



EURASIA **PACKAGING**[®] 2023 İSTANBUL

Press Release

October 19, 2023

28th Eurasia Packaging Fair attracted more than 75 thousand visitors from 123 countries including Türkiye

The largest annual trade event and business platform in the Eurasia region, Eurasia Packaging Istanbul Fair took place at Tüyap Fair and Congress Center located in Istanbul on October 11-14, 2023. The Eurasia Packaging Istanbul Fair, which was co-located with the 17th Food and Beverages Technologies Fair Food-Tech, hosted more than 1200 companies and company representatives. The fair was held across 14 halls within an indoor area of 120 thousand square meters and attracted great attention, allowing exhibitors to sign significant business agreements with trade professionals and visitors during the four days.

The 28th Eurasia Packaging Istanbul Fair was successfully completed after four days during which solution-oriented companies of the future exhibited their creative packaging solutions and latest technologies. 13,391 international visitors from 122 countries came to Istanbul for the fair, while 61,665 domestic visitors from Türkiye also visited the fair and had the chance to meet and network with the exhibitors in person. Attracting 75,056 visitors in total, the Eurasia Packaging Istanbul Fair was co-hosted by RX Tüyap and Packaging Manufacturers Association (ASD) with the support of the Packaging Machinery Producers Association (AMD), Label Manufacturers Association (ESD), Flexible Packaging Industry Association (FASD), Carton Packaging Manufacturers Association (KASAD), Metal Packaging Industries Association (MASD), Corrugated Cardboard Industrial Association (OMÜD), and Rigid Plastic Packaging Manufacturers Association (SEPA).

Exhibitors were extremely satisfied with the fair as they had the opportunity to meet with decision makers from the food industry as well as other industries from Türkiye, Central and Western Europe, the Balkans, Russia, the Caucasus, Central Asia, the Middle East and Africa and to increase their trade volumes, enhance the value of their brands, and meet customers in person.

Emphasizing the prominent position of the Turkish packaging industry in the global market, **RX Tüyap General Manager Berkan Öner**, stated "*We are pleased to have proven it once more that the Eurasia Packaging Fair is the trade platform-of-choice in its region. We attracted a lot of visitors from not only our primary target geographies, but also from Western Europe and*

Latin America. In the future, we will accelerate our marketing activities even more to sustain this level of growth."

Mark the date of the next year's fair on your calendar now!

The 29th Eurasia Packaging Istanbul Fair will be held simultaneously with the 18th International Food and Beverage Technologies Fair Food-Tech at its usual venue, i.e. Tüyap Fair and Congress Center, in Istanbul on October 23-26, 2024.