

FOOD

FAIR TÜRKİYE

2nd Food Products Fair

TEMA: GASTRONOMY İZMİR

foodfairturkiye.com



foodfairturkiye



Food Fair Türkiye

13-16
FEBRUARY
2024



fuairizmir

İZMİR/TÜRKİYE



THIS FAIR ORGANIZED WITH THE AUDIT OFTOBB (THE UNION OF CHAMBERS AND
COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO.5174

PURCHASING SPECIALISTS OF THE FOOD INDUSTRY
are coming together for the 2nd time in
Türkiye's largest fairground, Fuarizmir.



FOOD FAIR TÜRKİYE
2023



128

Companies/Brands



17.845

Professional Visitors

VISITOR OPERATIONS & INTERNATIONAL VISITORS

FOOD FAIR TÜRKİYE 2023 - COUNTRIES FROM INTERNATIONAL VISITORS



“Buyer Committees Studies” are carried out from Asian & European target countries.
(United Arab Emirates, United States, South African Countries, Balkan Countries, Greece, Italy, Spain, Azerbaijan, Iraq, Bulgaria, Morocco, Northern Cyprus, Germany etc.)



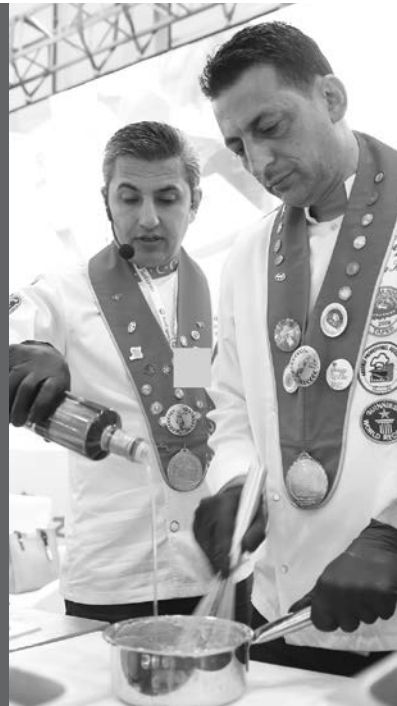
VISITOR & EXHIBITOR FEEDBACKS

- 70%** Satisfied the needs of business
- 80%** Visited to see new products
- 75%** Provided an interview with qualified visitors
- 70%** Left the fair with new agreements
- 90%** Stated that they would rejoin

FOOD FAIR TÜRKİYE has been entitled to receive the support of KOSGEB and Izmir Chamber of Commerce since the day it started to be held.

HORECA EXECUTIVE CHEF CLUB

Chefs who are members of the **Horeca Executive Chef Club**, who are active in the sector, these managers and decision-makers, made their seasonal agreements with special promotions, workshops and bilateral meetings at this fair.





PARTICIPATION OBJECTIVES OF THE COMPANIES

- 54%** Introducing their new products
- 32%** Expanding market share
- 20%** Following Trends and Competitors
- 40%** Increasing Brand Awareness



VISITOR PROFILE

- Importers, Exporters
- Wholesale organizations
- Marketing companies
- Super, Hyper, Gross Markets
- Purchasing Specialists and category managers of foreign hypermarket chains
- Catering companies
- Food factories
- Restaurant, bar, club businesses and operators and their Purchasing Specialists
- Hotel and resort Purchasing Specialists and Managers
- Fast-food companies
- Grocery Stores, Buffets
- Canteen operators
- Food companies managers
- Chefs
- Food, Chemical, Agricultural engineers
- Packaging factories
- NGO representatives
- Sectoral and national press

EXHIBITOR PROFILE

FOOD

- Bee products
- Snack products
- Spices
- Baby foods
- Vegetable oils
- Frozen food
- Meat and meat products
- Food additives
- Gourmet products
- Hygienic products
- Cereals, pulses products
- Preserves
- Poultry and game animals
- Store and market equipments
- Fruits, dried fruits and vegetables
- Organic, sustainable and gluten-free products
- Aquaculture and aquaculture farms
- Milk and milk products
- Delicatessen and ready-to-eat food products
- Confectionery, biscuits and bakery products
- Basic food products
- Vegan & vegetarian products
- Fresh fruits and vegetables
- Olive, Olive Oil

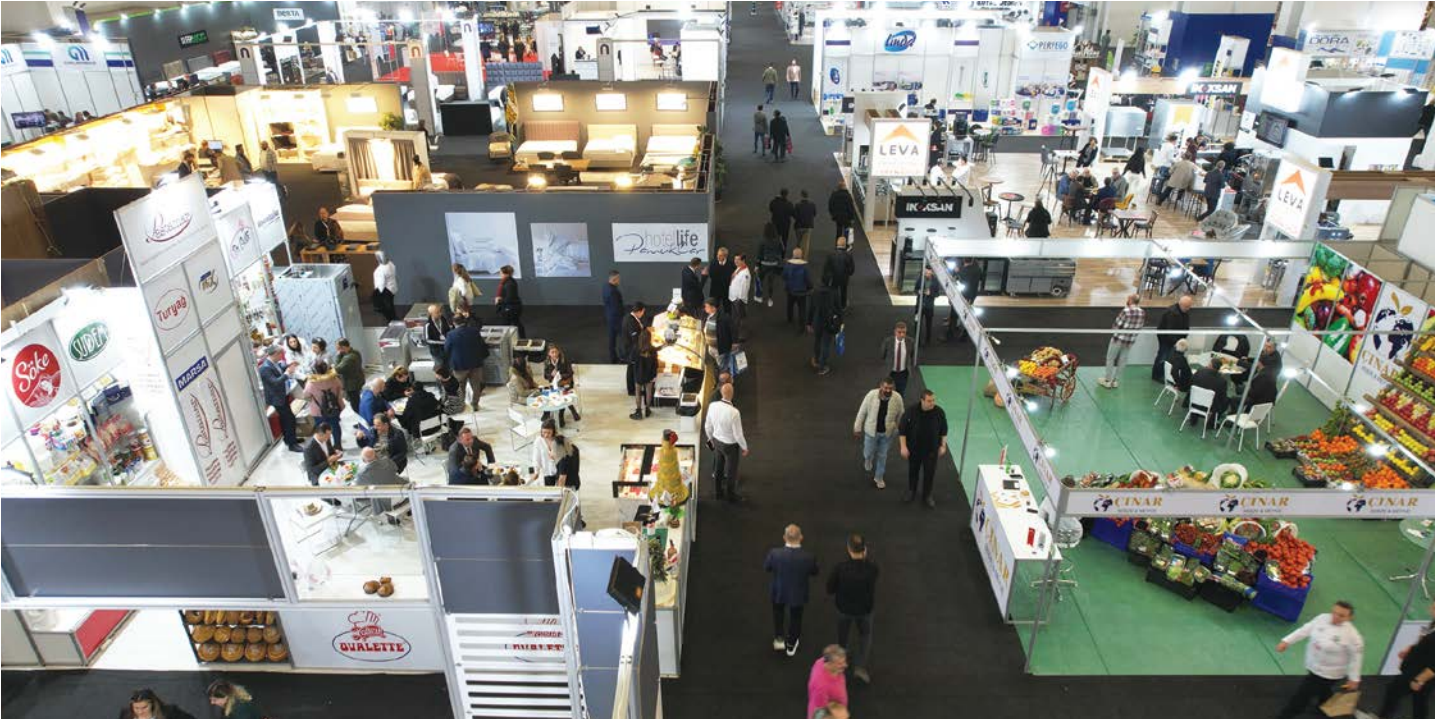
BEVERAGES

- Soft drinks
- Alcoholic beverages
- Tea and coffee

HYGIENIC PRODUCTS

- Diapers
- Sanitary pad
- Paper towel
- Toilet paper
- Wet wipes





FAIRGROUND



FOOD FAIR TÜRKİYE - 2nd Food Products Fair will be held in **Fuarizmir**, where many international fair organizations are taking place, as the largest, most modern, newest exhibition center of Türkiye and the Middle East.

Fuarizmir has;

- A technical infrastructure reinforced with the latest technological equipment,
- 4 holes,
- 119.400 sqm outdoor and indoor exhibition space
- 15.600 sqm foyer
- 16.000 sqm cafes and restaurants
- Parking lot of 93.000 sqm (capacity of 2.500 vehicles)
- Total area of 330.000 sqm
- 4 seminar halls



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Belediyesi



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