



Press Release

October 30, 2024

## **Packaging Industry Gathered in Istanbul!**

**The Eurasia Packaging Istanbul and concurrently held Food-Tech Eurasia Fairs achieved great success by hosting over 77,000 visitors from 130 countries between October 23-26. With more than 1,200 domestic and international companies and company representatives exhibiting, the fairs showcased the latest innovations in packaging and food technologies. The event provided an international business platform for the industry, with a focus on sustainable and innovative solutions.**

The 29<sup>th</sup> Eurasia Packaging Istanbul and 18<sup>th</sup> Food-Tech Eurasia Fairs brought the latest advancements in packaging and food technologies to industry professionals. Held at the Tüyap Fair and Congress Center in Istanbul, the fairs achieved remarkable success with a total of 77,572 visitors, including 63,864 domestic and 13,708 international visitors from 130 countries who explored the newest products and technologies in the sector. Spanning 16 halls, including additional membrane structures, over 1,200 domestic and international companies showcased a wide range of products and solutions, from packaging items and machines to food processing and packaging printing technologies.

### **An International Trade Platform for the Packaging Industry**

Organized in collaboration with the Packaging Manufacturers Association (ASD) and RX Tüyap, Eurasia Packaging Istanbul received strong support from leading industry associations, including the Ministry of Trade of the Republic of Türkiye, the Association of Packaging Machinery Manufacturers (AMD), the Labeling Industry Association (ESD), the Flexible Packaging Manufacturers Association (FASD), the Cardboard Packaging Manufacturers Association (KASAD), the Metal Packaging Manufacturers Association (MASD), the Corrugated Board Manufacturers Association (OMÜD), and the Rigid Plastic Packaging Manufacturers Association (SEPA). The event attracted significant interest not only from Türkiye but also from European countries such as Germany, the United Kingdom, Italy, Spain, and the Netherlands, as well as from the United States and Gulf and Middle Eastern countries including Saudi Arabia, the United Arab Emirates, and Qatar, and Central Asian countries. During the four-day fair, Istanbul became a global trade center for the packaging industry, with business meetings and agreements that strengthened the Turkish packaging sector's position on the international stage.

### **Extensive Product Range and Innovation-Focused Solutions**

The Eurasia Packaging Istanbul Fair offered a wide range of products, from packaging products to printing and converting technologies, while Food-Tech Eurasia showcased the latest machinery and equipment in chocolate, dairy, and meat processing technologies, cold chain solutions, and food safety. At both fairs, visitors had the opportunity to explore turnkey

solutions tailored to projects and examine innovations up close. The fairs drew attention with packaging solutions for various sectors, including food, textiles, cosmetics, and automotive. The "Packaging Design and Innovation Street," held as part of the fair, was filled with innovative initiatives focusing on sustainable and creative packaging solutions. Sustainability was one of the fair's standout themes, offering participants eco-friendly solutions.

### **Preparations Already Underway for the 30<sup>th</sup> Anniversary**

With strong interest from exhibitors and visitors, the 29<sup>th</sup> Eurasia Packaging Istanbul Fair concluded successfully, and preparations for the 30<sup>th</sup> anniversary are already underway. RX Tüyap General Manager Berkan Öner spoke about next year's goals, stating; *"This year, we concluded our fair with a high satisfaction rate and record attendance. For our 30<sup>th</sup> year, we aim to make the event even more magnificent and contribute to the industry's growth. The Eurasia Packaging Istanbul and Food-Tech Eurasia Fairs, which serve as a meeting point for packaging and food technologies, will continue to shed light on the future of the industry."*

Mark your calendars for the 30<sup>th</sup> Eurasia Packaging Istanbul and 19<sup>th</sup> Food-Tech Eurasia, to be held at their usual venue, the Tüyap Fair and Congress Center in Istanbul, from October 22-25, 2025!