

# BEYOND FOOD



Food & Beverage Products  
Exhibition

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CNR  
**ambalaj**  
istanbul

Food Processing, Filling & Packaging  
Technologies Special Section

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## 01-04 SEPTEMBER 2021

**CNREXPO** / *Istanbul  
Expo Center*

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CNR HOLDING





**Food & Beverage  
Products  
Exhibition**



## **CNR FOOD ISTANBUL IN NUMBERS**

**DOMESTIC  
VISITORS**  
**36.358**



**TOTAL  
VISITORS**  
**47.513**

**NUMBER  
OF COUNTRIES**  
**100+**

**INTERNATIONAL  
VISITORS**  
**11.155**







# ABOUT

# CNR FOOD ISTANBUL

# 2021



Aiming to become the world's largest food exhibition, **CNR Food Istanbul** took place at **CNR Expo Istanbul Expo Center** between **September 01-04, 2021**.

**CNR Food Istanbul**, which was held in 2021 in order to recover the economic losses caused by the pandemic under the new normal conditions, bring life to the industry and contribute to trading, hosted the leading brands of the food and packaging industries with their best products throughout **4 days**. Organized to boost the trade rates of those industries, **CNR Food Istanbul 2021** received year-based orders from several exhibiting companies starting from the first day of the exhibition.



One of the most prominent gatherings in the global food industry, CNR Food Istanbul brought life to the industry with the global trade volume arising. Over **2.500** international buyers participated in the exhibition, which welcomed **more than 2.000 brands** from around **20 countries** this year. Receiving visits from thousands of industry professionals, the exhibition united producers and buyers to make business meetings and conclude business agreements of billions of dollars.



Followed by the global food industry with great interest, **CNR Food Istanbul** ended with enormous interest from domestic and international visitors. The exhibition, enabling trading for billions of dollars, was home to thousands of products for display. Welcoming food buyers from more than 90 countries, **CNR Food Istanbul** reached the visitor number of nearly **50.000** this year.

# EXHIBITOR INFO

2

NATIONAL  
PAVILIONS

AFGHANISTAN  
JORDAN



EXHIBITION  
VENUE

60.000 sqm

12



EXHIBITING  
COUNTRIES

AFGHANISTAN  
ARMENIA  
FRANCE  
INDIA  
HOLLAND  
IRAQ

IRAN  
KOSOVO  
LITHUANIA  
POLAND  
UKRAINE  
JORDAN

EXHIBITING  
BRANDS

2000+



400+

COUNTRIES



## PARTICIPANT COUNTRIES



AFGHANISTAN



ARMENIA



FRANCE



INDIA



HOLLAND



IRAQ



IRAN



KOSOVO



LITHUANIA



POLAND



UKRAINE



JORDAN

## NATIONAL PAVILIONS




AFGHANISTAN





JORDAN



# EXHIBITOR PROFILE

 Poultry and Hunting Animals Producers, Wholesalers, and Distributors


 Meat & Meat Products Producers, Wholesalers, and Distributors


 Fruit, Dried Fruit, and Vegetables Producers, Wholesalers, and Distributors


 Gourmet Products Producers, Wholesalers, and Distributors


 Food Additives Producers, Wholesalers, and Distributors

 Snacks Producers, Wholesalers, and Distributors


 Store and Market Equipment Producers and Dealers


 Alcoholic Beverage Producers, Distributors, Retailers, Wholesalers

 Cereals, Pulses & Grains Producers, Wholesalers, and Distributors

 Milk and Milk Products Producers, Wholesalers, and Distributors


 Delicatessen & Ready-Prepared Dishes Producers, Wholesalers, Distributors

 Confectionery, Biscuits & Pastry Producers, Wholesalers, and Distributors

 Organic Products Producers, Wholesalers, and Distributors

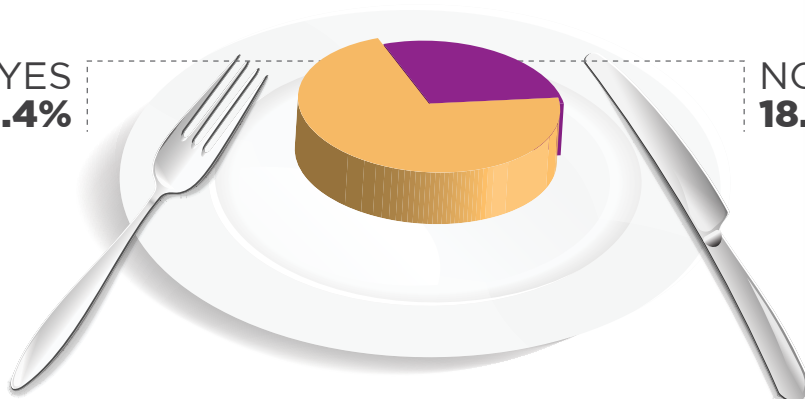
 Non-Alcoholic Beverages Producers, Wholesalers, and Distributors

 Staple Food Products Producers, Wholesalers, and Distributors

 Hygienic Products Producers, Wholesalers, and Distributors

## DO YOU CONSIDER PARTICIPATING IN CNR FOOD İSTANBUL 2021 WITH STANDS?

YES  
81.4%



NO  
18.6%



# VISITOR INFO

## VISITOR PROFILE



**HAVE YOU VISITED FOOD ISTANBUL BEFORE?**

YES  
**86.7%**



NO  
**13.3%**



# SOCIAL MEDIA



Website page displays  
**158.782**



Facebook & Instagram number of people accessed  
**1.154.310**



Facebook page displays  
**1.965.592**



Facebook & Instagram ad displays  
**3.803.831**



Google ads ad displays  
**4.658.109**



## WHAT IS YOUR MAIN PURPOSE TO VISIT FOOD ISTANBUL?

**28.6%**  
Follow the innovations in the sector

**14.3%**  
Find new suppliers

**14.3%**  
Buy materials & services

**35.7%**  
Get a general opinion

**7.1%**  
Meet the existing suppliers



# HEALTHY TRADING

Eurasia's largest gathering in 2021, **CNR Ambalaj Istanbul Special Section**, welcoming the leading companies of the food processing and packaging industry, was concluded successfully. Supported by the Ministry of Trade of the Republic of Turkey and taking place concurrently with CNR Food Istanbul between **September 01-04, 2021**, CNR Ambalaj Istanbul gathered **food and beverage processing, packaging, and intralogistics industries** on the same platform. The event enabled the exhibitors to get together with target-oriented industry professionals and establish new business connections. The exhibitor profile of CNR Ambalaj Istanbul Special Section is comprised of a broad range including **manufacturing lines and packaging machines for confectionery, biscuits, and baking products, multi-industry packaging machines, beverage and filling machines, dispatching machines, complementary packaging products, production lines for packaging.**

Benefitting from the power and trade volume of **CNR Food Istanbul** and growing further annually, **CNR Ambalaj Istanbul** provided the exhibitors with a chance to boost their business volume and trading. International buyers accessed the latest and top-quality products and services at the industry's **biggest platform in Eurasia in 2021** through seizing new business connections.

## “ Why Turkey?

- Promising economy with a bright future as it is expected to become one of the fastest growing economies among the OECD members during 2017-2020 with an average annual real GDP growth rate of 5.4 percent.
- A natural bridge between both East-West and North-South axes, thus creating an efficient and cost-effective outlet to major markets
- Turkish food and beverage industry maintains its remarkable position with productivity and dynamism, achieved a success story in the past decade by having a share of 300 billion US Dollars in total GDP and over 400.000 labor force in 40.000 corporations



## EXHIBITOR PROFILE



Food process and packing machines, marking, coding



Packing and containers for all markets, raw materials, consumables



Secondary, tertiary handling, packing and dispatching machines



Multi-industry packaging machines

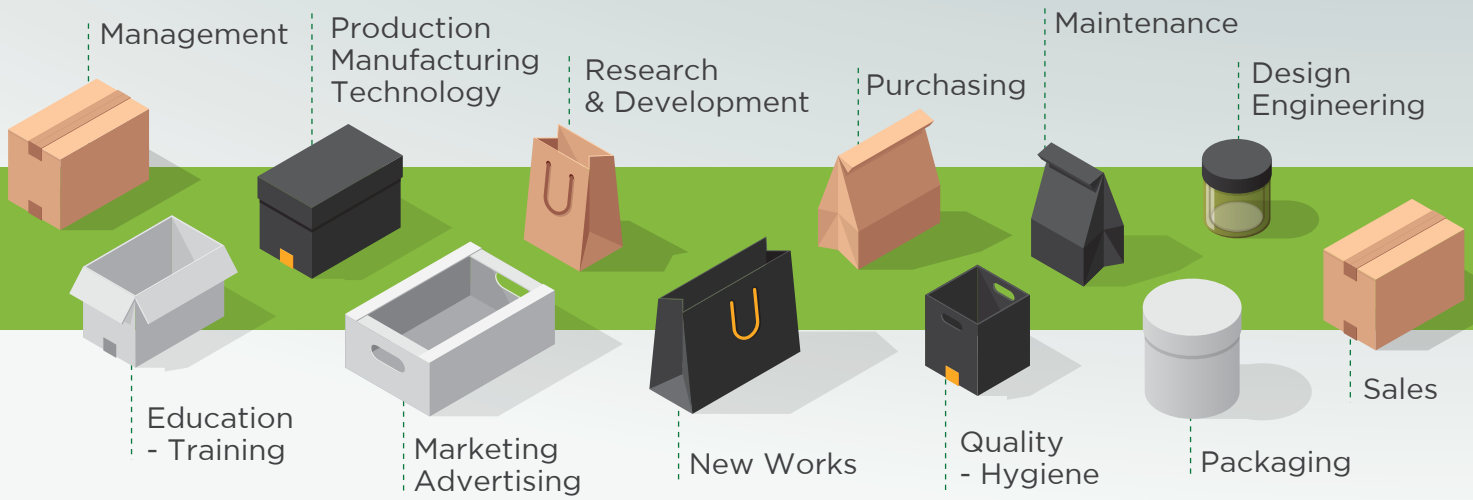


Beverage and liquid process and filling machines



# WITH CNR AMBALAJ!

## ACTIVITIES OF VISITORS



### VISITORS IN NUMBERS



**90%** of the visitors were satisfied with their visits.



**65%** of the visitors established new business connections.



**88%** of the visitors stated they were satisfied with the exhibitor profile.

### EXHIBITORS IN NUMBERS



90% of the exhibitors were satisfied with the number of domestic and international buyers.



90% of the exhibitors established business connections with target buyers.

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**31** AUGUST **03** SEPTEMBER **2022**

**CNR** HOLDING

SEE YOU  
IN 2022!



CNR EXPO

THIS FAIR IS ORGANIZED WITH THE AUDIT OF TOBB (THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO.5174

**CNR**HOLDING

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