



HYBRID+
October 20-23, 2021

2021

POST SHOW REPORT

www.foodtecheurasia.com

Co-located with



EURASIA PACKAGING HYBRID+ ISTANBUL 2021
26th International Packaging Industry Fair





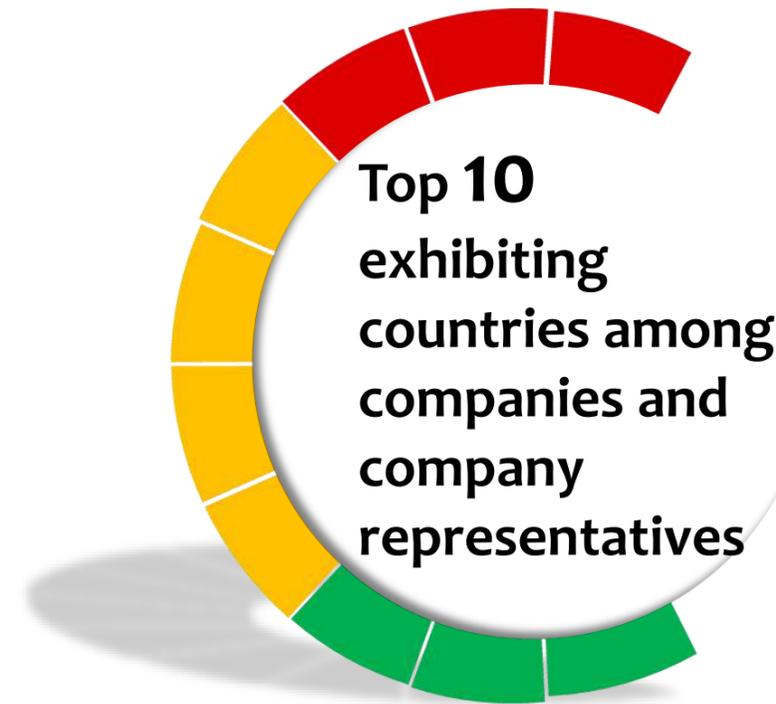
EXHIBITORS' REASONS TO EXHIBIT



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 Ajderođlu

“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 VISITORS FROM 127 COUNTRIES

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

TOP 25 VISITING COUNTRIES*

- 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



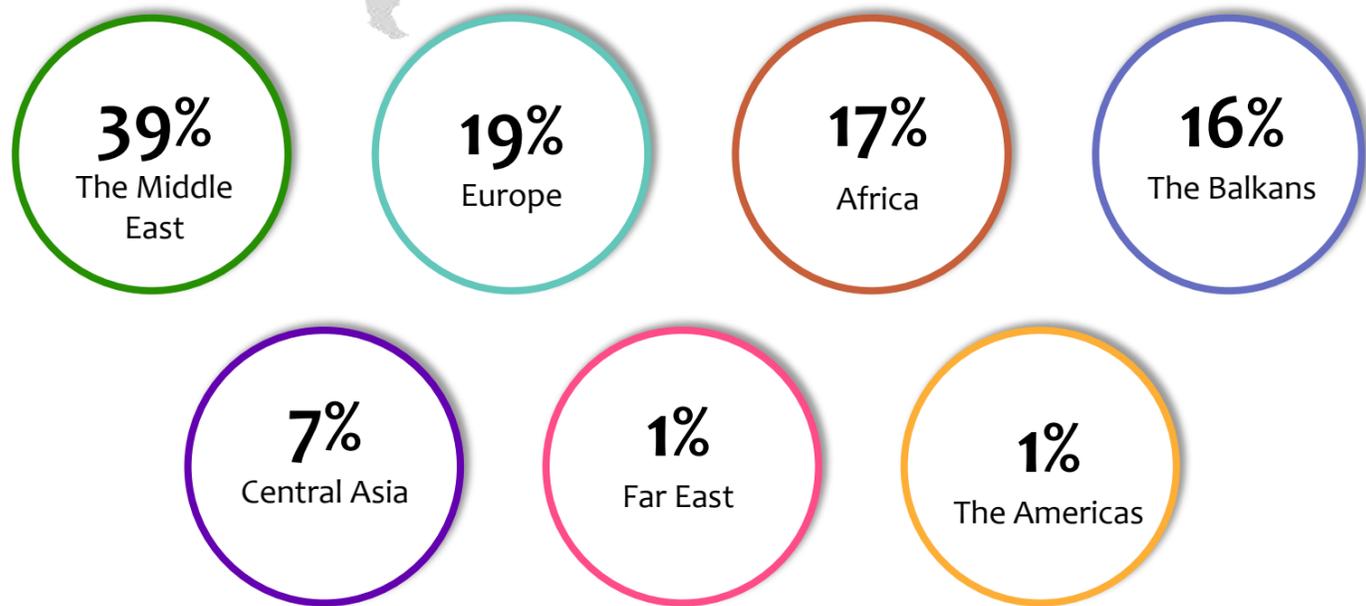
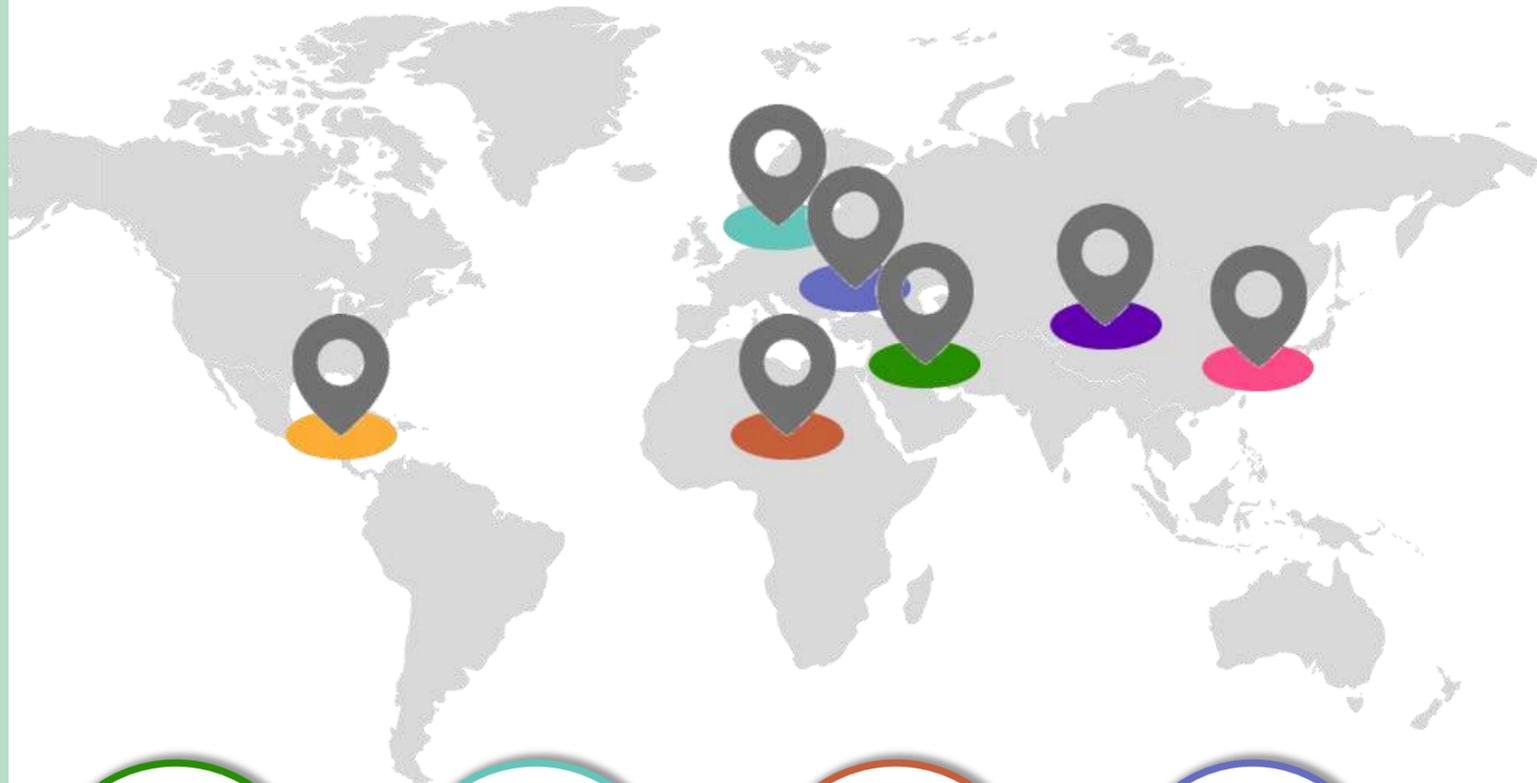
21
NEW VISITING COUNTRIES

- 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



**Countries are listed in alphabetical order.*

GEOGRAPHICAL BREAKDOWN of INTERNATIONAL VISITORS



- ❖ 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



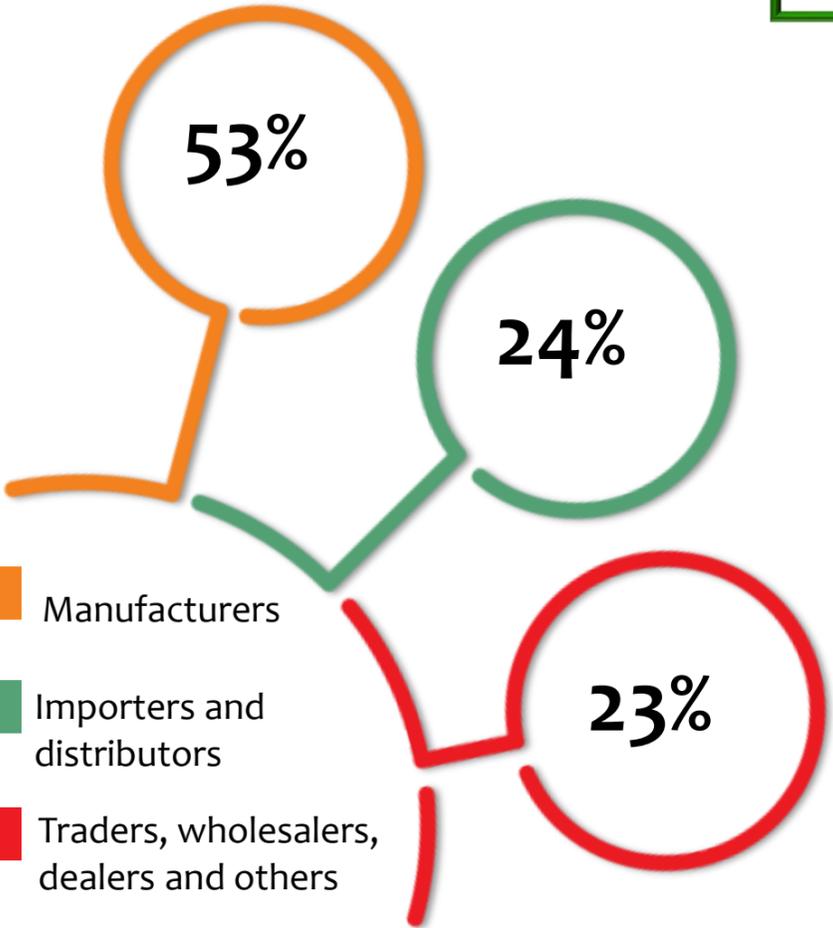
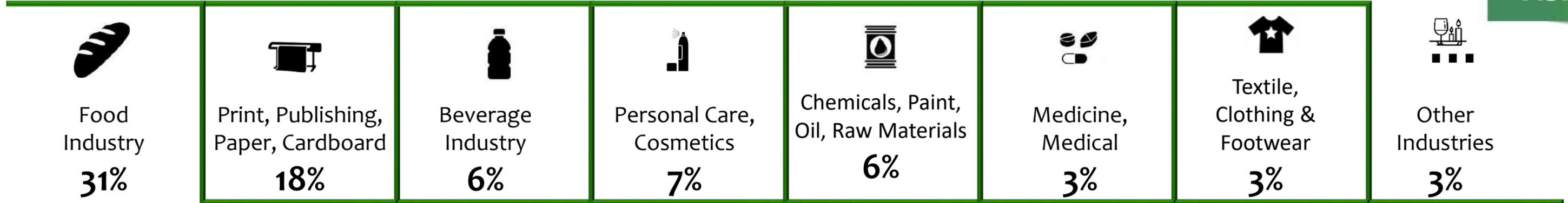
921 professionals from **33** countries visited the Eurasia Packaging Hybrid+ Fair with our special hosted buyer program through the Republic of Turkey Ministry of Trade and Tüyp's overseas offices.

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



FROM **33** COUNTRIES





“ 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

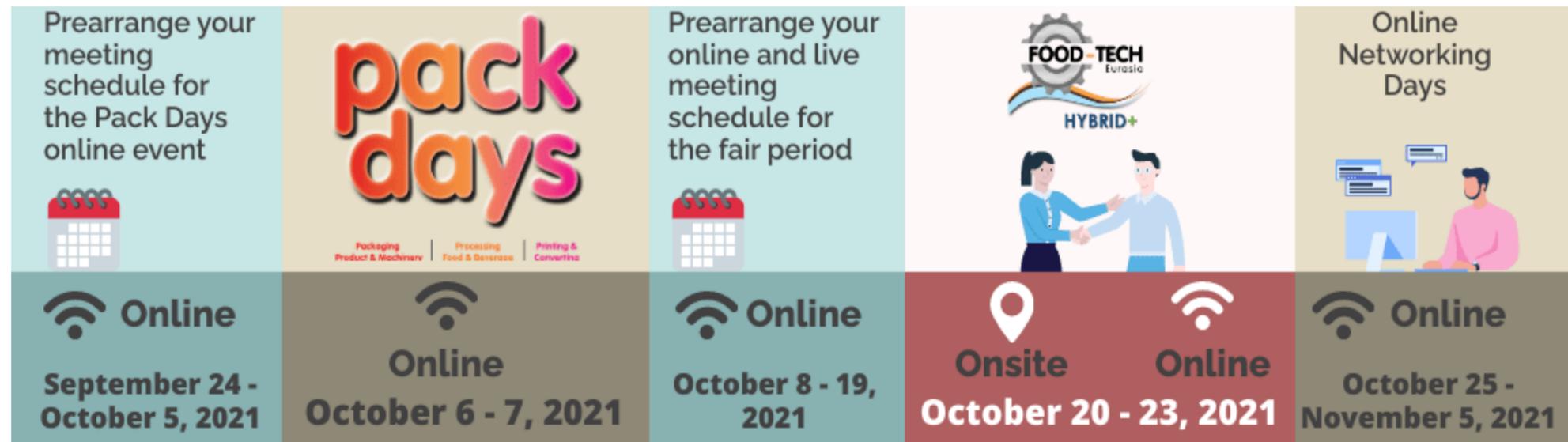
“ We are interested in paper and plastic packaging products related to food. We had good meetings with many exhibitors. I believe that we will have good business relations with these companies in the future.”

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

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.

993
2.426

EXHIBITING COMPANY EMPLOYEES
PRODUCT INFORMATION

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.

4.525
FROM **85**

REGISTERED ONLINE VISITORS
COUNTRIES

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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