



## **Eurasia Packaging Istanbul Broke a Record by Hosting 70.334 Thousand Visitors**

**The first ever fair organized in the hybrid format in the packaging sector, Eurasia Packaging Istanbul hosted over one thousand companies and company representatives. Totally 70.334 visitors, including 12.131 international visitors came to the fair which drew the great attraction of the packaging industry.**

Eurasia Packaging Istanbul was held on October 20-23, 2021 at Tüyap Fair Convention and Congress Center (Büyüçekmece / Istanbul) in collaboration with Reed Tüyap Fairs Inc. and Turkish Packaging Manufacturers Association (ASD), with the supports of Turkish Packing Machine Producers Association (AMD), Flexible Packaging Manufacturers Association (FASD), Label Manufacturers Association (ESD), Carton Board Packaging Manufacturers Association (KASAD), Metal Packaging Manufacturers Association (MASD), Corrugated Board Manufacturers Association (OMÜD), and Rigid Plastic Packaging Manufacturers Association (SEPA). All turn-key solutions were brought together under a single roof at this fair gathering packaging products, packaging machinery, food and beverage processing machinery, package printing technologies.

**Eurasia Packaging Istanbul held in 14 halls and over a space of 120 thousand meter squares this year hosted the packaging industry for four days.**

Compared to the last fair organized before the pandemic in 2019, the number of international visitors rose by 60% while total number of visitors rose by 50% in the fair of 2021. Given such a voluminous number of international visitors, the fair made a great contribution to the Turkish packaging industry's exports. As the fair is the first international show opened in the packaging field after a 2-year break, leading international and domestic buyers came to visit the event not only from Turkey's immediate region but also from overseas. The Fair has accordingly made a major contribution to the exports and the growth of the packaging industry.

## **Organized in October 2021 after a two-year break Eurasia Packaging Istanbul achieved a phenomenal success**

Stating that they hosted visitors from four corners of the world at Eurasia Packaging Istanbul, Berkan Öner, Deputy General Manager of Reed Tüyap Fairs Inc. said: “First of, I can say that Eurasia Packaging Istanbul hosted more international visitors than we expected this year, and proved itself thanks to the high profile of the incoming visitors. I should underline some important factors here. The Turkish packages have the capacity to compete with the world given their design, quality, and prices. Due to the fact that it is the first Fair opened in our region and due to the logistics crisis in global trade, the market void left by China has played a driving force in the success of Eurasia Packaging Istanbul. The most pleasing development that left its mark on this year was the increase of the Western European visitors by around 60%. This represents a rise compared to the last successfully held Fair in 2019. We have not only attracted several visitors from our immediate region but also from the Americas, Latin America. We will continue to intensify the marketing activities in the days to come with a view to ensuring sustainability. Eurasia Packaging Istanbul 2022 will continue to gain strength and serve as a shared platform of the sector.”

## **Eurasia Packaging Istanbul Will Continue to be Held at a Hybrid Format**

The online B2B events held for the first time in line with the trade show of 2021 will also continue in 2022. As was the case in 2021, the exhibitors and visitors will be able to communicate with one another prior to any fair to be held within the scope of **PACK DAYS**. In this framework, the exhibitors representing packaging products and machines, food and beverage processing, printing and converting sectors will have the opportunity to communicate on **October 10-14, 2022** with relevant visitors via the online business platform called MyTüyap Business Contact Program developed by Tüyap.

Another networking event to be held within the scope of this online business platform will be the **Online Networking Days** to be held on **October 17-28, 2022**. The exhibitors and visitors will grasp the opportunity to carry on their communication via this platform until October 28, 2022.

One of the leading gatherings of the packaging industry, **Eurasia Packaging Istanbul** will be held at its usual venue at TüyapFair Convention and Congress Center (Büyükkçekmece / Istanbul) on **October 12-15, 2022** which will be held simultaneously with Food-tech Eurasia.