



**HYBRID+**  
October 20-23, 2021

**2021**

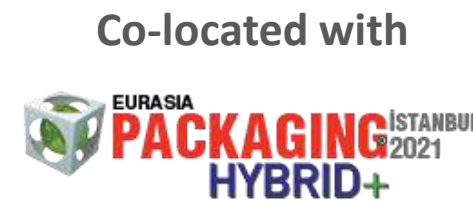
**POST SHOW REPORT**

[www.foodtecheurasia.com](http://www.foodtecheurasia.com)

Co-located with



## EXHIBITORS' REASONS TO EXHIBIT



Exhibitor

73%

To increase and strengthen existing business contacts

62%

To find new potential customers from international markets

61%

To protect and strengthen the company image

55%

To gain new potential customers from Turkey

48%

To promote new products / services

36%

To keep up with the competition in the market / follow the developments

26%

To establish cooperation with other exhibiting companies in the fair

11%

To find an agents / distributors



1.020

Companies and  
Company Representatives



38

Countries



Turkey  
Italy  
Germany  
USA  
China  
Qatar  
Taiwan  
United Kingdom  
Iran  
Spain  
Japan

**97,4% of the exhibitors**

stated that the fair met their participation objectives and they are satisfied with the fair



*“The event went really great. I think that it is not only us who had a great show, I believe that other exhibitors had a great event, as well. There were visitors from a great number of countries. We even had visitors from the USA. This means that this event has been promoted in the USA and people there felt the urge to visit this event. There were a lot of visitors from Turkey and abroad. Among them there were some well-established companies. Those who came to us were well-informed people who came to this event to make purchase or learn more. Exhibiting companies also contribute to the number of visitors. Strong companies make this event even more effective.”*

SEYHAN MAKİNE  
Arif Seyhan

*“Compared to the other trade fairs I can say that we have collected numerous procurement requests at this event. Therefore, we are highly satisfied with the show. We had visitors from Balkan countries in particular. The long-established companies in Turkey visited us, as well. The main reason behind our participation in this trade fair is that visitors can find all sorts of production processes under one roof.”*

FRUMAK MAKİNA  
Mehmet Ajderoğlu

*“Food-Tech is a unique event for the Turkish market and the Eurasian market. That is why we are exhibiting in this event. Visitors can easily find all sorts of food technology brands here under one roof. A large product range is represented at this event, and therefore, this trade event makes it possible for the buyers to meet and network with many suppliers.”*

HANNDER EQUIPMENT FOR INDUSTRY USE  
Başar Leblebici

*“Thanks to the professional organization of Reed Tüyap we had an exceptional Eurasia Packaging Fair that we experienced for the first time under the conditions of pandemic. The record number of visitors is the perfect proof that Eurasia Packaging Fair is one of the most significant packaging trade fairs in the world. We, as Şişecam one of the leading glass packaging manufacturers in the world, had great pleasure to take part in Eurasia Packaging Fair.”*

Şişecam  
Nihal Beltan

*“This trade fair has exceeded our expectations. We had numerous meetings with our customers. This event plays an important role in terms of following the latest technologies and finding the right companies to invent for the buyers.”*

MUSE GIDA TEKNOLOJİLERİ,  
Murat Durmaz

*“Despite the pandemic this year’s Eurasia Packaging Fair has been the best one organized in the last 10 years. It is the only trade fair for the packaging industry in Turkey at European standards.”*

ÖZ UYGURLAR MAKİNE MOB. LTD. ŞTİ  
Adnan Naci Uygur

*“We regard Food-Tech Eurasia Fair as an important event. All of the visitors who came to our stand were the right people with whom we can do business.”*

GEMAK GIDA ENDÜSTRİ MAK. VE TİC. A.Ş.  
Özge Büyükpamukçu

*“We had visitors especially from Europe and Middle East. In this regard, this an international event and therefore we exhibit every year.”*

KONTENSAN A.Ş.  
Mehmet Şeflek



**70.334**  
Total visitors

**58.203**  
Domestic visitors

**12.131**  
International visitors



**128**  
Countries



**95,2% of the visitors**

stated that the fair met their visiting objectives and they are satisfied with the fair.



Co-located with



Visitor

## VISITORS' REASONS TO VISIT

**72%**

To see the innovations

**68%**

To reach new suppliers

**57%**

To meet with existing suppliers

**51%**

To find new business ideas

**41%**

To see the leading companies of the sector together

**37%**

The opportunity to speak with product experts

**25%**

To find dealers, agents, partners, distributors



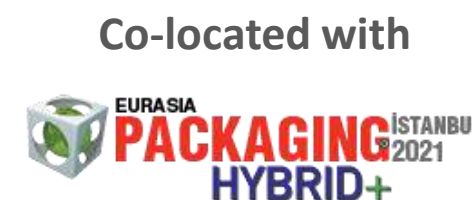
# 12.131 INTERNATIONAL VISITOS FROM 127 COUNTRIES

- ❖ **29%** increase in international visitors comparing 2019
- ❖ Visitors from **21** new countries compared to 2019

## TOP 25 VISITING COUNTRIES\*

**21**  
NEW VISITING  
COUNTRIES

Barbados  
Benin  
Botswana  
Burkina Faso  
Burundi  
Central African Republic  
Chad  
Colombia  
Democratic Republic of the Congo  
Gabon  
Guatemala  
Hong Kong  
Iceland  
Kenya  
Latvia  
Liberia  
Mongolia  
Panama  
Rwanda  
Swaziland  
Togo

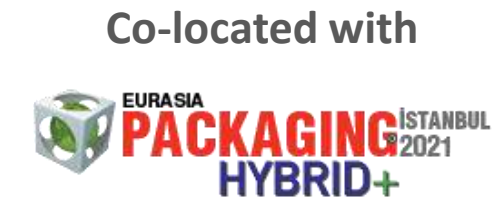
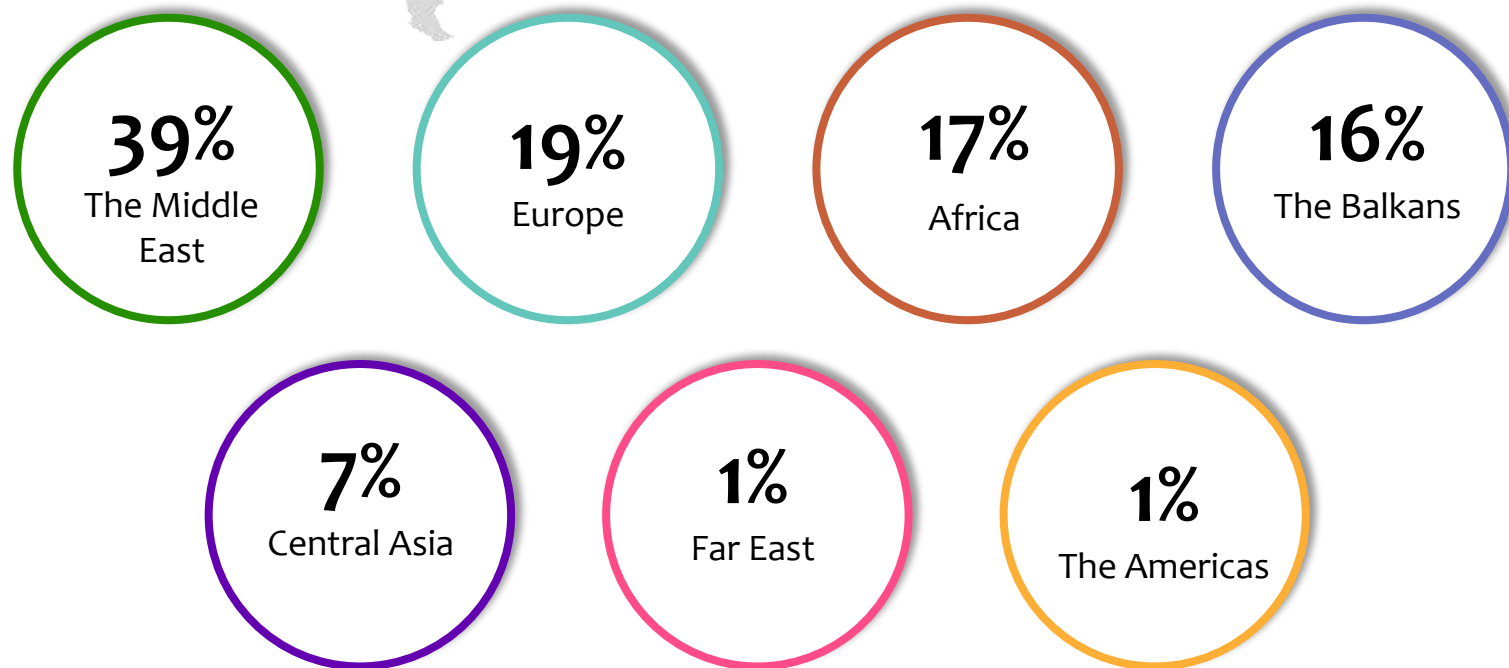
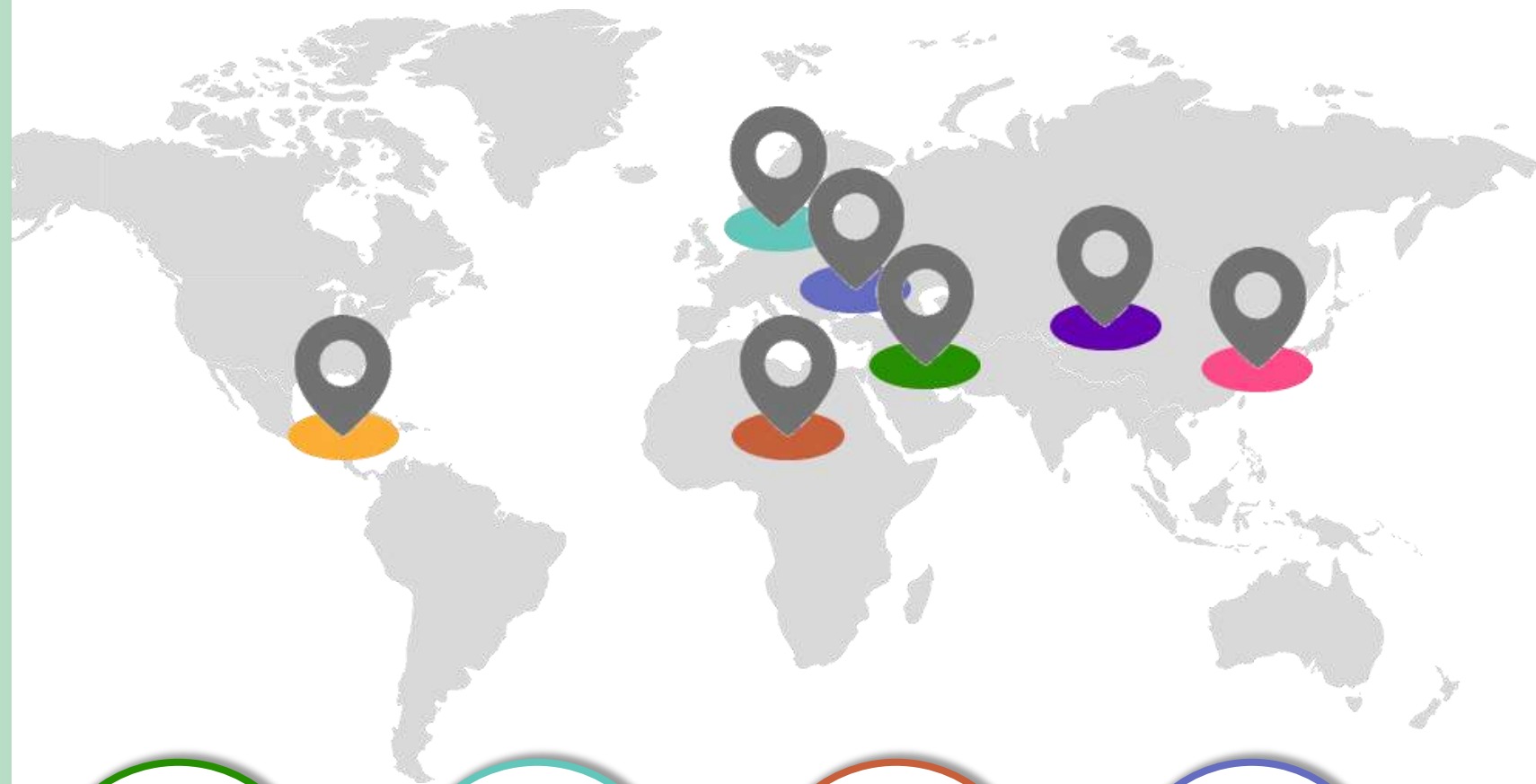


Algeria  
Azerbaijan  
Bulgaria  
Egypt  
France  
Georgia  
Germany  
Greece  
Iran  
Iraq  
Israel  
Jordan  
Kosovo  
Lebanon  
Libya  
Macedonia  
Morocco  
Palestine  
Romania  
Russia  
Serbia  
Tunisia  
Ukraine  
United Arab Emirates  
United Kingdom



*\*Countries are listed in alphabetical order.*

# GEOGRAPHICAL BREAKDOWN of INTERNATIONAL VISITORS



Visitor

- ❖ The number of visitors from the African continent increased by **20%** compared to 2019, exceeding **2,000**
- ❖ **165%** increase in visitors from Sub-Saharan Africa outside of North Africa
- ❖ There was a **58%** increase in the number of visitors from Western Europe, mainly from Germany, France, Netherlands, England, Italy and Spain.





# 921 HOSTED BUYERS

Algeria	Libya
Azerbaijan	Macedonia
Bahrain	Moldova
Belarus	Montenegro
Bosnia and Herzegovina	Niger
Bulgaria	Oman
Croatia	Palestine
Egypt	Russia
Georgia	Serbia
Greece	Slovenia
Iraq	Sudan
Israel	Tanzania
Jordan	Tunisia
Kazakhstan	Ukraine
Kosovo	United Arab Emirates
Kyrgyzstan	Uzbekistan
Latvia	

FROM **33** COUNTRIES

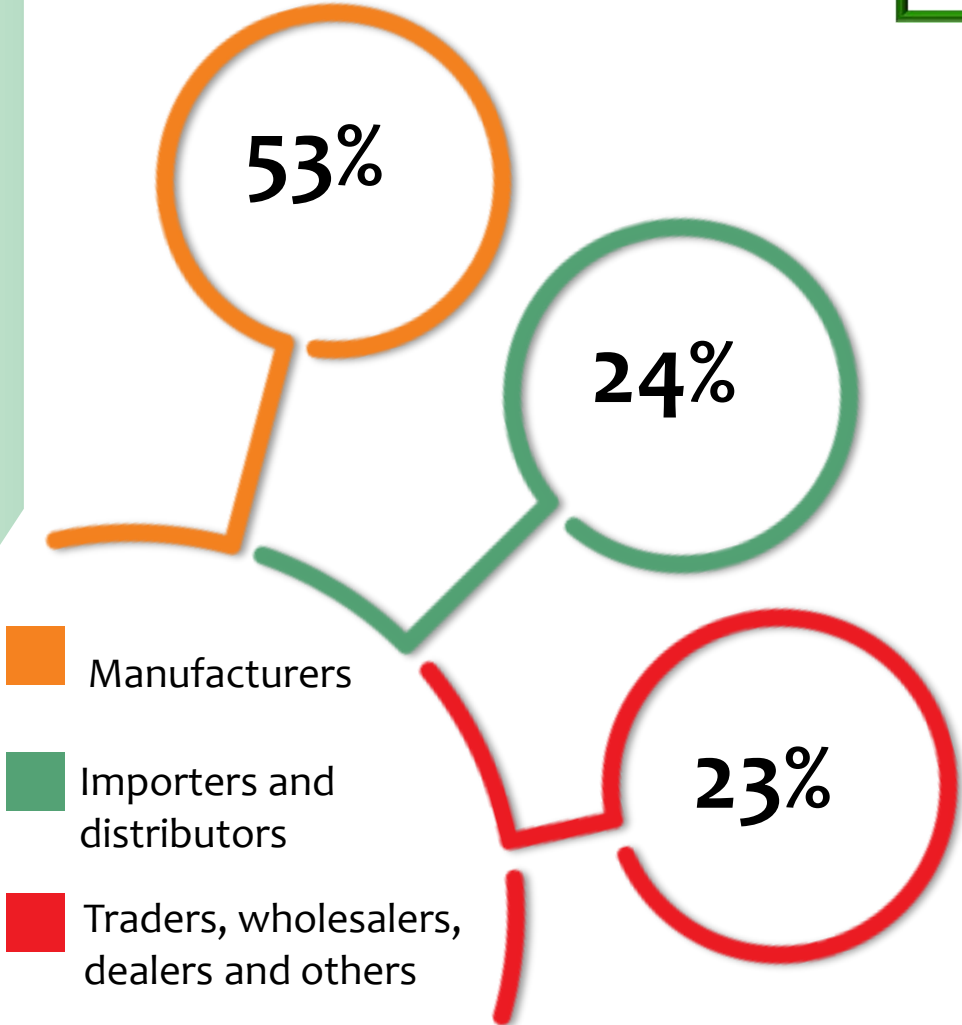
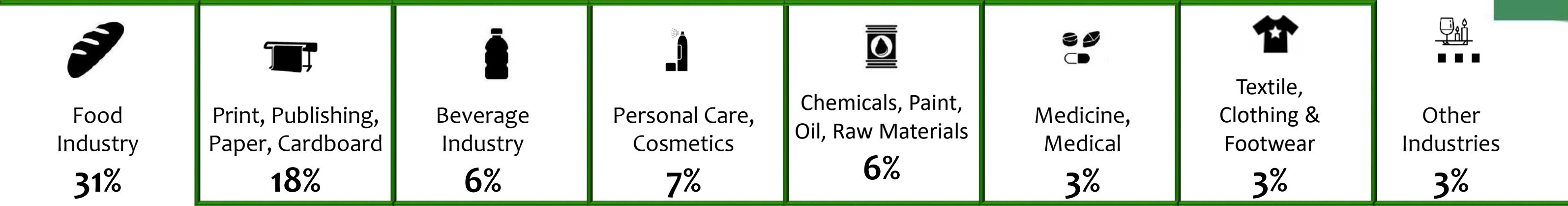


**921** professionals from **33** countries visited the Eurasia Packaging Hybrid+ Fair with our special hosted buyer program through the Republic of Turkey Ministry of Trade and Tüyp's overseas offices.

Visitor









*“This event has exceeded our expectations. We have already found the packaging solutions for the products we are planning to manufacture in the future.”*

Visitor, Lebanon

*“We are the central purchase company of Koç Group. I have visited this trade fair for the first time and it is a really big show. I had the opportunity to meet and network with the representatives of many companies in the field of recycled and single-use products.”*

Visitor, Turkey

*“This is our first visit. We are interested in all types of packaging products. It is great that all manufacturers are here at this event. We have found all of the products that we are looking for.”*

Visitor, Israel

*“I have been visiting this event regularly. I had meetings with numerous machinery and food packaging companies. I have found a wide range of products with high quality.”*

Visitor, Turkey

*“We visited the event for the first time. The product range is really big. It is possible to find various products from carton packaging to sustainable plastic products under one roof.”*

Visitor, Qatar

*“There are a lot of exhibitors and visitors. I am looking for machineries, equipment and packaging products related to beverage. It is impossible to visit this event in one or two hours. If you are planning to visit this trade fair you need to allocate a longer period of time.”*

Visitor, Turkey

*“I have been looking for food packaging such as food boxes and pet glasses, in particular and I have found what I was looking for. I recommend everyone to visit this event to find the right packaging suppliers.”*

Visitor, Turkey

*“I am here since the first day of the event. I have managed to collect the preliminary information that I need about the exhibiting companies and their products and I found new contacts. I expect to work with some Turkish companies.”*

Visitor, Germany

*“This trade fair is the ideal platform to form an economic cooperation and communication between Turkey and Africa. We will visit the fair next year with a larger delegation.”*

Visitor, Senegal

*“This is a well-organized trade fair with a wide range of exhibitors. Since we already know how big this event is, we came here with couple of our colleagues so that we can finish our meetings in time and I can say that we are having very efficient meetings.”*

Visitor, United Kingdom

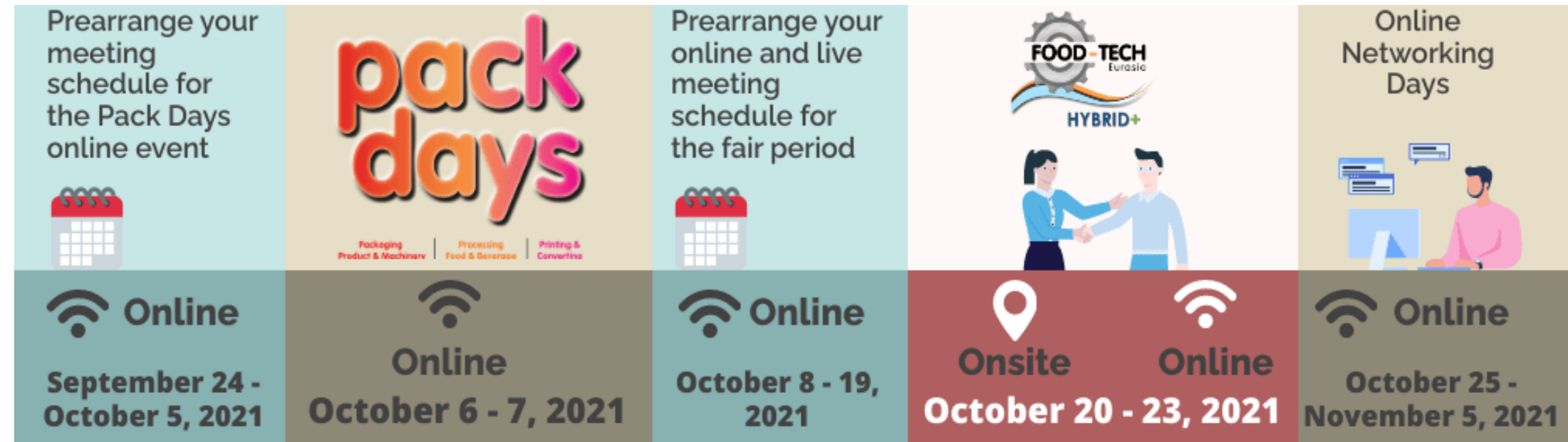
*“We are interested in paper and plastic packaging products related to food. We had good meetings with many exhibitors. I believe that we will have good business relations with these companies in the future.”*

Visitor, Belarus

*“I have visited the fair for the very first time. There is a lot of option for packaging products and machinery.”*

Visitor, Sudan

In 2021 Food-Tech Eurasia and the co-located event Eurasia Packaging Istanbul Fair were held in a hybrid format the first time.



**539**  
FROM **6**

**REGISTERED EXHIBITORS**  
from both events  
**COUNTRIES**

**993**  
**2.426**

**EXHIBITING COMPANY EMPLOYEES**  
**PRODUCT INFORMATION**

**4.525**  
FROM **85**

**REGISTERED ONLINE VISITORS**  
**COUNTRIES**

**73,6%** of the exhibitors participating in the Business Connect Program were satisfied with the online events that took place before, during and after the fair.

**95%** of the visitors participating in the Business Connect Program were satisfied with the online events that took place before, during and after the fair.

#### Business Connect Program Interactions in Numbers

**2.000+**

**CONNECTION REQUESTS**

**1.450+**

**MESSAGES**

**60+**

**VIDEO CALLS**



Let's meet on October 12 – 15, 2022...



## Contact our Project Team



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