



Press Release

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## The Roadmap of the Food Sector is Being Drawn at the 32<sup>nd</sup> WorldFood Istanbul!

**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 sector, will welcome over 900 hosted buyers from 80 countries at Tüyap Fair Convention and Congress Center on September 3-6, 2024.**

**The International Food Products and Technologies Exhibition – WorldFood Istanbul**, organized by ICA Events, is the premier international meeting platform for the Turkish food industry. In its 32<sup>nd</sup> year, it is set to make a name for itself by breaking records in the number of exhibitors, visitors and events. Over four days, more than 20 thematic events will be held under 4 main themes, and many new products and the latest technologies will be introduced to the food sector.

**Semi Benbanaste, Exhibition Director**, shared his insights about the **International Food Products and Technologies Exhibition – WorldFood Istanbul**, which will open its doors for the 32<sup>nd</sup> time this year: “In 2023, we hosted a total of 64,146 visitors from 161 countries and 1,117 exhibitors from 38 countries. Compared to 2022, we increased the number of visitors by 67% with 30% of them being 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 a record number of visitors this year.”

**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.

At **WorldFood Istanbul**, where 90 percent of the booths are already sold and demand for the remaining booths remains high among domestic and international buyers, more than 100 opinion leaders and chefs will present key topics at the **FOOD ARENA** stage with new trends, sector goals, sustainable investments, technological developments and export-oriented projects to show a realistic vision of the future.

In addition to 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, other product groups such as cleaning and hygiene products,



catering services and store and market equipment will all be featured at **WorldFood Istanbul**.

Continuing his evaluations about 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 Benbanastesaid**, “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. 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. **WorldFood Istanbul** will not only bring sector professionals together to establish new business connections, foster collaborations and stay updated on industry innovations but it will also serve as a crucial platform for enhancing the global visibility of the Turkish confectionery, Turkish delight and halva sectors, helping them adapt to global demands.”

### **The Future of the Food Sector Will Be Discussed at WorldFood İstanbul!**

WorldFood Istanbul, a “regional and international vision platform” supported by the Türkiye Food Platform and brought together through a historic collaboration among the food sector’s umbrella organizations, will open its doors for the 32<sup>nd</sup> time on September 3-6, 2024. The event will not only create new business and partnership opportunities but also offer a productive exhibition experience with its insights and inspiring events.

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 programmes. These programmes 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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