



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

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.

Organized by ICA Events, **the International Food Products and Technologies Exhibition – WorldFood Istanbul** is set to break records in its 32nd year and make a name for itself with its number of exhibitors, visitors and events. As the longest running exhibition in the Turkish food industry, the **32nd WorldFood Istanbul** will feature a comprehensive program of business development events. It aims to provide an effective platform for food products and technologies, facilitate information exchange, encourage innovation and promote new ideas in the food industry.

In over 20 thematic events, more than 100 thought leaders and chefs will present new trends, industry goals, sustainable investments, technological developments and export-oriented projects at the FOOD ARENA stage. Their insights will cover a range of guiding topics to offer a realistic vision of the future.

FOOD ARENA Events, designed to inform and inspire visitors over 4 days, will cover 4 main themes. On Tuesday, September 3, the focus will be on **“Market Potential: Export Opportunities, Economic Forecasts and Food Trends”**. Wednesday, September 4, will feature **“Food for Climate: Sustainability, Diversity and Innovative Production Methods”**. On Thursday, September 5, the topic will be **“Innovation in Trusted Flavors: Quality Parameters, Healthy Eating and Well-Being”**. Finally, on Friday, September 6, the exhibition’s last day, **“Taste of the Future: Artificial Intelligence, Experience Design and Transformation Ecosystem”** will be presented. These events will bring together valuable industry professionals at WorldFood Istanbul.

This year’s content partners of the FOOD ARENA Events include **the Food Platform of Türkiye (TGP), Türkiye Exporters Assembly (TİM), Foodservice Suppliers Association (ETÜDER), Esmiyor, Yeni Çiftçi Platform, Unilever Food Solutions (UFS), Gezimanya and Food, Beverage and Agricultural Policy Research Center (GIFT)**.

Supporters include sector companies, associations, umbrella organizations and global institutions such as Agro TV, Anadolu Efes, Anadolu Meraları, Arkas Line, the Food and



Agriculture Organization of the United Nations (FAO) Türkiye, UN Women Türkiye, Big Chefs, G2M, Metro, PepsiCo, Sofra/Compass, the Technology Development Foundation of Türkiye, Neolokal, Alaf, Pulat Çiftliği and Feyz Farm.

FOOD ARENA will host 5 distinct programs, including sectoral sessions on the **Conference Stage**; thematic interviews, hands-on presentations, special recipes and chef-led workshops on the **Kitchen Stage**; start-ups meeting with **Food Tech Garage**; special exhibition tours with thematic booth visits through **Master Class** and exclusive live broadcast chats and podcast interviews at the **Interview Corner**.

Thematic interviews, hands-on presentations and workshops featuring special recipes from chefs on the Kitchen Stage

WorldFood Istanbul is preparing a vibrant program featuring conversations with master chefs aligned with the day's themes, special recipes that highlight forgotten and sustainable dishes and presentations using products provided by exhibitors. The event will also host various interviews and workshops in the kitchen corner, sponsored by **Öztiryakiler**.

MYK Gastro Arena Founder and MasterChef Türkiye Jury Member, **Mehmet Yalçinkaya**; Traveler and Researcher, **Ömür Akkor**; Manager Chef, Author and TV Presenter, **Özlem Mekik**; Founder of Fireroom Foods Fast Food Restaurant, Executive Chef **Hazer Amani**; Neolokal Chef and Partner, **Maksut Aşkar**; Alaf Chef and Owner, **Murat Deniz Temel**; Sanki Atelier Founder and Chef, **Ceyda Artun**; and Cookbook Writer and Influencer (Mösyö Şokola) **Berat Çokal** will be among the chefs featured at the event.

Under the concept of “**World Tour on Your Plate**,” Traveling Barista and Coffee Consultant, **Brodie Vissers**; The LaLiT London Executive Chef, **Jomon Kuriakose**; and Pastry Chef, Recipe Developer and Consultant, **Louise Lindberg** will be featured guests at WorldFood Istanbul.

Start-up meeting with Food Tech Garage

WorldFood Istanbul connects start-ups pioneering innovative and sustainable technologies with industry professionals. Now in its fifth year, the Food Tech Garage program will host a selection of graduates from the WorkupAgri Entrepreneurship Program in partnership with **the Yeni Çiftçi Platform**. Start-ups that stand out for their innovative solutions to enhance efficiency, protect the environment and support climate action through smart technologies in food production, agriculture, supply chain, energy and water management will be featured at the specially designed Food Tech Garage booth throughout the exhibition. These start-ups will also take the stage for marathon presentations on the final day of the event.

Special exhibition tours including thematic booth visits with Master Class



WorldFood Istanbul, which organizes thematic tours by hosting multiple delegations, will feature 3 special exhibition tours this year: “Sustainability,” “Innovation” and “Productivity”.

The discovery tour, offering on-site product experiences and business development opportunities, will be held in collaboration with **Esmiyor** under the slogan “**Get the Taste of the World from Nature!**” Industry experts invited by Esmiyor will explore innovative products and services from carefully curated companies.

Famous chefs, influencers and gastronomy experts from various countries, invited as part of WorldFood Istanbul’s VIP Hosted Buyer program, will also be attending the exhibition. This tour and bilateral meetings will serve as a platform for influencers to exchange information, gain inspiration and establish connections as they explore the exhibition’s innovative products.

As part of the Food Arena Kitchen’s creative taste workshops, expert chefs will craft special dishes inspired by questions such as “What will we be eating at home and on the street in 2054?”, “How will flavors change?” and “In what direction will menus evolve?” Chefs will embark on a special tour of the exhibition, visiting exhibitors to source the ingredients for their dishes.

Exclusive live chats and podcast interviews with Interview Corner

The events will be broadcast on YouTube throughout the day and will feature expert interviews in cooperation with Esmiyor and Agro TV.

To learn more about the speakers participating in the sectoral sessions on the Conference Stage, please visit the website [link](#).

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