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LEADING FOOD
EXHIBITIONS
IN FAST DEVELOPING
MARKETS

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ITE**Food&Drink**

POST SHOW REPORT



22nd International Food and Drink Exhibition

4 – 7 September 2014

2014

Event overview

WorldFood Istanbul is Turkey's longest running food and drink exhibition. In its 22nd edition the event once again confirmed its status as an effective route to enter the Turkish market. For many international companies, the event offers an opportunity to meet large numbers of targeted visitors in a short space of time.

Quick facts



Exhibitors: 365

Visitors: 15,934 from 119 countries

Exhibition space: 12,472 sqm (net)

Countries: 37



Turkey's largest food and
drink tradeshow

Co-located events:



Participating countries

Domestic and international participants congregated from almost every province of Turkey and different regions of the world. Countries represented included:

Afghanistan	Colombia	Kosovo	Spain
Argentina	Ecuador	Malaysia	Sri Lanka
Austria	Egypt	Mexico	Saudi Arabia
Azerbaijan	Germany	Pakistan	Thailand
Belgium	Greece	Peru	Turkmenistan
Brazil	India	Philippines	UAE
Czech Republic	Indonesia	Poland	UK
Chile	Italy	Russia	Ukraine
China	Kuwait	South Korea	USA

WorldFood Istanbul 2014 Guest Country: Kosovo



87 exhibitors represented
international brands from
36 countries



Exhibiting products

WorldFood Istanbul covers the full food industry spectrum. Exhibiting products include:

- Alcoholic beverages
- Baby foods
- Canned and tinned goods
- Confectionary products
- Dips and dressings
- Dried fruit and nuts
- Flour-based food and pastas
- Food additives and supplements
- Food ingredients
- Fresh produce
- Frozen food
- Frozen seafood
- Grains and Spices
- Jams, honey, molasses and halva products
- Meat products
- Milk and dairy products
- Natural and organic food
- Non-alcoholic beverages
- Vegetable oils and olives



Exhibitors were able to cook and demonstrate their product/s in a live environment



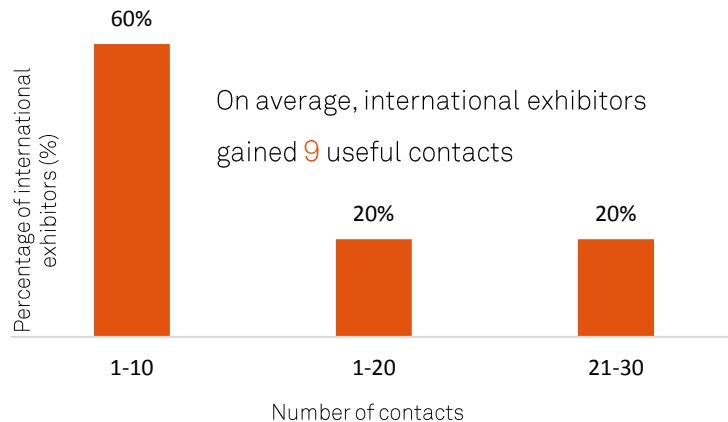
International Exhibitors

Over four days, 365 companies showcased their products at WorldFood Istanbul.

Exhibitor Feedback*

100% of international exhibitors stated that the event was useful in helping future sales

Useful contacts created



*Statistics taken from WorldFood Istanbul 2014 international exhibitor survey



80% of international exhibitors would recommend WorldFood Istanbul to a colleague or business partner



Visitors

15,934 visitors attended WorldFood Istanbul 2014 from 119 countries.

Visitors represented importers, distributors, restaurateurs, retailers and members of the media.

Over 3,000 visitors converged from overseas.

Top ten visiting countries:

Iran	Jordan
Palestine	Russia
Iraq	Egypt
Algeria	Bulgaria
Saudi Arabia	Kosovo

Hosted buyer delegations from Kosovo, Qatar and the East Azerbaijan Province of Iran attended the event.

*Statistics taken from WorldFood Istanbul 2014 visitor survey



"Worldfood Istanbul is an indispensable marketing channel."

Rıfki Boynukalın, ANI Biskuvü





WE LOOK FORWARD TO SEEING YOU AT WORLDFOOD ISTANBUL 2015

ISTANBUL, TURKEY

3 – 6 September 2015

The 23rd WorldFood Istanbul Exhibition will take place on 3 – 6 September 2015 at the CNR Expocentre in Istanbul, Turkey.

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Organiser



ITE Group Plc are one of the world's leading organisers of international trade exhibitions and conferences.

The Group organise over 230 exhibitions and conferences each year worldwide. ITE was established in 1991 when its founders launched a series of trade exhibitions in Russia and the CIS.

Today, these markets remain an area of considerable strength for the group. ITE has a portfolio of travel events in Russia, Ukraine, Kazakhstan, Azerbaijan, Turkey and India.

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ITE Food & Drink



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