

The Primary Choice of the Food Sector for 34 Years: WorldFood İstanbul

WorldFood İstanbul Becomes the Sector's Most Trusted Meeting Point with Its 34-Year Deep-Rooted History

As the meeting point for buyers as well as food and beverage manufacturers from many parts of the world, the International Food Products and Technologies Exhibition – WorldFood İstanbul maintains its title as the unchanging address of the industry through the trust it has built over 34 years. Companies participating uninterruptedly for years define WorldFood İstanbul far beyond just an exhibition—they see it as a platform for opening to new markets, expanding export networks, and establishing sustainable commercial relationships.

Organized by ICA Events and growing alongside the sector for 34 years, the International Food Products and Technologies Exhibition – WorldFood İstanbul builds its deep-rooted history on trust, strong collaborations, and lasting commercial relationships. As Türkiye's largest food exhibition bringing together international manufacturers, brands, buyers, and industry professionals, WorldFood İstanbul continuously contributes to establishing new business connections, strengthening existing partnerships, and expanding export networks. The experiences of the exhibitors highlight the value created by this wealth of experience, while connections turned into sustainable trade and a strong international visitor profile generate added value for every company in the sector.

Exhibitors who have chosen WorldFood İstanbul for over 10 years convey the exhibition's deep-rooted background and the value it adds to their companies in the following words:

"The exhibition's strong international visitor profile makes a significant contribution to our export-oriented growth targets"

Selahiddin Nas, Chairman of the Board of Kilikya: "The most important reason we choose WorldFood İstanbul every year is that it brings together domestic and foreign professionals from the food sector, offering new business connections and collaboration opportunities. In addition, the exhibition's strong international visitor profile makes a significant contribution to our export-oriented growth targets. Thanks to WorldFood İstanbul, while strengthening our existing customer relationships, we gain the opportunity to reach many new markets. The exhibition increases the brand awareness of Kilikya in national and international markets, enabling the expansion of our export network."

"Thanks to WorldFood İstanbul, we turn export-oriented negotiations into sustainable trade"

Metin Sallı, Domestic Sales and Marketing Manager at Şoray: "We participate in WorldFood İstanbul because the exhibition is successfully promoted and organized both globally and domestically, and the purchasing delegations and visitors possess the potential to turn into business connections. Thanks to WorldFood İstanbul, we establish new customer contacts for export and transform these meetings into sustainable trade. We also find the opportunity to conduct up-to-

date analyses of what our competitors and the machinery, packaging, and raw material supplier companies serving our industry are doing.”

“WorldFood İstanbul is an important platform contributing to the development of new collaborations and long-term commercial relationships”

Neriman Bakırcan, Marketing Manager at Yonca Gıda: “The primary reasons we prefer WorldFood İstanbul every year are the opportunities it offers to come together with leading professionals in our industry, establish new business contacts, and closely follow industry developments. The exhibition's strong visitor profile and structure bringing together different sectors of the food industry make WorldFood İstanbul an important international commercial meeting point for us. At the same time, we find the exhibition highly valuable in terms of introducing our brands and new products, strengthening our existing collaborations, and evaluating new opportunities. At WorldFood İstanbul, we have the opportunity to closely observe industry needs and consumer trends, developing our products and services accordingly. For us, WorldFood İstanbul is not merely an exhibition, but an important platform that contributes to the development of new collaborations and long-term commercial relationships.”

“The exhibition's growing international visitor profile over the years and the productive business environment it provides are our strongest motivations for continuing participation”

Abdullah Çakmak, General Manager of Beşsan Makarna: “Bringing together leading domestic and international professionals of the sector, enabling us to establish strong commercial connections, and contributing to our export targets play an important role in our choosing WorldFood İstanbul every year. The exhibition's growing international visitor profile over the years and the productive business environment it provides are our strongest motivations for continuing participation. WorldFood İstanbul significantly contributes to increasing the awareness of our company and brands in international markets, while strengthening our relationships with existing business partners and gaining new customers. Furthermore, it allows us to closely observe the expectations of different markets, follow innovations in the sector, and develop new export opportunities.”

“Every contact we establish with industry professionals on the platform provided by WorldFood İstanbul reinforces the reliability of our brand”

Korkut Akalın, Marketing Manager at Çizmeci Gıda: “WorldFood İstanbul offers the opportunity to refresh our relationships with existing business partners and expand into new markets. When we align our company's growth targets with the broad network of exhibitors and visitors offered by the exhibition, participating with new expectations every year becomes a natural outcome. Our superior taste and quality standards in wafer, coated wafer, biscuit, and chocolate products reinforce the reliability of our brand with every contact we establish with industry professionals on the platform provided by WorldFood İstanbul. During this process, we rapidly reflect the market feedback obtained at the exhibition into our product and strategy development processes through our R&D strength. Where we stand today is the result of both the importance our company attaches to quality and innovation and the direct contact opportunity provided to us by such exhibitions.”

Continuing its path strengthened by 34 years of experience under the same brand and vision, **WorldFood İstanbul** will bring the food sector together at its new address, **İstanbul Expo Center**, from **December 15–18, 2026**.

About ICA Events

ICA Türkiye, which organizes Türkiye's leading exhibitions in the construction, tourism, cosmetics, food, rail systems, and logistics sectors, transfers the power of its strong global network in the exhibition industry to each sector it operates in. It creates new business, collaboration, and purchasing opportunities at the exhibitions it organizes, contributing to the development of these sectors.

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