



# The Food Sector Meets at WorldFood Istanbul!

**The International Food Products and Technologies Exhibition – WorldFood Istanbul, organized by ICA Events, will be held for the 32<sup>nd</sup> time at Tüyap Fair and Congress Center on September 3 – 6, 2024. Exhibition Director Semi Benbanaste announced that they will host over 900 hosted buyers from 80 countries.**

**The International Food Products and Technologies Exhibition - WorldFood Istanbul**, the international meeting platform of the Turkish food sector, is preparing to introduce many new products and the latest technologies to the food sector. With 85 percent of the booths already sold and demand remaining high, **World Food Istanbul**, will welcome over 900 hosted buyers hailing from 80 countries at Tüyap Fair and Congress Center on September 3 - 6, 2024. More than 20 thematic events will be organized under 4 main themes during 4 days.

Reviewing **The International Food Products and Technologies Exhibition - WorldFood Istanbul**, which will open its doors for the 32<sup>nd</sup> time this year, **Exhibition Director Semi Benbanaste** said, “We hosted a total of 64,146 visitors from 161 countries and 1,117 exhibitors from 38 countries in 2023. Compared to 2022, we have increased the number of visitors by 67%, and 30% of the visitors were international. In other words, we welcomed a total of 19,543 international visitors in 2023, and compared to the previous year, we increased the number of these visitors by over 55%. We anticipate to break a record in the number of visitors this year.”

Being in high demand both at home and from abroad, the **WorldFood Istanbul** aims to welcome over 900 international hosted buyers from 80 countries this year. **Exhibition Director Semi Benbanaste** said, “Last year we hosted more than 800 international hosted buyers from 73 countries and advanced to the highest level. And this year, we will welcome over 900 buyers from 80 countries from Europe, the Middle East, North Africa and Turkic Republics. Our booth sales continue intensively. 85% of the booths have already been sold.”

**Benbanaste: “The WorldFood Istanbul is the most important meeting point of the sector...”**

Underlining that the **2024 WorldFood Istanbul Food Exhibition** is of great significance in terms of Türkiye’s growth and increasing foreign trade volume in food sector, **Exhibition Director Semi Benbanaste** said, “According to the ‘Target Country Analysis Report in Agriculture, Food, and Forestry Products Foreign Trade’ published by the Ministry of Agriculture and Forestry, the markets of the USA, China, South Korea, Germany, France,



India, Japan, Canada, Saudi Arabia, Russia, Indonesia, and the UK come to the forefront for the year of 2024. Our exhibition is the most important meeting point in the sector for the countries in the region. In the trade between the regional countries, the most extensive access opportunities are also offered to the third countries. Brands attending the exhibition, the variety of showcased products and the size of its commercial volume are some other factors that put the exhibition in such a significant place. The **WorldFood Istanbul** will be an important platform to increase the international brand recognition of the Turkish confectionery, Turkish delight and halva sector and adapt to the global demands while it allows the professionals in the sector to establish new business networks, develop collaborations and follow the industrial innovations by gathering together.”

### **The WorldFood Istanbul will be the talk of the town again this year with its event schedule!**

By having shown a realistic vision of the future to the sector with its event schedule last year, the **WorldFood Istanbul** brought to the stage many guiding issues for sustainable investments, technological developments and export-oriented projects. This year the exhibition will host a schedule full of events for business development to exchange information, encourage innovation and lead the promotion of new ideas in the food sector.

At the exhibition, where over 20 thematic events will be organized under 4 main themes during 4 days, more than 70 experts will be at **FOOD ARENA** specially established in Hall 12A. The focus will be on “Export Opportunities exploring Market Potential”, “Sustainability Calling for Food for Climate, Innovation and Alternative Production Ways”, “Standards for Health and Well-being offering Innovation in Trusted Flavors”, and “Artificial Intelligence and New Generation Food Technologies creating innovative processes for the Taste of Future”.

### **Workshop Kitchen, Master Class, Food Tech Garage will be at FOOD ARENA...**

Through the sessions, workshops and entrepreneur presentations held during the exhibition, sector stakeholders will be able to follow the latest developments which will shed light on the sector at the **FOOD ARENA** event arena, the point of information, inspiration and connection.

Within this framework, **FOOD ARENA** will host 5 different programmes. These programmes will include sectoral sessions at **Conference Stage**, start-ups meetings at **Food Tech Garage**, exclusive live chats and podcast talks at **Interview Corner**, practical presentations and shows of chefs at **Workshop Kitchen** and exhibition tours with chefs through **Master Class**.

The **WorldFood Istanbul** historically cooperated with TİM (Türkiye Exporters Assembly) Cereals Pulses Oil Seeds and Products Sector Council by 2023 and all of its Exporter Assemblies, Federation of Food and Drink Industry Associations of Türkiye (TGDF) and Out Of Home Consumption Suppliers Association (ETÜDER) have joined forces under the title



of the “Food Platform of Türkiye” with the intention of making it one of the most efficient exhibitions in its field in the world and brought umbrella cooperations together. It is aimed to reach new records on business volume with this joining.

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