldFood Istanbul should be mentioned alongside global food fairs such as Gulfood, Anuga and SIAL.

I would like to thank the WorldFood Istanbul team for organizing such an important food exhibition. When it comes to global food exhibitions, Dubai, Germany's Anuga, and France's SIAL often come to mind. However, I now believe Istanbul should also be included in this list. These exhibitions hold immense value for showcasing new products, establishing partnerships, and building trust through face-to-face interactions. While it was once thought that digitization might eliminate the need for physical exhibitions, we have seen once again that in-person communication is indispensable. Exhibitions are not only vital for trade but also provide a unique platform to discuss the sector's challenges and future plans. Topics ranging from vulnerabilities in the food supply chain and logistics to the impact of climate change on agriculture and reducing food waste were addressed here. Moving forward, I believe policymakers must attend this exhibition as well. Experiencing firsthand the effects of the regulations they set, listening directly to the challenges, and observing the rapid growth of Turkey's food sector is crucial. I am confident that over the next 10 years, WorldFood Istanbul will be recognized as a leading global food exhibition.

Samet Serttaş
GIFT Chairman of the Board



“



By placing culture at the core, we can build a developed and democratic country that looks to the future with hope.

Held for the 33rd time, this exhibition is a major cultural gathering. Mustafa Kemal Atatürk's saying, "The foundation of the Republic of Turkey is culture," should guide us all. By placing culture at the core, we can build a developed and democratic country that looks to the future with hope. At this exhibition, it is not only food but also Anatolia's agriculture, livestock, and culture that are transformed into added value. Together with countries from around the world, a global table is set. I was saddened that the fair is limited to four days; I would have loved for our children to witness this celebration, to learn about their own country's values and the world. Here, in just a few days, one can receive a geography lesson that books alone cannot provide.

Sustaining this fair for 33 years is a remarkable achievement. I was delighted to deliver the opening speech and share our country's cultural values. I extend my heartfelt thanks to everyone involved on behalf of our nation.

Sunay Akın
Poet, Writer, Museologist

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WorldFood Istanbul is not only shaping today, but also the future of the industry..

I attend WorldFood Istanbul every year, and each time I see the same thing: WFI is Türkiye's premier food exhibition. It not only brings together a large number of companies but also connects the right business professionals and fosters a strong environment for dialogue. In our panel, the importance of sustainable agriculture was discussed. Türkiye is strong in production, yet there are risks such as climate change and competition in foreign markets. Nevertheless, we have many reasons and methods to make agriculture and food more sustainable. I also value this exhibition for its forward-looking perspective. New trends and future-shaping topics are introduced here for the first time. That is why WorldFood Istanbul is not only shaping today, but also the future of the industry..

Ayşe Ayşin Işıkgece
TANIŞIK Consulting Company Owner, Deputy Minister at 27th Government

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“



WorldFood Istanbul creates a true meeting point, bringing together all stakeholders from producer to consumer, and fosters a strong networking environment.

At this annual event, WorldFood Istanbul presents different themes and fresh perspectives each year. The agriculture and food sector is highly dynamic, encompassing both risks and opportunities. Climate change, shifts in consumption trends, and changes in production patterns continuously transform the industry.

This platform brings together participants from around the world and Turkey, offering a unique opportunity. Producers, consumers, suppliers, and exporters – who we would normally encounter by traveling to different regions – are united under one roof. In this sense, WorldFood Istanbul creates a true meeting point and fosters a strong networking environment.

Having built on 33 years of accumulated experience, this platform represents a remarkable success story for sustainability in the agriculture and food sector. Congratulations to everyone involved.

İrfan Donat
Agricultural Editor

”

Television & Radio

News and interviews were broadcast in TV and radio channels which are followed closely by the business world.

Media Plan



16 second spots on A Haber, NTV, Habertürk, TRT Haber, CNN Türk, BHT Radyo, TGRT Haber, Endüstri Radyo, TV Net Radyo



8 second lower third placements on A Para, A Haber, BHT, Habertürk, TRT Haber, CNN Türk, CNBC-E, NTV, Halk Tv & Sözcü Tv



Outdoor Promotional Campaigns

Billboards in central locations of Istanbul

Billboards in central locations of Denizli

Billboards in central locations of Bursa

Billboards in central locations of Gaziantep

Billboards in central locations of Konya

Billboards in central locations of Ankara

Billboards in central locations of İzmir

Billboards in Dubai Gulfood



Bursa Billboard



Konya Billboard



Gaziantep Billboard



Denizli Billboard









İzmir Billboard



Gulfood Dubai

Social Media Activities

Media Channels

-  Instagram
-  Facebook
-  X
-  LinkedIn
-  Youtube
-  Telegram

Content of posts

- Why Should You Visit?
- Get Your Invitation Online
- Sectoral News
- Market News
- Conference Program
- Co-marketing
- Countdown
- Exhibitor List
- Exhibitor Interviews
- Round-up Videos



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Silver Sponsor



Venue Sponsors





**34th International Food
Products & Processing
Technologies Exhibition**

15 - 18 December 2026

ifm Istanbul Expo Center
Yeşilköy - İstanbul / Türkiye

worldfood-istanbul.com

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