



WORLDFOOD ISTANBUL SETS RECORD NUMBERS IN ITS 32ND YEAR!

Opening its doors on September 3, the International Food Products and Processing Technologies Exhibition – WorldFood Istanbul welcomed guests at Tüyap Fair Convention and Congress Center until September 6, 2024. In its 32nd year, the exhibition provided an opportunity to exhibit and discover the latest innovations and food trends in the sector once again. A total of 72,864 visitors from 155 countries, 1,276 exhibitors from 43 countries and 2,899 brands participated in WorldFood Istanbul over the course of four days.

On its 32nd year, the International Food Products and Processing Technologies Exhibition - WorldFood Istanbul experienced a great increase in the number of visitors, exhibitors and international hosted buyers. WorldFood Istanbul Exhibition, which saw a **14%** increase in **visitor numbers** compared to the previous year, achieved historic success in 2024, a record-breaking year. The exhibition attracted a record number of exhibitors and visitors, with **26%** of this year's visitors coming from abroad. A total of **19,040 international visitors** attended WorldFood Istanbul, which also hosted **over 900** buyers from **90** countries.

“We broke a record in our 32nd year”

WorldFood Istanbul Exhibition Director Semi Benbanaste shared his thoughts on the event: “We are proud of the growth of WorldFood Istanbul , whose mission for the past 32 years has been to increase the export potential of our manufacturers. To sustain an organization for 32 years, it is essential to closely follow the market, remain customer-oriented, understand market demands, adapt to shifting economic conditions, make sound decisions in challenging times and invest sustainably. These factors lead to consistent growth and success. There is strong teamwork behind this success. Over the past four years, WorldFood Istanbul has seized key opportunities, achieving a remarkable 300-400% growth. Two pivotal moments were the pandemic and our collaboration with the Food Platform of Türkiye. This year, our exhibition expanded to 40,500 m². Our visitor numbers have consistently grown. Last year, we welcomed 65,000 visitors, and this year, we reached a total of 72,864. Of those, 26% were international with 19,040 foreign visitors in attendance.”

Semi Benbanaste underlined that their numbers are consistently rising due to their strong customer focus and close monitoring of market trends stating, “We aim to contribute to our country’s economy and create a platform that opens new opportunities for our producers. We do not limit ourselves to Türkiye, we view the most significant exhibitions in the region as our competitors. Our primary goal is to catch up where we have fallen behind, surpass them and lead the way. We also secured a place in the exhibition budgets of international companies. The reality of WorldFood Istanbul in Türkiye is a regional



one. Our top priority is to ensure the sustainability of the services we provide by continuously building upon them. In the future, we are aiming for an exhibition area of 100,000 m². Last year, 27,000 active meetings were held, while this year that number increased to 38,000. These meetings significantly contributed to our business volume. The more we support Türkiye's export growth, the closer we come to fulfilling our mission."

WorldFood Istanbul, which hosted over 900 buyers from 90 countries, including **Germany, Egypt, France, India, Ireland, Netherlands, Lebanon, Qatar, Russia, the United Arab Emirates, the United States and Vietnam**, not only generated business opportunities regionally and globally, enhancing trade mobility and boosting the export potential of domestic manufacturers, but also reinforced its role as a "regional and international vision platform". This year, experts shared industry goals and forecasts for Türkiye's food and food technologies sector during the sessions held at the exhibition, further solidifying its significance.

TİM Cereals, Pulses, Oil Seeds and Products Sector Board, along with **all its Exporters' Associations, the Federation of Food and Drink Industry Associations of Türkiye (TGDF) and the Foodservice Suppliers Association (ETÜDER)**, have joined forces under the name "**Food Platform of Türkiye**". Their goal is to make WorldFood Istanbul – International Food Products and Processing Technologies Exhibition one of the most influential events in its field globally. The Food Platform of Türkiye contributed to WorldFood Istanbul, Eurasia's largest sector exhibition, helping it set new records in visitors, exhibitors, international hosted buyers and business volume.

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

FOOD ARENA Events, designed to inform and inspire visitors, focused on 4 main themes. On Tuesday, September 3, the theme was "**Market Potential: Export Opportunities, Economic Forecasts and Food Trends**". Wednesday, September 4, featured "**Food for Climate: Sustainability, Diversity and Innovative Production Methods**". On Thursday, September 5, the topic was "**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**" was presented. These events brought together valuable industry professionals at WorldFood Istanbul.

For more information about WorldFood Istanbul, including the post show report, you can visit the website by following the [link](#).

For detailed information:

Bersay Communications Consultancy

Ayben Cumali, +90 554 84468 05, ayben.cumali@bersay.com.tr