



Press Release

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Heightened Interest Surrounding WorldFood Istanbul from the Food Industry!

Organized by ICA Events, the 32nd International Food Products and Technologies Exhibition – WorldFood Istanbul, will bring together the giants of the food industry on September 3-6, 2024. The exhibition continues its preparations to bring together more than 900 purchasing professionals from 80 countries with exhibitors.

The International Food Products and Technologies Exhibition – WorldFood Istanbul, the international meeting platform of the Turkish food industry, is preparing to introduce many new products and the latest technologies to the food industry. **WorldFood Istanbul**, where 90 percent of the booths have been sold and demand for the remaining booths remains high among domestic and international buyers, will welcome over 900 hosted buyers from 80 countries at Tüyap Fair Convention and Congress Center on September 3-6, 2024.

WorldFood Istanbul will host exhibitors from Vietnam, Malaysia, Switzerland, Albania, Ivory Coast, Algeria, Greece, Italy, Jordan, Indonesia, Fiji, Uzbekistan, Lebanon and the USA. Czechia, Russia, Thailand, India, South Korea, Brazil, Egypt, China, Tajikistan, Afghanistan, Belarus, Poland, Iran, Sri Lanka and Rwanda will participate as pavilions.

More than 20 thematic events will be organized under four main themes over four days. Over 100 opinion leaders and chefs will bring new trends, industry targets, sustainable investments, technological developments and export-oriented projects to the **FOOD ARENA** stage, presenting a realistic vision of the future with many guiding topics.

Meat, poultry and seafood; food ingredients and preservatives; frozen products; food transportation and logistics; beverages; fruits and vegetables; healthy and organic products; sugary products and nuts; milk and dairy products; staple foods, oils and bakery products, as well as other product groups such as cleaning and hygiene products, catering services and store and market equipment will all be featured at **WorldFood Istanbul**.

Commenting on the **International Food Products and Technologies Exhibition – WorldFood Istanbul**, which provides the opportunity to exhibit and discover the latest innovations and food trends in the industry **Exhibition Director Semi Benbanaste** said, “Last year, we hosted over 800 foreign buyers from 73 countries. This year, we will host more than 900 buyers from 80 countries including Germany, Egypt, France, India, Ireland, Netherlands, Lebanon, Qatar, Russia, United Arab Emirates, United States and Vietnam.



Our booth sales continue intensively and 90% of the booths are already sold out. We anticipate a record-breaking number of visitors this year.”

The WorldFood Istanbul will make a tremendous impact again this year with its event schedule!

By having shown a realistic vision of the future to the industry 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 industry.

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, industry stakeholders will be able to follow the latest developments which will shed light on the industry at the **FOOD ARENA** event area, the point of information, inspiration and connection.

Within this framework, **FOOD ARENA** will host 5 different programs. These programs will include industrial 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**.

This year’s supporting collaborations of FOOD ARENA Events include leading institutions and organizations such as the **Food Platform of Türkiye (TGP)**, **Esmiyor Podcast**, **Yeni Çiftçi (New Farmer) Platform**, **Unilever Food Solutions (UFS)**, **DexCook Innovative Kitchen Solutions** and **Food, Beverage and Agricultural Policy Research Center (GIFT)**.

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