



Intense interest of international visitors to the Eurasia Packaging Istanbul Fair

Eurasia Packaging Istanbul Fair ended with the participation of about 70 thousand visitors, 12 thousand of whom are mainly from European countries. The fair, which brought hybrid fair experience to the packaging industry for the first time, will continue to bring companies and visitors together until November 5, through Online Networking Days.

Eurasia Packaging Istanbul Fair was organized at Tüyap Fair and Congress Center in Istanbul, in cooperation with Reed Tüyap Fair Organization Inc. and Packaging Manufacturers Association (ASD) with the supports of Packaging Machinery Producers Association (AMD), Flexible Packaging Manufacturers Association (FASD), Label Manufacturers Association (ESD), Cartonboard Packaging Manufacturers' Association (KASAD), Metal Packaging Manufacturers Association (MASD), Corrugated Cardboard Industrial Association (OMÜD) and Rigid Plastic Packaging Manufacturers Association (SEPA). At the fair, welcoming its visitors on October 20-23, all kinds of turnkey solutions from packaging products to packaging machinery, from food and beverage processing machinery to packaging printing technologies met under one roof. The fair, which was organized in hybrid format for the first time this year, introduced the new generation fair organization experience to industry representatives.

'We have passed the pre-pandemic numbers'

General Manager of Reed Tüyap Fair Organization Ali Muharremoğlu, stating that they welcomed participants from all over the World at Eurasia Packaging Istanbul Fair, said the following; "We have filled all 14 halls at the fair, which took place on an indoor area of 120 thousand square meters. We have passed the pre-pandemic levels again. We have welcomed a total of 70 thousand visitors, 12 thousand of whom are from 125 countries of the World, from Europe to the Middle East, from the Balkans to the Northern Africa. We have also enabled our visitors, who could not join us due to the pandemic, to meet with participating companies online. On the other hand, Pack Days was a success. 2500 products were exhibited at Business Connect Platform. 540 companies were registered in the system. More than 2 thousand connections were made with about 4 thousand visitors from 84 countries. Online Networking Days still continue. Thus, the companies will be able to keep their contact with their visitors until November 5."

'We are proud of it'

Zeki Sarıbekir, President of the Board of Directors of Packaging Manufacturers Association (ASD), noting that they welcomed 8 thousand 500 foreign visitors before the pandemic, but this number increased to 12 thousand today, said the following; "We are proud of it. These visitors will increase the export of the industry by supplying their products thanks to the fair."

'We provide movement of 400 billion dollars'

Sarıbekir, stating that the packaging industry is growing fast, said "The turnover of the industry was 23 billion dollars in 2019, but its turnover was 25 billion dollars in 2020. It concluded the last year with positive surplus to the turnover deficit. The value of our exports was 5 billion 147 million dollars in 2020. Our Turkish packaging industry, maintaining its stabil growth focusing on value added production, exported at the value of 3 billion 44 million dollars within the first 6 months of 2021 and the foreign trade surplus was 1 billion 222 million dollars. We provide the economic movement of 400 billion dollars in our country, with packaging products. As the packaging industry, we believe that we will reach our goals of market size of minimum 28 billion dollars and export income of 6,5 billion dollars in 2021. We are very proud and appreciate that we contribute to the second quarter growth of 21,7 percent, of our national economy as packaging industry."

'Export to 180 countries'

Sarıbekir, stating that as the packaging industry they keep working to export more and to export at least half of the packaging products manufactured in Turkey, said the following about the goals of the industry: "Our competitiveness and potential are high. Turkey directly and indirectly exports the products of the packaging industry to 180 countries. We should increase the number of markets. We should export at least the half of what we manufacture. We are about to reach 30 billion dollars, which is our 2023 goal. We target 8 billion dollars of export and 380 dollars of annual consumption per capita in 2023. Our goal for our industry size in 2030 is to reach a market size of 50 billion dollars. Our export goal for 2030 is 20 billion dollars. Turkish packaging industry is well on the way towards becoming the packaging center of Eurasia."

Scholarship opportunity to students

The results of 17th Packaging Design International Students Competition, organized on the first day of Eurasia Packaging Istanbul Fair in cooperation with Packaging Manufacturers Association and Tüyap, have been announced. 92 projects applied to the competition, in which students intensively participated. 18 projects have been awarded. The students ranking the first 3, have been entitled to an educational scholarship from Tüyap and Packaging Manufacturers Association for 12 months.