



Press Release

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## **Packaging industry is set to gather for new business connections in Istanbul between October 11-14, 2023**

**The Eurasia Packaging Istanbul Fair -the largest annual fair and business platform of the packaging industry in the Eurasia region- will be held for the 28th time at Tüyap Fair and Congress Center located in Büyükçekmece, Istanbul between October 11-14, 2023.**

Innovative companies with future-ready solutions will gather together for the 28th time at Tüyap Fair and Congress Center between 11-14 October, 2023 to showcase their creative packaging solution and latest technologies. The trade show, which attracted a total of 72 thousand 652 visitors from 122 countries including Türkiye in 2022, is getting ready for the 2023 event. The region's biggest trade event in packaging industry will allow local Turkish and international packaging companies to meet with buyers from more over 120 countries around the world, in addition to Turkish buyers. As an effective commerce platform that demonstrates the strength, innovative capabilities and sustainability approach of the industry to local and international visitors, the 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.

### **The fair continues its growth every year**

The 28th Eurasia Packaging Istanbul Fair is organized by RX Tüyap and cooperated with the Packaging Manufacturers Association (ASD) with the support of the Packaging Machinery Association (AMD), Label Manufacturers Association (ESD), Flexible Packaging Manufacturers Association (FASD), Carton Board Packaging Manufacturers Association (KASAD), Metal Packaging Manufacturers Association (MASD), Corrugated Board Packaging Manufacturers Association (OMÜD), and Rigid Plastic Packaging Manufacturers Association (SEPA). The Eurasia Packaging Fair -the largest annual fair and commerce platform of the packaging industry in the Eurasia region- continues its steady growth since its inauguration. The fair to be held in October is getting ready to welcome more than 1200 companies and company representatives in an indoor area of 120,000 square meter across a total of 14 halls.

## **Fair promotion activities have been carried out on an international level**

The international promotions of the fair started with the Prodexpo Fair held in Moscow on February 6-10. Companies were informed about the Eurasia Packaging Fair at the show, where the largest food and beverage manufacturers of Russia and Eastern Europe participated. Promotional activities continued during the Gulfood Fair held in Dubai on February 20-24. During the Gulfood Fair, where many large-scale food and beverage manufacturers, especially the countries in the gulf region, participated, advertisements and promotions of the Eurasia Packaging Istanbul Fair were made and the exhibiting food and beverage manufacturer companies were invited to the Eurasia Packaging Istanbul Fair.

Eurasia Packaging Istanbul Fair was promoted to Interpack Fair visitors, exhibitors and worldwide companies related to the packaging industry with the participation of the Packaging Manufacturers Association (ASD) with a booth at the Interpack Fair held in Düsseldorf, Germany on May 4-10, 2023. The advertisements on the trains going to the fairground where the Interpack Fair took place attracted the attention of fair visitors and exhibitors. Eurasia Packaging Istanbul Fair, which was also promoted during the RosUpack Fair held in the Russian capital Moscow on June 6-9, 2023, was promoted to companies from a wide geography including the Russian market, Kazakhstan and Uzbekistan, as well as Eastern European countries.

## **A unique opportunity for new business contacts!**

More than 1,200 local 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 Eurasia Packaging Istanbul Fair. It is expected that approximately 15 thousand people from more than 120 countries will visit the fair in 2023, while the total number of visitors is expected to exceed 80 thousand.

Visitors of the fair will have the chance to meet new suppliers and solution partners and to make equipment investments for their businesses during the Eurasia Packaging Istanbul Fair and the co-located Food-Tech Eurasia- the 17th International Food and Drink Technologies Fair. Exhibitors, on the other hand, will have the opportunity to meet with decision makers from all food and non-food industries from Türkiye, Central and Western Europe, the Balkans,

Russia, the Caucasus, Central Asia, the Middle East and Africa, to increase their trade volumes and brand values, and to meet customers in person.

**You can buy your fair tickets online**

The 28th Eurasia Packaging 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.

You can visit both the Eurasia Packaging Fair and the Food-Tech Eurasia Fair held simultaneously for 4 days with a single ticket by purchasing your fair entrance ticket at [www.packagingfair.com](http://www.packagingfair.com). Check which companies are participating in the fair from the list of exhibitors on the web site of the fair before you come to the fair!