

EURASIA  
**PACKAGING**<sup>®</sup>  
İSTANBUL



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

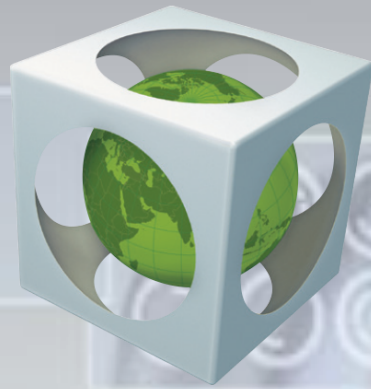


Drink and Liquid  
Food Technologies  
Special Section

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







EURASIA

# PACKAGING®

İSTANBUL

With more than 1 100 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.



# Eurasia Packaging Fair 2016 in Numbers



**37 Exhibiting Countries**

**1.114** Companies and Company Representatives

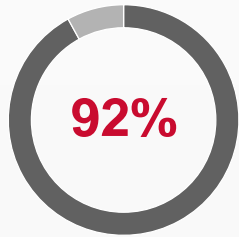
**94 Visiting Countries**

**55.704 Professional Visitors**

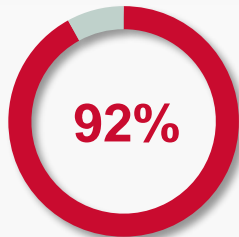
**12 Halls - 110.000 sqm**

# Exhibitor Statistics

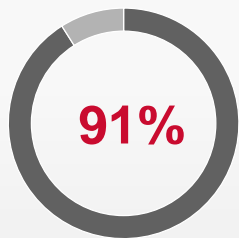
## 1.114 Companies and Company Representatives from 37 Countries



92% of exhibitors plan to exhibit next year



92% of exhibitors were successful in strengthening the company image



91% 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                                       |







# Visitors

**49.762**

Domestic  
Visitors

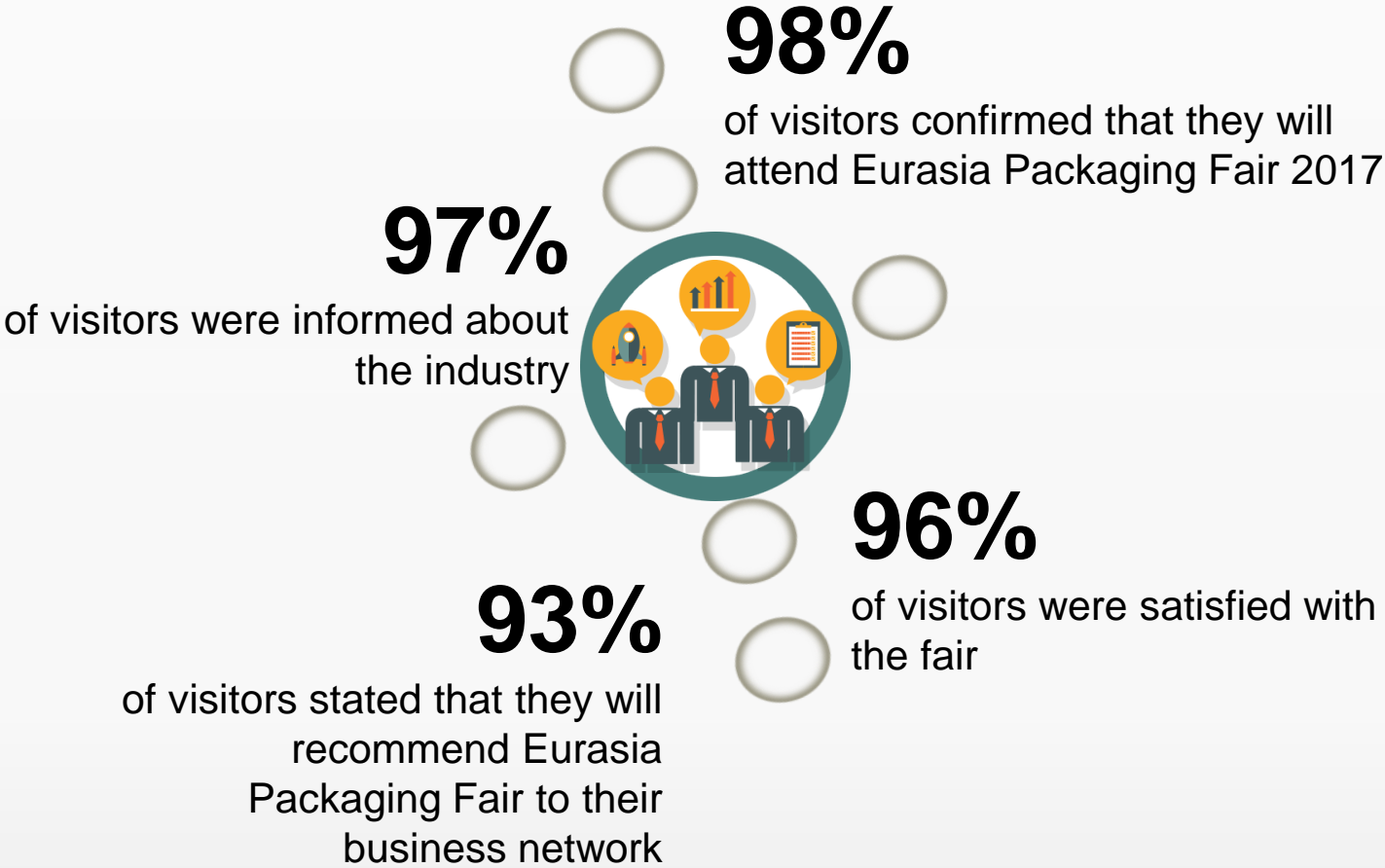
**55.704**

Total # of  
Visitors

**5.942**

International  
Visitors

# Visitor Survey Results





# International Visitor Breakdown



# Top 10 Visitor Countries

IRAN BULGARIA MACEDONIA TUNISIA ALGERIA  
GERMANY IRAQ ISRAEL GREECE LIBYA





# Hosted Buyer and VIP Program



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

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

Eurasia Packaging Fair welcomed **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 | Hayat Kimya A.Ş. | Procter and Gamble |
| Coca-Cola International  | Henkel           | Sanset Gıda        |
| Danone                   | L'Oréal          | Şölen Çikolata     |
| Eczacıbaşı               | Mars Gıda        | Tamek              |
| Eti                      | McDonald's       | Tayaş Gıda         |
| Evyap                    | Özsüt            | Unilever           |
| Ford                     | Pepsi Co.        | Ülker              |

# Visitor Breakdown by Position





# Breakdown of Visitors by Field of Activity



60% Manufacturers

18% Importers and Distributors

12% Exporters

9% Suppliers, Wholesalers, Dealers

1% Others

# Visitor Breakdown by Industry



Food  
39%



Beverage  
14%



Print, Publishing,  
Stationary  
12%



Cosmetics &  
Personal Care  
8%



Chemistry, Paint & Mineral  
Oils  
6%



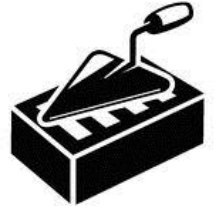
Medicine & Medical Sector  
4%



Cleaning and Hygiene  
4%



Automotive  
3%



Construction and Building  
Materials  
2%



Glassware & Tableware  
2%



Household Appliances  
2%



Textile, Clothing &  
Footwear  
2%



Furniture, Logistics,  
Electronics / IT and others  
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%**



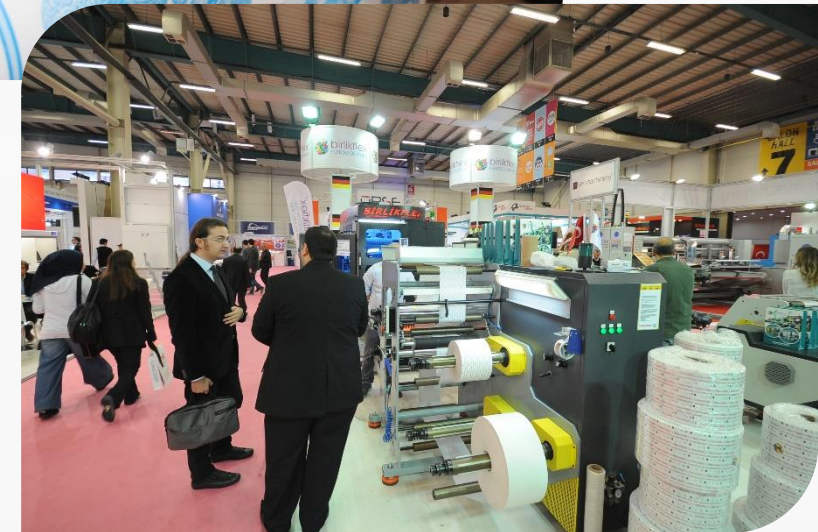
ESTIMATED VALUE of ORDERS PLACED by  
DOMESTIC and INTERNATIONAL VISITORS

**USD 304.000.000**





# Eurasia Packaging Fair with Cutting-Edge Special Sections



Drink and Liquid  
Food Technologies  
Special Section



Packaging Printing Technologies,  
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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 our Team for Eurasia Packaging Fair 2017 Sponsorship Opportunities  
[sponsorship@packagingfair.com](mailto:sponsorship@packagingfair.com)



TÜYAP

## Contact

### Reed Tüyap Fairs Inc.

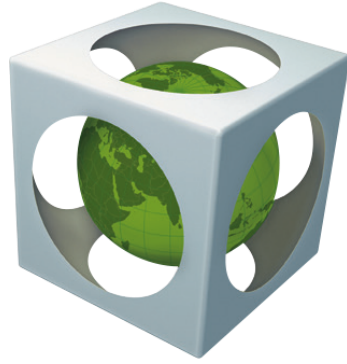
 Tüyap Fuar ve Kongre Merkezi, Cumhuriyet Mahallesi Eski Hadımköy Yolu Caddesi 9/1, 34500  
Büyüçekmece, ISTANBUL - TURKEY

 +90 (212) 867 11 00

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

 [packagingfair@reedtuyap.com.tr](mailto:packagingfair@reedtuyap.com.tr)





EURASIA

# PACKAGING® 2017 İSTANBUL

23<sup>rd</sup> International Packaging Industry Fair



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



Drink and Liquid  
Food Technologies  
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**October 25 - 28, 2017**



Reed Tüyap Fuarçılık A.Ş.  
[www.reedtuyap.com.tr](http://www.reedtuyap.com.tr)



PACKAGING MANUFACTURERS  
ASSOCIATION

