



## Press Release - Final Report

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## The Great Meeting was held at IBAKTECH after 4 years

IBAKTECH, the 13th International Trade Fair for Bakery, Patisserie Machinery, Ice Cream, Chocolate, and Technologies hosted its visitors at Istanbul Expo Center between 10-13 March. Organized by Messe Stuttgart Ares, the trade fair hosted the grand union long-awaited by all industry representatives after a 4-year break due to the pandemic.

The trade fair, where 315 exhibitors presented hundreds of domestic and foreign brands in 5 halls with a net area of 27,000 square meters, thus reaffirmed its position as the world's second largest fair in its field. In addition to Turkey, there was participation in the trade fair from 6 countries, namely China, France, Iran, Italy, Slovenia, and Germany. In addition, an official Germany joint stand took part in the fair for the third time this year with the support of the VDMA Association for Food Processing Machinery and Packaging Machinery.

80,697 visitors primarily from Europe, Africa and Middle East visited the trade fair, where the leading exhibitors in their fields presented the latest products and technologies related to the industry. In addition to individual visitors, hosted buyer delegations from Iran, Serbia, Bulgaria and - for the first time this year - Peru, were also at IBAKTECH. Steps were taken and signatures were put for strong collaborations.

Satisfaction of the visitors was also reflected in the official surveys: Almost all of the visitors (99%) stated that the trade fair met their expectations and they would attend the next IBAKTECH trade fair (97%). 62 percent of them rated IBAKTECH as "very good".

The top three exhibitor groups with the highest number of visitors were bakeries & baking industry, chocolate producers and cafe-patisseries. 78 percent of total visitors had specific investment plans and half of which made purchases directly at the trade fair. The trade fair also enabled many new business connections. 54 percent of international visitors said that they attended IBAKTECH for the first time this year and 95 percent of international visitors said they would definitely or probably make investments.

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The trade fair met the expectations of not only visitors but also exhibitors. In IBAKTECH, which provides a suitable ground for strong collaborations on behalf of the industry, 92 percent of the exhibitors stated that trade fair reached its objectives. 97 percent said that they would recommend IBAKTECH to others. Many exhibitors pointed out that IBAKTECH was the first trade fair they attended after the pandemic and that they reached the target visitor groups through the trade fair. They highlighted that the trade fair met their expectations, especially in terms of connecting with international visitors.

The next edition of the trade fair, which successfully completed 2022, will take place in 2024 in line with its two-year period.

## Exhibitor Reviews

### **Barry Callebaut Turkey Digital Marketing Manager Melis Taşan Baysun:**

*"As Ibaktech Trade Fair is an organization that brings together national and international, all players of the industry, it is of great importance for the professionals of the pastry, chocolate, dessert and ice cream industries. However, as a brand, this trade fair has another significance for us. Ibaktech was the first trade fair we attended after the pandemic period. At this trade fair, we had the opportunity to introduce our brand to our visitors and industry professionals and to improve our relations with our stakeholders."*

### **Empero Group Project Commitment Manager Osman Devran:**

*"We encountered a demand above expectations from the foreign market rather than the domestic. With the trade fair a serious visitor profile emerged. We gained serious customers from Central Asia and Middle East Regions, especially Iran, Israel and Iraq, which are prominent countries for the foreign market. Therefore, it was an effective trade fair beyond our expectations."*

### **MULTIVAC Sales Director Ersin Kılıç:**

*"Ibaktech trade fair is one of the most important events of our industry and we were very happy to meet with our esteemed customers in such an important organization after a long time. We had the opportunity to share new developments about our MULTIVAC and FRITSCH solutions with our esteemed customers who visited us despite the adverse weather conditions and we had very productive meetings about their future projects. We would like to thank our esteemed customers who visited us and the Messe-Stuttgart Fairs team who contributed to this nice organization."*

### **OMIDI International Machinery Turkey Sales Representative Özer Turgut:**

*"We had the opportunity to have very positive meetings with visitors from North Africa, the Balkans, Turkic Republics, and Middle East countries, which are among our target regions. We expect that these meetings turn into concrete business agreements in the short term and contribute to our company. We would like to*



thank the successful organizer of the trade fair, Messe Stuttgart Ares Fairs for their important support.”

**Savola Foods Turkey B2B Sales and Export Director Burak Türkoz:**

“We hosted our business partners, potential customers, in short, all our stakeholders, at our stand with a pleasant and intense program that lasted for four days. We observe that we contributed to the awareness and recognition of our brands with the Ibaktech trade fair. We believe that our export operation, which we started in 2021 in the industrial and pastry oils category, will become even stronger with the contribution of the Ibaktech trade fair.”

**VEMAG Genel Müdür Asistanı / General Manager Assistant Nesibe KOLAY:**

We thank you for your support in the German Pavilion. The organizational matters were fulfilled as desired. Despite the weather conditions in Istanbul, we had a successful fair. So we say see you next time.

**WP Bakery Group Export Sales Manager + Product Manager Roll Lines Mr. Roland Breimann:**

The organization on your part was nicely done and optimal. The fair itself exceeded our expectations. Our goal was to show presence. However, we had some very interesting contacts that we will now follow up on. The next trip to Turkey is already being planned. Thank you again and I look forward to the next IBAKTECH.

Further information, press photos and press releases can be found at:

[www.ibaktech.com.tr](http://www.ibaktech.com.tr)

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