

EURASIA
PACKAGING® 2014
İSTANBUL



20th International Packaging Industry Fair

September 18 - 21, 2014

Co-located with

İSTANBUL
FOOD-TECH
2014

www.packagingfair.com



Reed | TÜYAP

Reed Tüyap Fuarçılık A.Ş.
www.reedtuyp.com.tr



PACKAGING MANUFACTURERS
ASSOCIATION



Packaging Machinery Association



Label Manufacturers Association



KASAD



Metal Packaging Manufacturers Association



Competent Award Manufacturers Association



SEPA



Supported by



The Global
Association of the
Exhibition Industry
Approved
Event



Member
TURKISH FAIR
ORGANIZERS ASSOCIATION



İSTANBUL



TÜYAP FAIR CONVENTION AND CONGRESS CENTER
Büyükdere, İstanbul / Turkey



DISCOVER NEW MARKETS

As the premier packaging event for the region, Eurasia Packaging Istanbul is a highly targeted business platform, bringing together packaging machinery and product suppliers with leading manufacturers in Istanbul, the hub of the fast growing economies of South East Europe, North Africa, Middle East, Russia and the CIS region.

UNCOVER A POWERFUL ECONOMY

With a population of 75 million people, Turkey's fmcg and retail sectors are booming. Food and beverage, which account for nearly half of the total retail market, are expected to grow with a CAGR of 8% in the next five years and reach to US\$226 billion in 2017. As the sector innovates to cater for demand, manufacturers seek smart solutions to ensure that their products professionally processed, packaged and desirable to consumers.

“Eurasia Packaging Istanbul is the driving force to Turkey's growing packaging industry, an industry which is valued at US\$14bn...by 2023 the sectors value will reach US\$30bn, US10bn of which is exported.”

Mr. Sadettin KORKUT
Chairman of Packaging Manufacturers Association



Turkey's Retail Sector Growth

Food and Beverage:	CAGR of 8% in the next five years and reach to US\$226 billion in 2017
Home Retail	CAGR of 8.5% in the next five years and reach US\$72 billion in 2017
Apparel and Footwear Retailing	Reached US\$26 billion market size in 2012. CAGR of 10% in the next five years.
Technical Goods	Reached US\$14.2 billion in 2012, indicating 12% year-over-year growth.
Internet Retail	Sales networks reached US\$17 billion in 2012, indicating 35% year-over-year growth.



WHO SHOULD EXHIBIT?

Over 1200 companies from 41 countries showcased their products during the Eurasia Packaging Istanbul Fair 2013, an 11% increase on the previous year. Make sure your product is seen by the highly lucrative Eurasia market in 2014 and join your competitors to take market share.

“

Eurasia Packaging Istanbul has been very successful. As a Turkish distributor for an Indian product, I have met the right purchasers from important end user companies in Turkey.”

*Mr. Ali ERKUR
General Manager Excel Pack Limited*

The following product sectors exhibit successfully at Eurasia Packaging Istanbul:

- Packaging Machines
- Packaging Production
- Package and Packaging Processes
- Complimentary Packaging Materials
- Services for the Packaging Industry
- Packaging Recycling and Recovery Technologies
- Warehousing/Storage/Logistics/Transportation



Two special sections within the showfloor create additional opportunities to specialised exhibitors.



PRINT TECHNOLOGIES at Eurasia Packaging provides a unique forum for brands to match their commercial objectives to the latest printing innovations. As demand on shelf stand out increases, manufacturers must find smart technologies to fulfil every marketing proposition.

- Bindery and finishing
- Colour management
- Cross media
- Digital mapping
- Labels & Labelling
- MIS & ERP software
- Post-press and finishing
- Pre-press systems & software
- Print converting
- Print materials
- Print technologies
- Prototyping
- Quality control and inspection systems

INNOVATION + INTELLIGENCE + PASSION
INTERPHEX™
Introducing the INTERPHEX Pavilion

INTERPHEX at Eurasia Packaging offers the most comprehensive display of Packaging solutions to the pharmaceutical and biopharmaceutical industry in Eurasia.

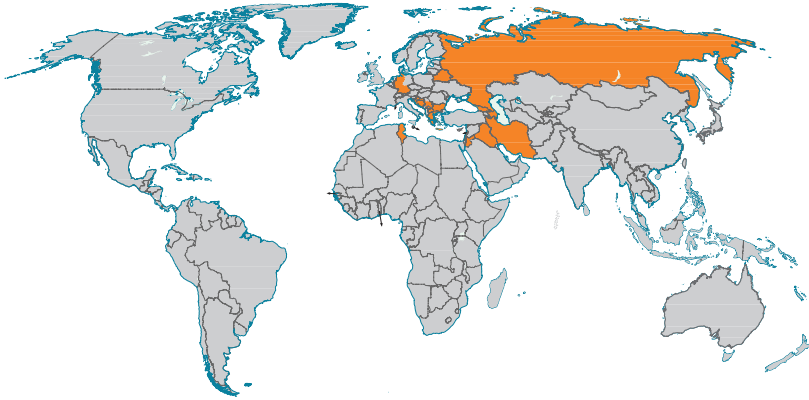
It is the only event showcase of such products to a high quality audience of Pharma Biologics, Generics, CMOs and Over the Counter product manufacturers.

- Automated Systems
- Conveying Equipment
- Engineering Services
- Inspection & Detection Systems
- Labeling
- Material Handling
- Processing Equipment
- Sealing
- Validation



MEET HIGH QUALITY BUYERS

Located in a global business hub that connects two continents, the Eurasia Packaging Istanbul Fair attracts key decision makers from Turkey and its neighboring countries.



Professionals from 19 countries are hosted by Reed Tüyap. Inviting high levels buyers from key target regions surrounding Turkey is facilitated by the Tüyap overseas offices in Bulgaria, Egypt, Iran, Syria, Macedonia, Georgia and Moscow.

- Albania
- Algeria
- American Samoa
- Armenia
- Australia
- Austria
- Azerbaijan
- Bahamas
- Bangladesh
- Belarus
- Belgium
- Bolivia
- Bosnia Herzegovina
- Bulgaria
- Cameroon
- Canada
- Czech Republic
- China
- Croatia
- Denmark
- Egypt
- France
- Georgia
- Germany
- Ghana
- Greece
- Hong Kong
- Hungary
- India
- Iran
- Iraq
- Ireland
- Israel
- Italy
- Japan
- Jordan
- Kenya
- Kosovo
- Kuwait
- Kyrgyzstan
- Lebanon
- Libya
- Macedonia
- Malaysia
- Mali
- Malta
- Mexico
- Moldova
- Montenegro
- Morocco
- Netherlands
- Nigeria
- Norway
- Oman
- Pakistan
- Palestine
- Poland
- Portugal
- Qatar
- Romania
- Russia
- Saudi Arabia
- Senegal
- Serbia
- Slovenia
- South Korea
- Spain
- Sudan
- Sweden
- Switzerland
- Syria
- Taiwan
- Tajikistan
- TRNC
- Tunisia
- Turkmenistan
- UAE
- Uganda
- UK, United Kingdom
- Ukraine
- USA
- Uzbekistan
- Yemen
- Zambia

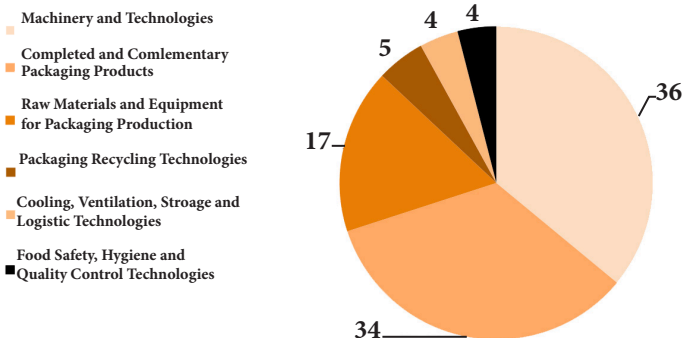
International visitors arrive from:

- 18 EU countries**
- 16 Eastern Europe and Balkan countries**
- 13 Middle East countries**
- 13 African countries**
- 6 of Turkey's neighboring countries**

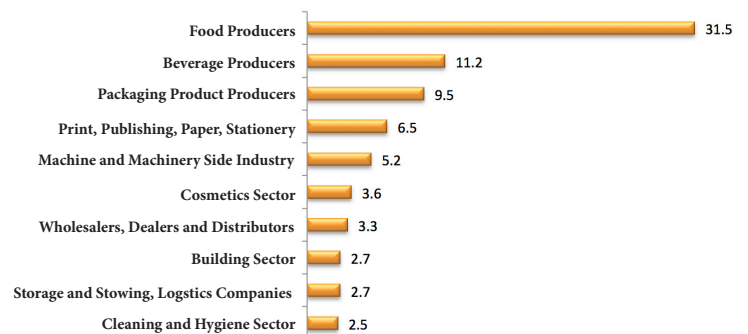
Distribution of visitors by company position

- 23% purchasing**
- 15% sales/marketing**
- 12% productin**
- 14% MD/CEO**
- 14% owner/partner**
- 6% R&D**
- 4% quality control**
- 3% public relations**
- 3% finance**

Visitors are interested in seeing:



Visitors attend from the following manufacturing sectors:





Global industry partners

In 2012, world leading exhibitions organizer Reed Exhibitions and Tüyap Fair Convention and Congress Centre joined forces to create Reed Tüyap. This joint venture paves the way for exhibiting companies and brings them to new markets. The combined 85 years of industry experience ensures the highest quality of face to face business and return on investment for customers, maximizing on the regional and high level partnerships that each company brings to the organization.

The power of face to face contact

When it comes to making sales, forging new contacts, and maintaining customer relationships, there is simply no substitute for meeting face to face. Only at an exhibition can you demonstrate, test, compare and discuss new products and solutions first hand.

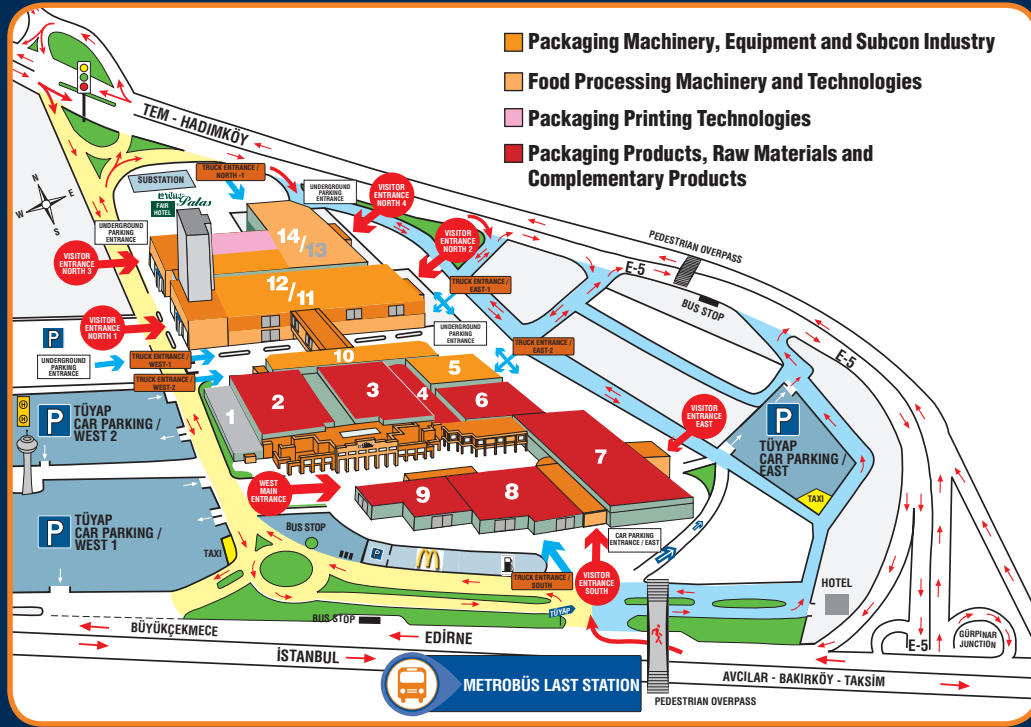
Generating business

Reed Tüyap events generate millions of dollars of new business for customers in emerging and established markets. Whether you are looking to drive sales, launch your brand, find a new agent or distributor or enter a new export market, our leading events will put you at the heart of the market.

Building Networks

Reed Tüyap events bring you shoulder to shoulder with the innovators and influencers in your industry. In 2013 over 70,000 professionals visited a Reed Tüyap event to do business, learn and network with others.





Contact Us

For more information and on exhibiting, contact a member of the team today:

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