

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT
POLICY

Voluntary Public

Date: 8/10/2012

GAIN Report Number:

Turkey

Post: Istanbul

MAJOR FOOD SHOWS IN ISTANBUL

Report Categories:

Trade Show Announcement

Approved By:

Jess K. Paulson

Prepared By:

Meliha Atalaysun

Report Highlights:

Turkey's growing economy and Istanbul's strategic geographical location bridging Europe and Asia provides a pivotal meeting place for global and regional members of the food sector.

Detailed information on the major food trade shows organized annually in Istanbul is provided below chronologically. Among the three, the Fi show is particularly important because Turkey is a major regional processed food producer and like its neighbors, which have smaller industries, is import dependent for food additives. Fi therefore provides an opportunity for the US producers to present their products to the region in this tradeshow where Post can arrange a U.S. pavilion for interested companies.

General Information:

GIDA - WORLD FOOD ISTANBUL (September 6-9, 2012)

The ITE Group will organize the 20th International Food Products and Technologies tradeshow this year. Previous U.S. participants include the Southern United States Trade Association (SUSTA), and this year we welcome the National Pecan Growers Council for the first time.

The show is supported by the Federation of Turkish Food and Beverage Industry Associations (TGDF) and the 23 associations under its roof.

In 2011, the show hosted 451 local and foreign exhibitors with almost 1000 brands in 5 halls and attracted nearly 28,000 visitors. The exhibitor profile includes companies involved in meat and dairy products, chocolate and sweets, frozen consumer-ready and seafood products, canned foods, alcoholic and non-alcoholic beverages, natural and organic products, food additives and supplements, vegetable oils and bakery products.

The visitor profile includes marketing companies and wholesalers, retail stores of all sizes ranging from small mom-and-pop stores to super markets, importers and exporters, hotels, restaurants, bars and cafes, fast food companies, cafeterias, catering companies, chefs, food engineers, chemical and agricultural engineers, and media members.

GIDA Worldfood Istanbul is co-located with the 27th International Packaging and Food Processing Systems Fair (IPACK 2012). For more information and online invitation for free entrance, please visit the show's website: <http://www.ite-gida.com>

FOODIST (December 6-8, 2012)

FOODist – The Istanbul Food and Beverages tradeshow will be organized for the 6th time in December 2012. Last year, 21 thousand people visited the show, 2 thousand of whom were international visitors from 62 countries including Russia, Albania, Azerbaijan, Bosnia Herzegovina, Morocco, Georgia, Croatia, Iraq, Iran, Kosovo, Kuwait, Lebanon, Montenegro, Macedonia, Egypt, Serbia, Syria, Jordan and Greece.

Typical visitors are foodservice professionals including fine dining (table service), informal/family dining, HRI (hotels, restaurants, institutions), bars & private clubs, quick/counter services, social caterers, foodservice wholesalers, recreational facility/sports, non-exhibiting suppliers, bakery/deli/retailers, consulting professionals and industry guests.

The exhibitors' profile includes companies of milk and dairy products and equipment, meat and animal products, chilled and frozen foods, flour and bakery products and equipment, pasta, chocolate and confectionery products and equipment, biscuits, cereals, legumes, vegetable oil, olives and olive oil, non alcoholic and alcoholic beverages, tea and coffee products, fine and ready food products, seafood (fresh seafood products and seafood processing), spices, dried fruit and nuts, fresh fruits and

vegetables, bee-keeping products, baby food, ecological-natural food products, functional foods and food support, food ingredients (aromas, flavors & fragrances, food additives/raw materials), grain and pulse companies (wheat, rice, lentils, etc.), food processing and sterilizing machinery & equipment, drink/juice processing equipment.

In order to benefit from the power of synergy, the 2012 Foodist Fair will be held concurrently with:

- MAMTEK Istanbul – 2nd Shop, Shopping Centers, Market Systems, Equipment and Logistics Fair,
- HORECA Istanbul – 2nd Hotel, Restaurant, Café, Bar, Catering System and Equipment, Furniture and Textile Products and Consumable Goods Fair, and
- Istanbul Private Label Industry – 3rd Private Label Products Fairs

The show is supported by PAKDER (the Agriculture Products Grains Pulses Processing and Packaging Association) as well as by other major associations from the sector and it focuses on a cross-sector and process oriented approach to bring together all aspects of production, conveying technology, packaging and distribution for the food and beverage industry.

For more information and online invitation for free entrance, please visit the show's website:

<http://www.tuyap.com.tr/webpages/foodist-en/index.php>

FOOD INGREDIENTS ISTANBUL (May 7-9, 2013)

The FI Istanbul will be organized for the first time in May 2013 at the Istanbul Convention Center and will be the first food ingredients show in Turkey. The organizing company (UBM Istanbul) expects 3 thousand visitors with nearly 180 exhibitors. Building on the popularity of FI Europe (<http://fieurope.ingredientsnetwork.com>), organizers of the show are aiming to attract even more international visitors than locals, with an assertive rate of 60% to 40%.

Turkey and the surrounding countries are import dependent when it comes to food additives and the show hopes to build upon the advantage of bringing together exporters and importers, as well as the users of such products in and outside of Turkey.

Another advantage of the show is that the EuroFoodChem conference will be organized on the same dates at an adjacent venue in Istanbul. This conference brings together nearly 1,500 academicians from all over Europe in the field of food chemistry. FI is sponsoring the conference in order to build a synergy between food chemists and users of food additives. Detailed information on the conference can be found at: <http://www.eurofoodchemxvii.org/>

The FI show is supported by the Turkish Food Additives Association (GIDAKAT) as well as the Federation of Turkish Food and Beverage Industry Associations (TGDF). For more information on the show, please visit the show's website: <http://fi-istanbul.ingredientsnetwork.com/>

All tradeshows are open between 10:00 am and 7:00 pm.