



















Packaging Printing Technologies, Corrugated – Paper – Carton Packaging Production Technologies Special Section



**NOVEMBER 2-5, 2016 POST SHOW REPORT** 











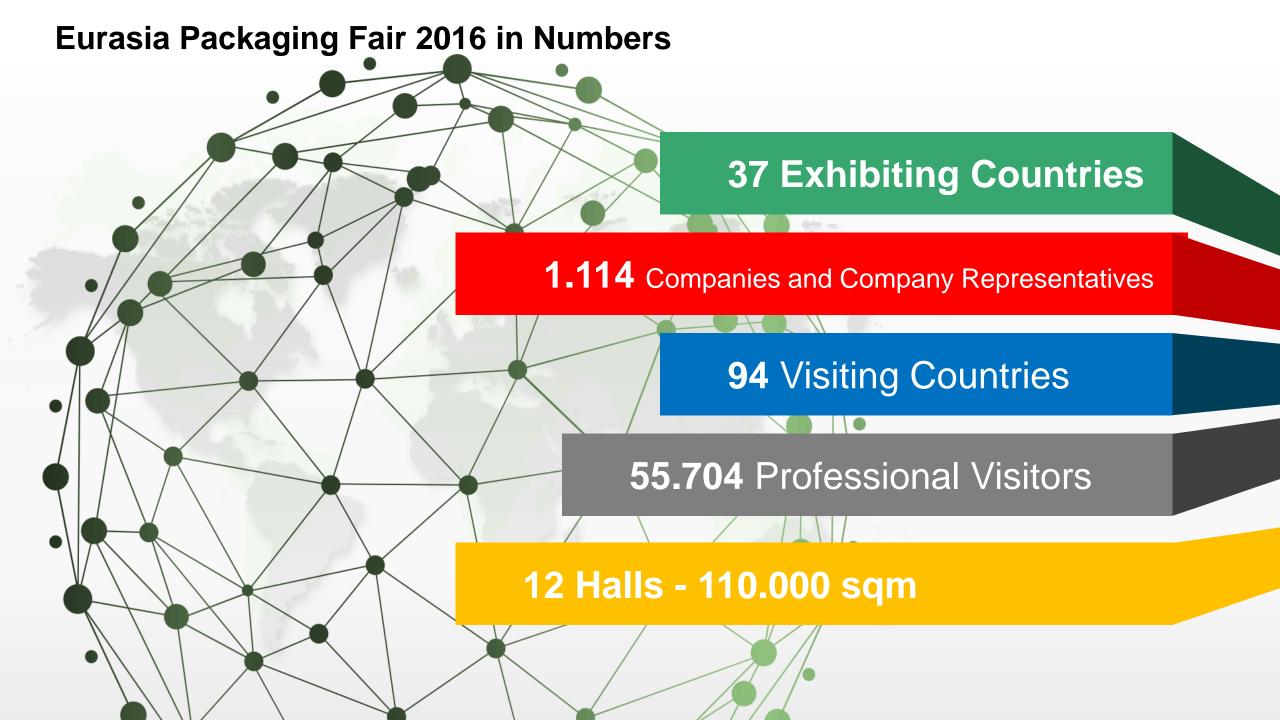






With more than 1100 exhibitors from 37 countries and over 55.000 visitors from 94 countries, including an inspiring education program and live product awards, Eurasia Packaging Fair is the most attractive and preferred annual event in its region. It's where emerging and established manufacturers of food and non-food goods discover thousands of smart solutions to achieve product 'stand out' whilst considering cost and time effective packaging production from design to completion, to meet market demand.





#### **Exhibitor Statistics**

# 1.114 Companies and Company Representatives from 37 Countries



of exhibitors plan to exhibit next year



of exhibitors were successful in strengthening the company image



of exhibitors were successful in improving business relationships





Top 10 Countries Represented	# of Companies & Company Representatives
ITALY	105
GERMANY	76
U.S.A.	33
CHINA	26
FRANCE	21
GREAT BRITAIN	19
THE NETHERLANDS	15
SPAIN	14
TAIWAN	12
JAPAN	11

#### **Exhibitor Testimonials**

## Sarten – Haluk Giray Marketing Director

We have conducted intensive meetings with visitors especially from Iran and the Middle East.

It was a very successful organization.

#### Dereli Graphic – Fehim Yurdal Sales Manager

It's a trade show which gives us a chance to meet with our customers and suppliers, also with industry professionals. Printpack Special Section is even more extensive than last year and is above our expectations.

## Labthink Instruments Co. – Jessica Xu Director Assistant Int'l Sales Dept.

Eurasia Packaging Fair is the best place to showcase our products to our potential customers on an international platform. It's the right place to be. We are glad to be a part of this well organized exhibition.

## Yes Pac – Adham El Shazly CEO

We attracted a great deal of interest from the visitors from North Africa and Arabian Peninsula. We are here because we know that this exhibition is very popular on the Arabian Peninsula. The visitors consisted mainly of professionals from packaging and food industries.

We reached our goal with the Packaging Fair!

#### Pandora Plastik – Serhan Kurşun General Manager

This year we participated Eurasia Packaging Fair as the Gold Sponsor. We found the visitor profile very prosperous. It was very satisfying to see the professional visitors especially from Africa and the Middle East. They are all real potential customers.

The success of the show continues to grow incrementally year by year. It's a trade show which brings the synergy and desire for growth together. That's all we need!

#### **Exhibitor Testimonials**

## **OPACK – Aykan Şişe General Manager**

We are the Silver Sponsor of the Eurasia Packaging Fair in 2016. This year Tüyap has done a wonderful job and brought in the visitors we wanted to see. All packaging machinery and product manufacturers in the sector should definitely participate in the exhibition as Packaging Fair makes the potential visitors more easily accessible.

We will definitely exhibit next year.

## **Toyo Printing Inks Inc.**– Yakup Benli CEO

The exhibition has been very impressive. The visitors from abroad was very high. Printpack Special Section has been very effective. Eurasia Packaging Fair has been very efficient and productive for us.

#### Matkim – Tan Yılmaz Assistant General Manager

The Fair has been very successful for us. We had fruitful negotiations which ended in business deals. We met with many visitors from the Balkans and Arab countries. It's been a very effective event.

#### Teknova – Ahmet Sezginel Member of Board

We have had good interactions with customers especially from Ukraine, Palestine, Tunisia, Algeria, Morocco, Egypt, Iraq, Syria, Iran, Azerbaijan and Bulgaria. We are so glad to exhibit in the Packaging Fair. Our priority for participation in 2017 will be Eurasia Packaging Fair.



#### **Visitor Survey Results**

98% of visitors confirmed that they will attend Eurasia Packaging Fair 2017 of visitors were informed about the industry

93%

A WALL BEEFE PLAN
AND STREET P



of visitors stated that they will recommend Eurasia Packaging Fair to their business network of visitors were satisfied with the fair

96%

### International Visitor Breakdown



## Top 10 Visitor Countries

ORAN OBULGARIA OMACEDONIA OTUNISIA OALGERIA OGERMANY OIRAQ OISRAEL OGREECE OLIBYA



## Hosted Buyer and VIP Program



In 2016, Eurasia Packaging Fair hosted more than 900 buyers from 29 countries.

Algeria Greece Kyrgyzstan Russia Serbia Azerbaijan Lebonan Iran Bosnia and Herzegovina Libya Sudan Iraq Bulgaria Macedonia **Tunisia** Israel Croatia Jordan Malaysia Turkmenistan Kazakhistan Moldova Ukraine Egypt Kosovo Palestine Uzbekistan Georgia **Great Britain** Kuwait Romania

**700** professional visitors from **14** cities within Turkey.

Adana İzmir
Antalya Kocaeli
Bursa Konya
Denizli Malatya
Eskişehir Manisa
Gaziantep Sakarya
Isparta Şanlıurfa

Within VIP Hosted Buyer Program, Turkey and World's leading companies visited Eurasia Packaging Fair 2016.

British American Tobacco Coca-Cola International Danone Eczacıbaşı Eti Evyap Ford Hayat Kimya A.Ş. Henkel L'Oréal Mars Gıda McDonald's Özsüt Pepsi Co.

Procter and Gamble
Sanset Gıda
Şölen Çikolata
Tamek

Tayaş Gıda Unilever Ülker

## Visitor Breakdown by Position



Breakdown of Visitors by Field of Activity

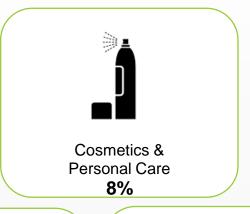


#### **Visitor Breakdown by Industry**







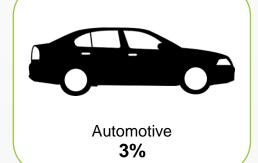


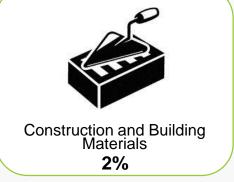


Chemistry, Paint & Mineral Oils **6%** 











Glassware & Tableware **2%** 



Household Appliances **2%** 



Textile, Clothing & Footwear **2%** 



#### **Purpose of Visit**

#### **Purchasing**

44% of visitors state that they seek new suppliers, products and services.



## Finding Business Partners

33% of visitors state that they look for new business partners





## **New Products and Technologies**

30% of visitors state that they would like to find out about new trends, technologies and products



## **Getting Contact with Current Business Partners**

17% of visitors state that they would like to get in touch with existing business partners

#### **Orders**

% of orders during the exhibition

% of visitors expected to give orders after the exhibition

% of visitors claiming to give orders higher than USD 100.000

Domestic

19%

49%

7%

International

41%

81%

24%

ESTIMATED VALUE of ORDERS PLACED by DOMESTIC and INTERNATIONAL VISITORS

USD 304.000.000



#### **Eurasia Packaging Fair with Cutting-Edge Special Sections**











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#### **Special Events – Live Product Awards**

#### 12<sup>th</sup> National Packaging Design Student Competition

National Packaging Design Student Competition, organized by REED TÜYAP and Packaging Manufacturers Association (ASD), aims to contribute to the career of students in the field of the packaging design as packaging professional. The Student Competition encourages the students who receive education in design in Turkey to be involved in the field of packaging design as well. Top three winners as determined by panel of judges were awarded "ASD & TÜYAP Scholarship" and recognized with cash awards. The projects of the finalists who entered the competition were exhibited at the fair.



#### **Special Events – Inspiring Education Program**

#### 5<sup>th</sup> International Printing Technologies Symposium

Organized by Istanbul University Vocational School of Technical Sciences,

**5<sup>th</sup> International Printing Technologies Symposium**, aimed at gathering all white and blue collar-workers and academics of printing, press, and packaging industries, was held in TÜYAP Fair and Congress Center on November 5<sup>th</sup>, 2016 during Eurasia Packaging Fair.







#### **Social Responsibility**



Yeşilköy Special Education and Vocational Training Center Students and Fair Project Team

Students who receive vocational education on printing in Yeşilköy Special Education and Vocational Training Center under Ministry of National Education Directorate General for Special Education and Guidance Services providing education to students with special needs, visited Eurasia Packaging Fair – Printpack Special Section with the support of Reed Tüyap Fairs Inc on November 4<sup>th</sup>, 2016.

Our project team accompanied the students on their visits to exhibiting companies specialized in packaging printing technologies. The students found the opportunity to see the latest technologies on the spot.

#### **Sponsors**



#### **Pandora Plastik** Eurasia Packaging Fair 2016 – Gold Sponsor





OPACK

Eurasia Packaging Fair 2016 – Silver Sponsor





#### **Contact**

Reed Tüyap Fairs Inc.

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# PACKAGING 2017 ISTANBUL

23rd International Packaging Industry Fair



Packaging Printing Technologies, Corrugated – Paper - Carton Packaging Production Technologies Special Section



Drink and Liquid Food Technologies Special Section

October 25 - 28, 2017













