



Press Release

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Major Gathering of the Packaging Industry set to take place in Istanbul

The largest trade event for packaging industry in Eurasia is set to commence for its 29th edition between October 23-26, 2024, at Istanbul's Tüyap Fair and Congress Center. The event will be co-locating with the 18th Food-Tech Eurasia, a significant stakeholder in the packaging industry, focusing on food and beverage production and processing technologies.

Eurasia Packaging Istanbul Fair, renowned as the region's most prominent commercial platform, will once again feature tailored-made turnkey packaging solutions ranging from packaging products, packaging and food machinery, along with printing and converting technologies. Turkish and international brands will showcase their latest innovations during this four-day event, which will be held simultaneously with the Food-Tech Eurasia Fair.

This year's fair will draw industry professionals from a wide range of sectors, including food and non-food industries, cosmetics, textiles, e-commerce, and furniture. It will serve as an effective commercial platform, highlighting the sector's strengths, innovative capabilities, and commitment to sustainability, attracting tens of thousands of visitors from both Türkiye and abroad.

A Gateway to International Markets

Located at the crossroads of various regional economies, Istanbul offers a strategic advantage for companies looking to expand their trade volumes and enhance their brand visibility. The fair will provide a unique opportunity for exhibitors to connect with buyers from a diverse array of industries across Central and Western Europe, the Balkans, Russia, the Caucasus, Central Asia, the Middle East, and Africa. With over 1,200 local and international companies and company representatives, the fair will span 14 halls and cover an area of 120,000 square meters.

Strong Support to the Fair

The 29th Istanbul Eurasia Packaging Fair is organized by RX Tüyap in collaboration with the Turkish Packaging Manufacturers Association (ASD) and is supported by several key industry

associations. Notable supporters include the Ministry of Commerce of the Republic of Türkiye, the Packaging Machinery Producers Association (AMD), the Label Manufacturers Association (ESD), the Flexible Packaging Industry Association (FASD), the Carton Packaging Manufacturers Association (KASAD), the Metal Packaging Industries Association (MASD), the Corrugated Cardboard Industrial Association (OMÜD), and the Rigid Plastic Packaging Manufacturers Association (SEPA).

Following a successful 2023 event that welcomed visitors from over 120 countries, this year's fair is expected to attract tens of thousands of professionals from across the globe, including over 16,000 international visitors. With more than 1,200 companies and company representatives set to participate, the event aims to exceed last year's attendance of 90,000 visitors.

Concurrent Event: Food-Tech Eurasia

Running concurrently with the Eurasia Packaging Fair, the 18th Food-Tech Eurasia Fair will provide insights into the latest developments in food and beverage processing technologies. As a key event for the food and beverage processing industry, and a crucial stakeholder in the packaging sector, Food-Tech Eurasia is the go-to event for those seeking reliable suppliers and solution partners.

The fair will feature a wide array of machinery and equipment solutions, including those for chocolate, confectionery, and pastry production, meat and dairy technologies, cold chain and storage equipment, food safety, processing and filling technologies, packaging production, and logistics solutions. Attendees will have the opportunity to explore the latest trends in food and beverage technology, innovative solutions, sustainable practices, and turnkey solutions in food safety.

A Highlight of the Fair: Packaging Design and Innovation Street

The Istanbul Eurasia Packaging Fair will not only showcase a wide range of packaging products, from traditional to innovative packaging, but also introduce the Packaging Design and Innovation Street. Located in the Foyer of Halls 3 and 4, this special section will feature innovative startups presenting creative, effective, and sustainable packaging designs tailored to various industries, including food, textiles, automotive, and e-commerce. Industry representatives seeking cutting-edge packaging solutions will find the latest trends and designs in this dedicated area.

Streamlined Entry with Online Ticketing

Attendees can save time by purchasing their tickets online at www.packagingfair.com allowing access to both the Eurasia Packaging Fair and Food-Tech Eurasia Fair with a single ticket. It is recommended to review the exhibiting companies and plan visits accordingly via the fair's website. The event will open at 10:00 AM and will be accessible until 6:00 PM on the first three days, and until 5:00 PM on the final day.

The Eurasia Packaging Istanbul Fair promises to be a pivotal event for the industry, offering unparalleled opportunities for networking, business development, and discovering the latest innovations in packaging and food technologies.