



Press Release

October 2022

13,000 foreign business people from 130 countries made investment decisions at Eurasia Packaging Fair which registered a record high number of visitors

Eurasia Packaging Istanbul Fair and Food-Tech Fair took place between 12-15 October at the Tüyap Fair and Congress Center. Hosting more than 1100 exhibitors, the fair attracted great interest, with exhibitors and visitors signing many business agreements during the four-day period.

The packaging industry, which manufactures indispensable products for consumers and has gained a lot of traction following the pandemic, is on a fast track to achieve record export figures. Bringing significant brands of the packaging industry and industry professionals together every year and serving as the region's key meeting point for solutions for all food and non-food industries, the Food-Tech and the Eurasia Packaging Istanbul International Packaging Industry Fairs were held for the 27th time between **October 12-15** at Tüyap Istanbul. The Eurasia Packaging Fair, held by Reed Tüyap Fuarçılık A.Ş. in collaboration with the Packaging Industrialists Association (ASD), attracted **72,000** professional visitors, including **13,000** foreign visitors from **130** countries. Exhibitors and visitors signed many business agreements during the Eurasia Packaging Fair, making significant contributions to the growth of the industry's export volume

The region's platform-of-choice was frequented by 72,000 visitors

Ali Muharremoğlu, Managing Director, Reed Tüyap Fuarçılık, stated "We are pleased to have proven it once more that the Eurasia Packaging Fair is the trade platform-of-choice in its region. This year, the fair was frequented by a total of 72,000 visitors, including 59,000 local visitors and 13,000 foreign visitors from 130 countries. We attracted a lot visitors from not only our primary target geographies, but also from West Europe and Latin America. In the future, we will accelerate our marketing activities even more to sustain this level of reach. Eurasia Packaging Istanbul Fair will continue to be the common platform of the industry in 2023, too."

Trade beyond the fair

Eurasia Packaging Fair will help its users to network and reach new business contacts by continuing to serve as an online platform. With the Online Networking Days, which will be held following the fair, exhibitors and visitors are continuing to make business. The Online Networking Days will bring companies and professionals from the packaging industry together between 17-28 October 2022. With the hybrid fair platform made available as part of the Eurasia Packaging Fair, new business partnerships can be established anytime, anywhere.

The Eurasia Packaging Istanbul Fair will be co-hosted between **11-14 October 2023** by Reed Tüyap Fuarçılık A.Ş. and Packaging Industrialists Association (ASD) with the support of 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).