



Press Release

February 13, 2023

Mark your calendar now for the 28th edition Eurasia Packaging Istanbul!

The Eurasia Packaging Istanbul Fair - highly anticipated gathering of the packaging industry- will be held for the 28th time at Tüyap Fair and Congress Center in Istanbul between 11-14 October 2023.

The Eurasia Packaging Fair, the annual event which is held with the participation of more than one thousand Turkish and international companies and company representatives from all fields of the packaging industry, attracted a total of 72,652 visitors, including 13,254 international visitors from 121 countries, in 2022. As in previous years, the Eurasia Packaging Istanbul Fair will be held simultaneously with the International Food and Beverage Technologies Fair Food-Tech Eurasia in 2023, too, at Tüyap Fair and Congress Center in Istanbul between 11-14 October 2023.

Mark your calendar now for the 28th Eurasia Packaging Istanbul Fair and the 17th Food-Tech Eurasia Fair, which will be held at Tüyap Fair and Congress Center in Istanbul between 11-14 October 2023! Expected to host more than one thousand companies from Turkey and abroad in 2023, the Eurasia Packaging Istanbul Fair will be organized in cooperation with Reed Tüyap Fairs Inc. and Packaging Industrialists Association (ASD) with the support of the Packaging Machinery Producers Association (AMD), Flexible Packaging Industry Association (FASD), Label Manufacturers Association (ESD), Carton Packaging Manufacturers Association (KASAD), Metal Packaging Industries Association (MASD), Corrugated Cardboard Industrial Association (OMÜD), and Rigid Plastic Packaging Manufacturers Association (SEPA).

The right address for new business contacts!

More than one thousand Turkish and international companies operating in the fields of packaging products, complementary packaging products, raw materials and intermediate products for packaging production, services for the packaging industry, packaging printing, corrugated cardboard-carton packaging production and converting

technologies, packaging machinery, packaging production machinery, auxiliary devices, equipment and systems for machines, beverage and food technologies, packaging recycling technologies, and logistics will participate in the upcoming Eurasia Packaging Fair. It is expected that approximately 15 thousand international visitors from more than 120 countries will visit the fair in 2023, while the total number of visitors is expected to exceed 75 thousand of people.

Over 13 thousand foreign visitors from 121 countries in 2022

Last year, 13,254 foreigners from 121 countries, including mainly European countries as well as Azerbaijan, Russia, Israel, Algeria, and Morocco, visited the Eurasia Packaging Fair. Attracting 72,652 visitors in total, the fair also had visitors from 15 countries such as Argentina, Dominica, Eritrea, Greenland, Indonesia, and Singapore for the first time. During the fair, more than 900 industry professionals from 31 countries visited the fair in Istanbul as part of the VIP Buyer Program. Regarding percentage breakdown of visitors, the food sector stood out the most with 30 percent, followed by the printing, paper and cardboard industry with 17 percent, and the beverage industry and the textile, apparel and shoe industry with 5 percent each.

An important trade event for the packaging industry, one of the country's leading industries

With great production, export, and employment capabilities, the packaging industry is a giant industry that makes a significant contribution to Turkey's total exports. The Packaging Industrialists Association (ASD) achieved its targets for the year 2023 early in 2022 and closed the year with 8 billion dollars of exports. Therefore, setting even more ambitious targets for 2023, the industry is now focusing on sustainability to maintain its success in export operations. Also closely monitoring the transition to the carbon-free economy, the industry aims to seize the opportunities in the transformation to a climate-neutral future and to gain a competitive edge in geographically proximate markets, such as European countries, the Middle East, and Africa. Furthermore, countries seeking alternatives to China as a result of disruptions in the supply chain also present a significant opportunity which could help the industry to improve its export potential. In the light of all such opportunities that could potentially expand the export circle of the industry, the Eurasia Packaging Istanbul Fair stands out as one of the most effective trade platform that will bring together domestic manufacturers with buyers outside of Türkiye, and exhibit the industry's strength, innovation capabilities and sustainability perspective to both local and international visitors. In this respect, the trade fair makes a significant contribution to the Turkish packaging industry in its attempt to reach USD 50 billion in size by 2030 and its export target of USD 20 billion.

Held simultaneously with the Food-Tech Eurasia, the food and beverage technologies fair

The 17th International Food and Beverage Technologies Fair Food-Tech Eurasia, which will be held simultaneously with the 28th International Packaging Industry Fair Eurasia Packaging Istanbul, will bring together many participating companies under the same roof to exhibit their food and beverage solutions. Visitors will be able to visit



both fairs in the same venue, see the turnkey solutions in person, compare products and services, and meet with the right solution partners.

Visitor registration has begun!

Visitor registration has begun for the 28th Eurasia Packaging Fair. The fair aims to bring together visitors with many companies that want to demonstrate their innovative and creative packaging solutions and products for the food and beverage industry, printing, paper and stationery, personal care and cosmetics, cleaning and hygiene, chemistry, paint and petroleum, automotive, pharmaceutical and medical, construction, glassware, white goods and electrical household appliances, textile, apparel, and shoes. Visitors will have the opportunity to closely examine new and creative packaging solutions, machinery, and equipment during the fair.