

WHERE THE WORLD OF FOOD MEETS


WorldFood
Istanbul

a Hyve event

30th
ANNIVERSARY

1 - 4 September

2022

TÜYAP

Büyükdöğmece / İstanbul

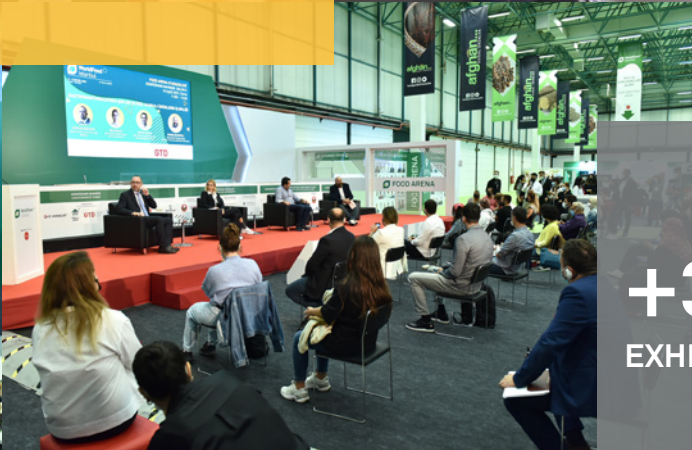
2021
Highlights

129
COUNTRIES

22,800
TOTAL VISITORS

23%
INTERNATIONAL
VISITORS

+390
EXHIBITORS



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More than 179 international hosted buyers were at WorldFood Istanbul!

Within the scope of hosted buyer programme, which is organised by Hyve Group and Istanbul Cereals Pulses Oil Seeds and Products Exporters' Association (İHBİR), more than **179** international buyers from Bosnia, Bulgaria, Egypt, France, Ghana, Indonesia, Kosovo, Lebanon, Malaysia, Mexico, Pakistan, Russia and Uganda were hosted. With the **Hyve Connect** application, more than **2,645** B2B meetings were held between exhibitors and buyers, which built new partnerships.

97%

97% of the exhibitors consider the show important for their business.

99%

99% of the exhibitors are likely to exhibit next year.

90%

90% of the visitors are likely to visit next year.

90%

90% of the visitors sourced new suppliers and business partners.

EXHIBITION COMMENTS



Turkey is a great location, you have Europe, you have Asia and you have Middle East, and also really great for transportation and deliveries. So, if companies would like to see Arabic market, they should come here. And this fair is a good opportunity. We met some customers, Turkish location is very attractive for them and also attractive for us. So that's why we want to make business here. Actually we met very interesting people, from Middle East and also USA. Hope that we can establish long partnerships."

Nasko Stoyanov
CEO - Contest Distribution



This year, the number of visitors is very high both in terms of quantity and the countries they come from. Because of this, we are happy to exhibit. To be honest, we weren't expecting this crowd during the pandemic. We are very satisfied with the number of visitors and buyers. We met with a lot of buyers both local and from abroad. We especially saw a heavy traffic from the Middle East just as we expected. There's interest from South America, way more than we expected. We are happy to reach a new market."

Ahmet Kadioğlu
Managing Partner - Hayfene



We have been exhibiting at WorldFood Istanbul for many years now. It is a crucial and beneficial exhibition for us because we get to meet our customers from local chain stores and many of our franchises from around the country face-to-face. In addition, a lot of visitors from abroad come here. Our customers from a lot of places, especially from countries in the Middle East such as Iraq, Syria, Lebanon and countries like Azerbaijan, Ethiopia and Libya. Moreover, some of our customers from Europe, America and Russia have also come here. We'll continue to participate regularly."

Tuba Memiş
General Manager - Tat Bakliyat



We see new markets and meet new customers at WorldFood Istanbul and facilitate the sales of Turkish tea to other markets in the world such as Bulgaria, Ethiopia and the USA. I think it will reflect positively in terms of revenue."

Hamdi Kutlu
Head of Marketing - Çaykur

FOOD ARENA EVENTS



93 Speakers & Chefs



17 Sessions



23 Partnerships



3 Show Kitchen Chef Workshops



10 Food Master Class Stand Visits



6 Start-ups



2 Turkey's Best Plate Challenge "All Stars" Show



2,100+ Attendees



a Hyve event

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TÜYAP - Büyükçekmece

www.worldfood-istanbul.com