



Press Release

September 2021

Countdown for hybrid fair period in packaging sector has begun

Eurasia Packaging Istanbul Fair, is preparing to open its doors to fair visitors for the 26th time at TÜYAP Fair and Congress Center in Istanbul between the dates October 20th - 23rd 2021 in cooperation with Reed Tüyap Fairs Inc. and Packaging Manufacturers Association (ASD) with the supports of Packaging Machinery Producers Association (AMD), Flexible Packaging Manufacturers Association (FASD), Label Manufacturers Association (ESD), Carton-board Packaging Manufacturers' Association (KASAD), Metal Packaging Manufacturers Association (MASD), Corrugated Cardboard Industrial Association (OMÜD) and Rigid Plastic Packaging Manufacturers Association (SEPA).

While the participating companies and visitors of the fair, which will be organized in a hybrid format for the first time this year, are meeting and networking face-to-face at Tüyap on October 20th - 23rd, they will be able to establish business connections via the online business network platform Business Connect Program.

Exports of 3 billion 44 million dollars from the packaging sector within the first 6 months of 2021

The packaging industry, increasing its total export of the first 6 months of 2021 by 6% in terms of quantity, and 26% in terms of value, exported 3 billion 44 million dollars, had foreign trade surplus of 1 billion 222 million dollars, thus increased its positive contribution to current deficit of Turkey.

The big meeting to contribute to the export goals of the packaging industry starts at Tüyap

Eurasia Packaging Istanbul Fair is simultaneously bringing together all kinds of turn-key solutions from packaging products to packaging machinery, from food and beverage processing machinery to packaging printing technologies with more than 1000 domestic and international exhibiting companies. It has become the fair that the whole industry awaits impatiently and that is important not only in Turkey but also in a larger region ranging from Europe to Middle East, from Africa to Far East, with its almost one thousand VIP visitors from more than 100 countries, hosting approximately 60.000 domestic and international visitors every year.

Packaging Industry will exhibit its producing potential at Eurasia Packaging Istanbul Fair

Turkish packaging industry, increasing its export goals, is preparing to exhibit its products, services and solutions that have cutting-edge technologies making a great contribution to increase their competitiveness all across the world, to fair visitors from all over the world at Tüyap Fair and Congress Center in Istanbul.

Meet new generation fair organization experience with digital solutions

Eurasia Packaging Istanbul, co-locating with Food-Tech Eurasia, introduce the packaging industry and food and beverage processing industry with digital solutions they offer to their exhibitors and visitors. Eurasia Packaging Istanbul and Food-Tech Eurasia Fairs that will be organized in a hybrid format for the first time, bring together participating companies and visitors on a digital platform with online solutions before, during and after the fairs.

The first online meetings will take place on October 6th & 7th during PACK DAYS

Exhibiting companies in the fields of packaging products and machinery, food and beverage processing, printing and converting will start to communicate before the fair on October 6th & 7th, 2021 during PACK DAYS on digital environment by online video-calling or messaging.

The communication will continue during and after the fairs

Simultaneously with the physical fairs, by virtue of Business Connect Program, developed by Tüyap, participating companies and fair visitors will be able to communicate on digital environment through Business Connect Program even if they are not present at the fair area. As a part of the new generation fair organization understanding, fairs are no longer limited to just 4 days. After the fairs, exhibitors and visitors will be able to keep in touch between the days **October 25th - November 5th, 2021** within the scope of **Online Networking Days**.

For detailed information

www.packagingfair.com