

EURASIA  
**PACKAGING**<sup>®</sup> 2024  
İSTANBUL

**OCTOBER 23 – 26, 2024**  
EURASIA PACKAGING İSTANBUL  
POST SHOW REPORT



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# About The Show

*Eurasia Packaging Istanbul Fair: The Leading Platform for Packaging and Food Processing Solutions*  
Eurasia Packaging Istanbul Fair continues to gain recognition as the region's most preferred trade platform, showcasing an extensive range of innovative packaging solutions and cutting-edge machinery for both food and non-food industries. Renowned for its exceptional ability to connect exhibitors with targeted audiences, the fair is the ultimate destination for businesses seeking efficient solutions and strategic investments. Located in Istanbul, a unique intersection of regional economies and cultures, the fair attracts high-level decision-makers from across Türkiye, Central and Western Europe, the Balkans, Russia, the Caucasus, Central Asia, the Middle East, and Africa. By participating in this trade show, companies not only showcase their production capabilities but also expand their global trade networks and enhance their brand value.

*Eurasia Packaging Istanbul Fair stands out for uniting national and international manufacturers offering top-quality, cost-effective, and tailored solutions for packaging, preservation, and food processing. Visitors benefit from the fair's comprehensive scope, enabling them to reduce research costs, explore diverse options under one roof, connect with ideal solution partners and suppliers, and make informed investment decisions during the event.*

*As the largest trade fair in its field in the region, Eurasia Packaging Istanbul Fair is set to celebrate its 30th edition in 2025, reinforcing its position as the leading packaging industry event in both Türkiye and the Eurasian region. With a clear mission to drive the industry forward, the fair continues to provide unmatched opportunities for innovation, collaboration, and growth.*



## Summary Info

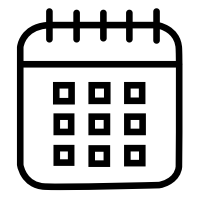
### EURASIA PACKAGING ISTANBUL 2024



**Official Title**  
29th Eurasia Packaging Istanbul Fair



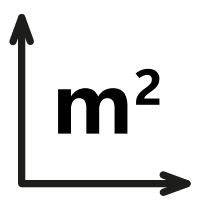
**Location**  
Tüyap Fair and Congress Center, Istanbul



**Dates**  
23 – 26.10.2024



**Number of Halls**  
HALL 1-1A-2-3-4-5-6-7-8-9-10-10A-11-11A-12-12A



**Exhibition Space**  
120.000 m<sup>2</sup>



\*Co-located with Food-Tech Eurasia 2024 Fair.

# Overview



**1.225**  
EXHIBITORS



**77.572**  
TOTAL VISITORS



**13.708**  
INTERNATIONAL VISITORS



**39**  
EXHIBITOR COUNTRIES



**131**  
VISITOR COUNTRIES



**18**  
HOSTED BUYER COUNTRIES

# Digital Engagement



**6.700**  
FOLLOWERS



**2.473**  
FOLLOWERS



**4.314**  
FOLLOWERS



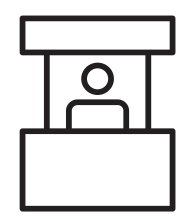
**4.700+**  
VIEWS



**1.500.000+**  
WEBSITE VIEWS

*\*Co-located with Food-Tech Eurasia 2024 Fair.*

# Exhibitor Overview



## NUMBER OF EXHIBITORS

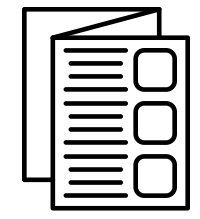
1.225



## NUMBER OF INTERNATIONAL EXHIBITORS

421 (Directly + Indirectly)

## EXHIBITOR COUNTRIES



## PRODUCT GROUPS



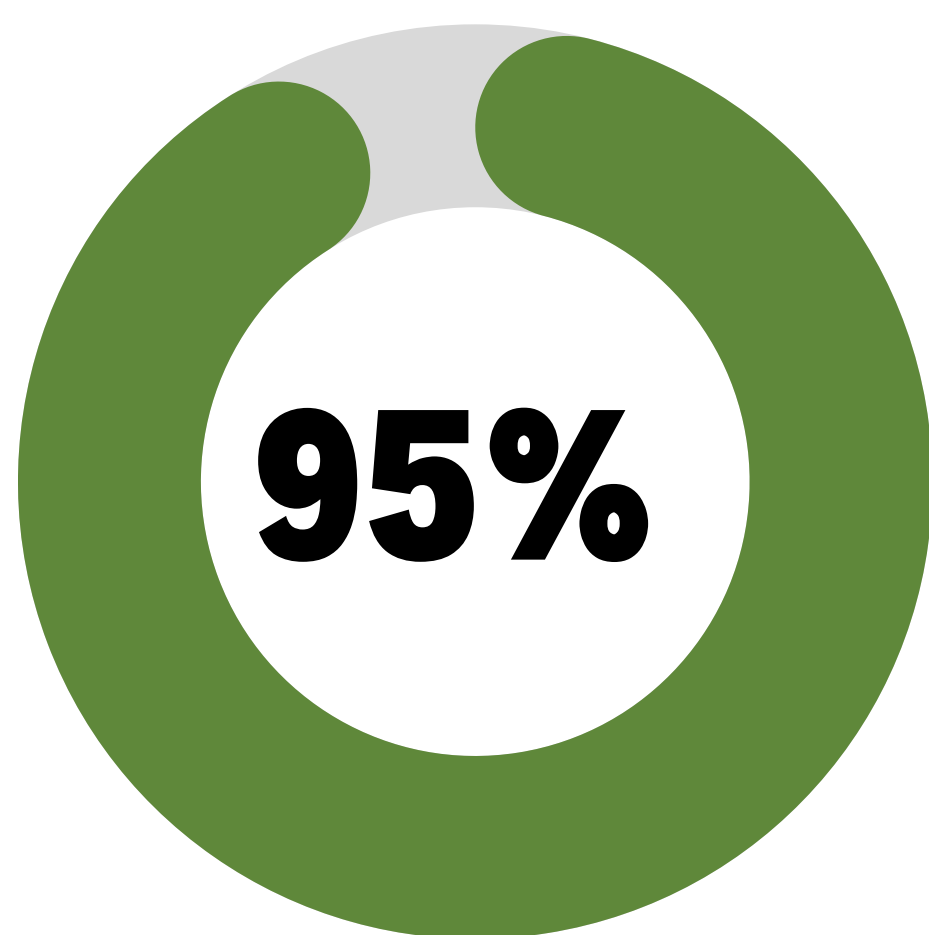
Packaging Products



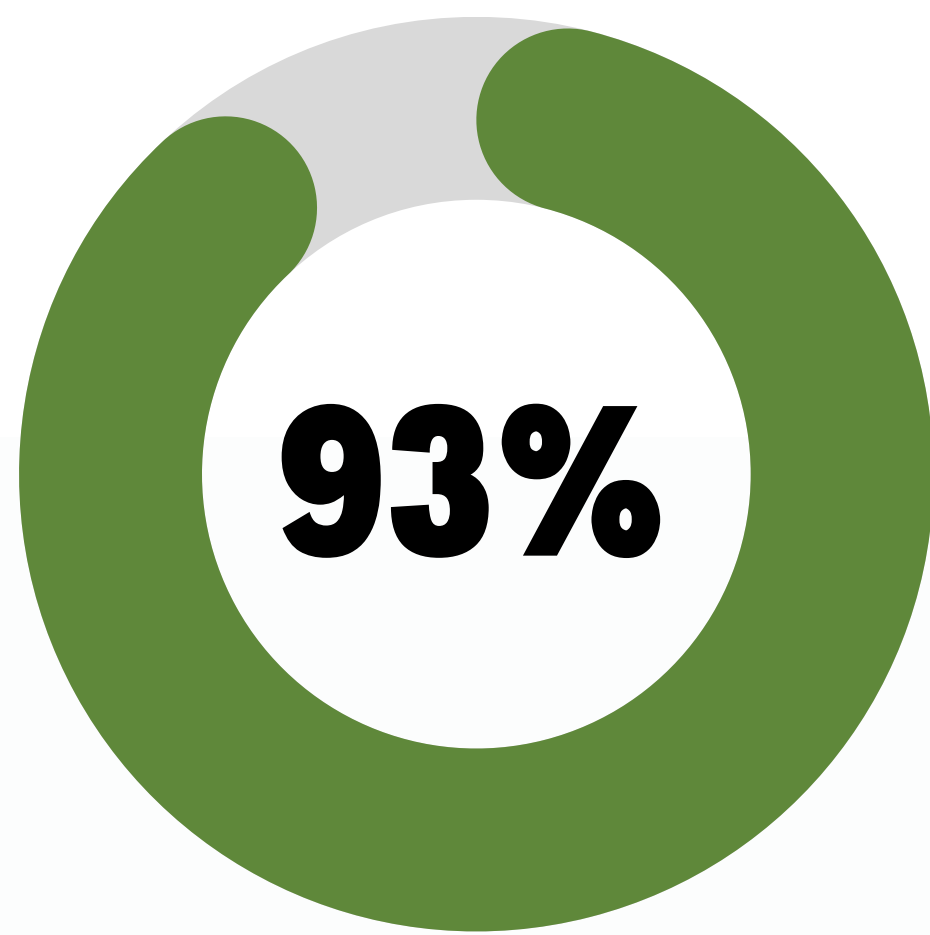
Packaging Machinery and Food Processing Machinery



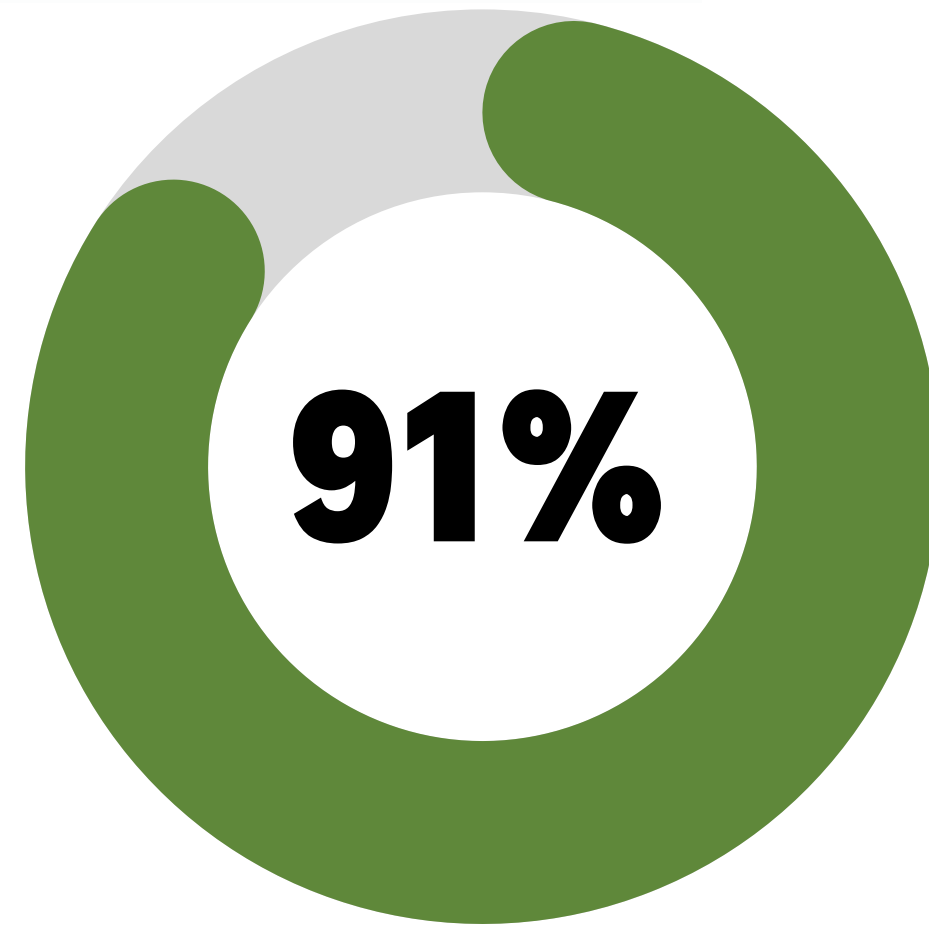
Printing and Converting Technologies



CONSIDERS TO EXHIBIT IN THE NEXT EDITION



EXHIBITOR SATISFACTION



TARGET AUDIENCE COMPLIANCE

- Austria
- Bahrain
- Belgium
- Canada
- China
- Czechia
- Denmark
- Egypt
- Finland
- France
- Germany
- Greece
- Hong Kong
- India
- Iran
- Italy
- Japan
- Jordan
- Lithuania
- Luxembourg
- Montenegro
- Netherlands
- Pakistan
- Poland
- Portugal
- Russia
- San Marino
- Singapore
- Slovakia
- South Korea
- Spain
- Sweden
- Switzerland
- Taiwan
- Tunisia
- United Arab Emirates
- United Kingdom
- United States of America
- and Türkiye

\*Co-located with Food-Tech Eurasia 2024 Fair.

# Exhibitor Feedbacks

Türkiye  ★★★★★

**ERDA BİLİMSEL ARAŞTIRMA EĞİTİM HİZM. A.Ş.**

*"As an exhibitor of the Eurasia Packaging Istanbul Fair for 26 years, we were thrilled to host a far greater number of visitors at our stand this year. This year the trade show broke a visitor record. We welcomed guests from the Middle East, the Balkans, Iran, and Russia. The Eurasia Packaging Istanbul Fair continues to grow and evolve every year, now ranking among the top three fairs in the global packaging industry. It is a must-follow event for anyone seeking to stay updated on the latest innovations in packaging. Türkiye's export rates for packaging machines have been increasing annually, reaching a volume of \$350 million. In this regard, the Eurasia Packaging Istanbul Fair plays a significant role in supporting the growth of exports in the packaging sector."*

Türkiye  ★★★★★

**İDEAL-PAK OTOMATİK AMBALAJ MAKİNALARI A.Ş.**

*"We have been exhibiting at the Eurasia Packaging Istanbul Fair for two years, and we achieved very positive results in both editions. This year, a significant portion of visitors to our stand came from Russia, the Balkan countries, Turkic Republics, the Middle East, and Africa. We have observed that the opening of Istanbul Airport has strengthened Türkiye's position as a central hub in the Eurasian region, which has positively impacted globally significant fairs held in Türkiye, such as the Eurasia Packaging Istanbul Fair. As a company, we chose to exhibit in the Eurasia Packaging Istanbul Fair to leverage this substantial potential."*

Türkiye  ★★★★★


**KOROZO AMBALAJ SAN. VE TİC. A.Ş.**

*"We have been exhibiting in the Eurasia Packaging Istanbul Fair for nearly 25 years. As in every year, this year's fair was no exception, and it was highly productive, and we were very pleased with the outcome. The fair provided us with the opportunity to meet with our existing customers and to connect with potential international visitors to discuss new business opportunities. While most of our visitors were domestic, most of our international visitors came from Georgia, Greece and countries in the Western Europe. As a company that has benefited from this show for many years, we highly recommend the Eurasia Packaging Istanbul Fair to all industry-related companies considering participation."*

Türkiye  ★★★★★

**ONARE ENDÜSTRİYEL AMBALAJLAMA A.Ş.**

*"As an exhibitor of the Eurasia Packaging Istanbul Fair for the past 12 years, this year's event was once again highly productive for our company. This year there was a higher presence of visitors from Europe. Additionally, we welcomed many visitors from the Middle East as well as from Türkiye. While the number of significant packaging trade shows worldwide is limited, the advantage of Türkiye being a key manufacturer in the industry allows visitors to this show to easily access state-of-the-art packaging machines. We are confident that this fair will continue to improve each year and reach even greater heights in the coming years."*

Türkiye  ★★★★★

**ALUFLEXPack – TEKO**

*"This fair is a vital platform where we assess the current state of the packaging industry and observe future solutions. Every year, we showcase our new products here, which helps us drive our business forward. Most of our visitors came from North and Central Africa, the Middle East, and Russia. The presence of representatives from major companies and African business owners coming directly to do business once again proves that this is a highly targeted and effective trade show. We strongly recommend all companies in the packaging sector to participate in this fair. Being part of such trade shows not only enhances visibility and credibility but also builds trust among our clients."*

Türkiye  ★★★★★

**TEKNOSİN KODLAMA SİSTEMLERİ SAN. VE TİC. A.Ş.**

*"For over 15 years, we have been exhibiting in the Eurasia Packaging Istanbul Fair, which attracts goal-oriented, knowledgeable visitors who know exactly what they are looking for. This year, we were particularly pleased with the high number of international visitors, including many from Russia, Ukraine, and Arab countries. We believe that this trade show, which especially hosts a significant number of international visitors, makes a very important contribution to Türkiye's exports in the industry."*

\*Co-located with Food-Tech Eurasia 2024 Fair.

# Visitor Overview

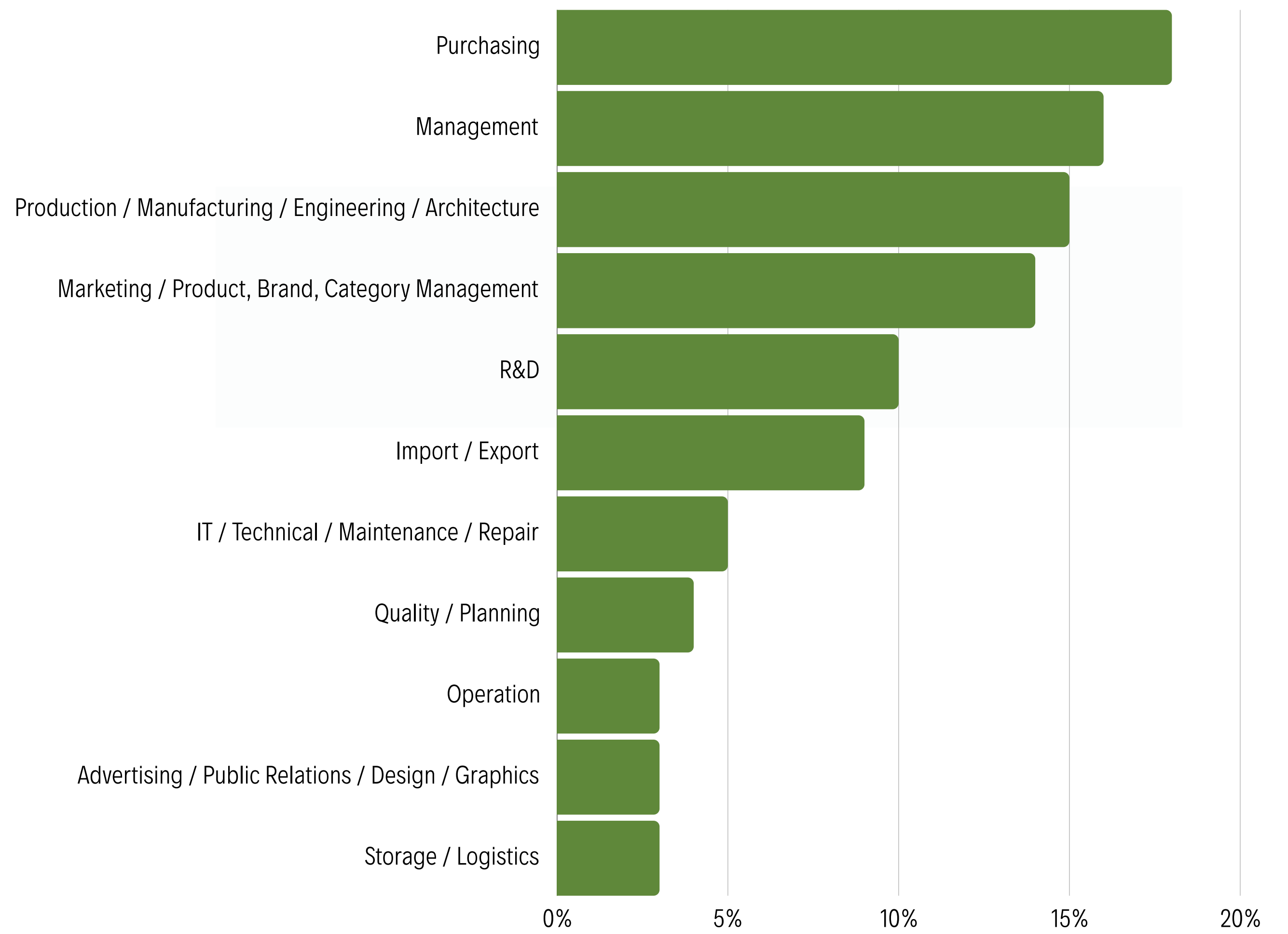
**TOTAL NUMBER OF VISITORS**  
77.572

**INTERNATIONAL VISITORS**  
13.708

**PURPOSE OF VISIT**

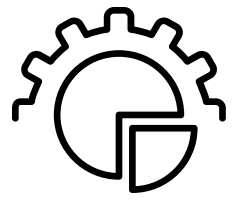


**DEPARTMENTS OF VISITORS**

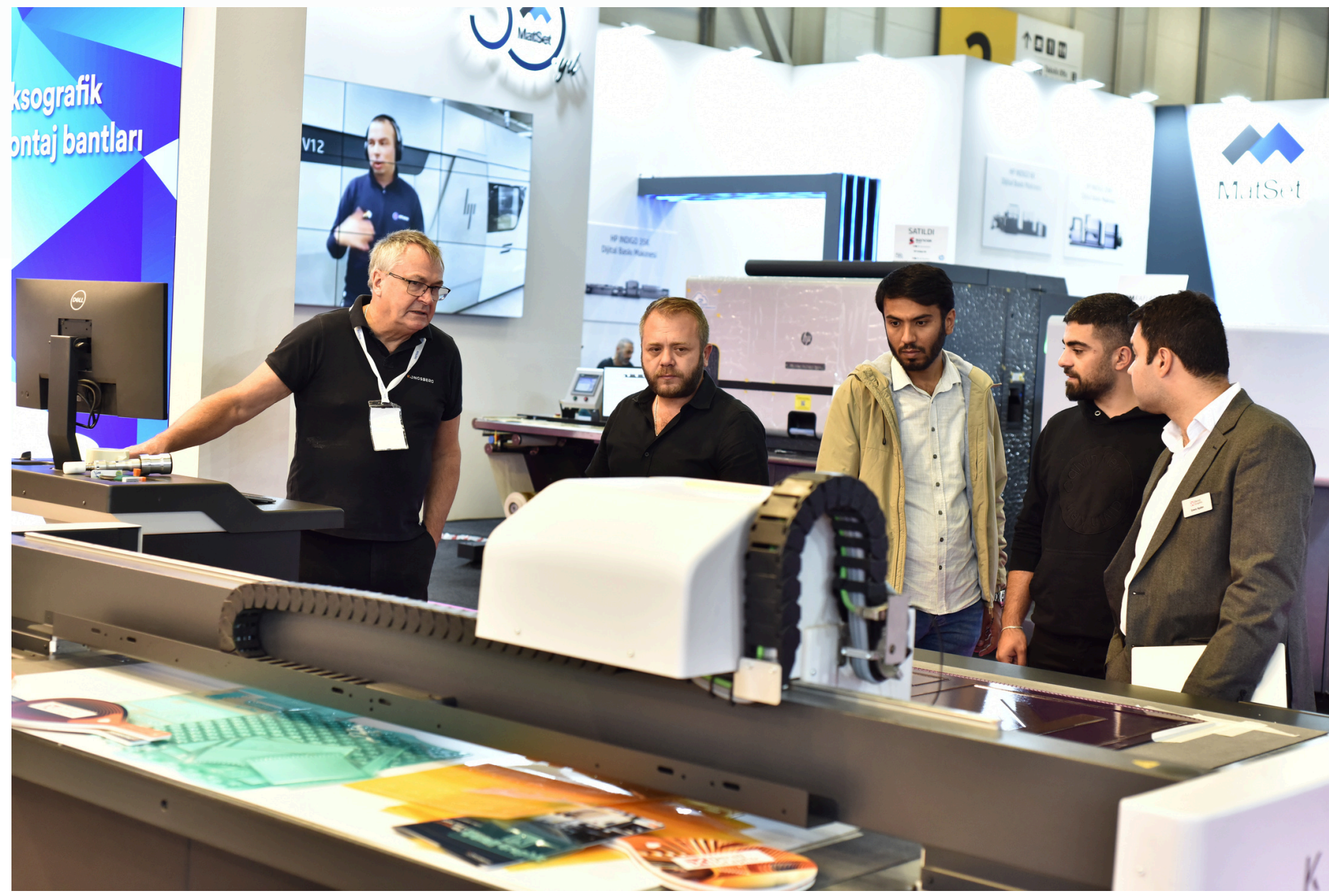
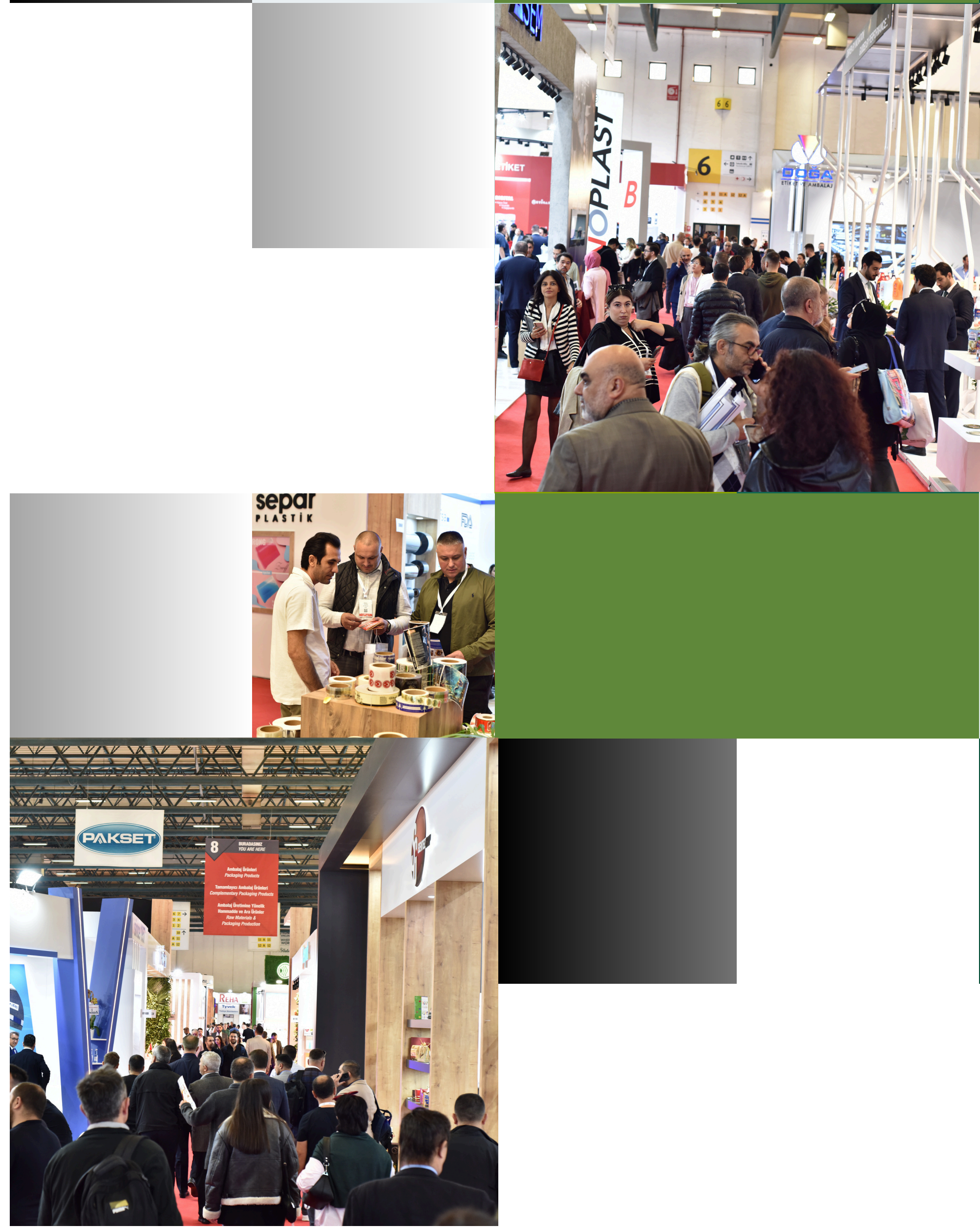
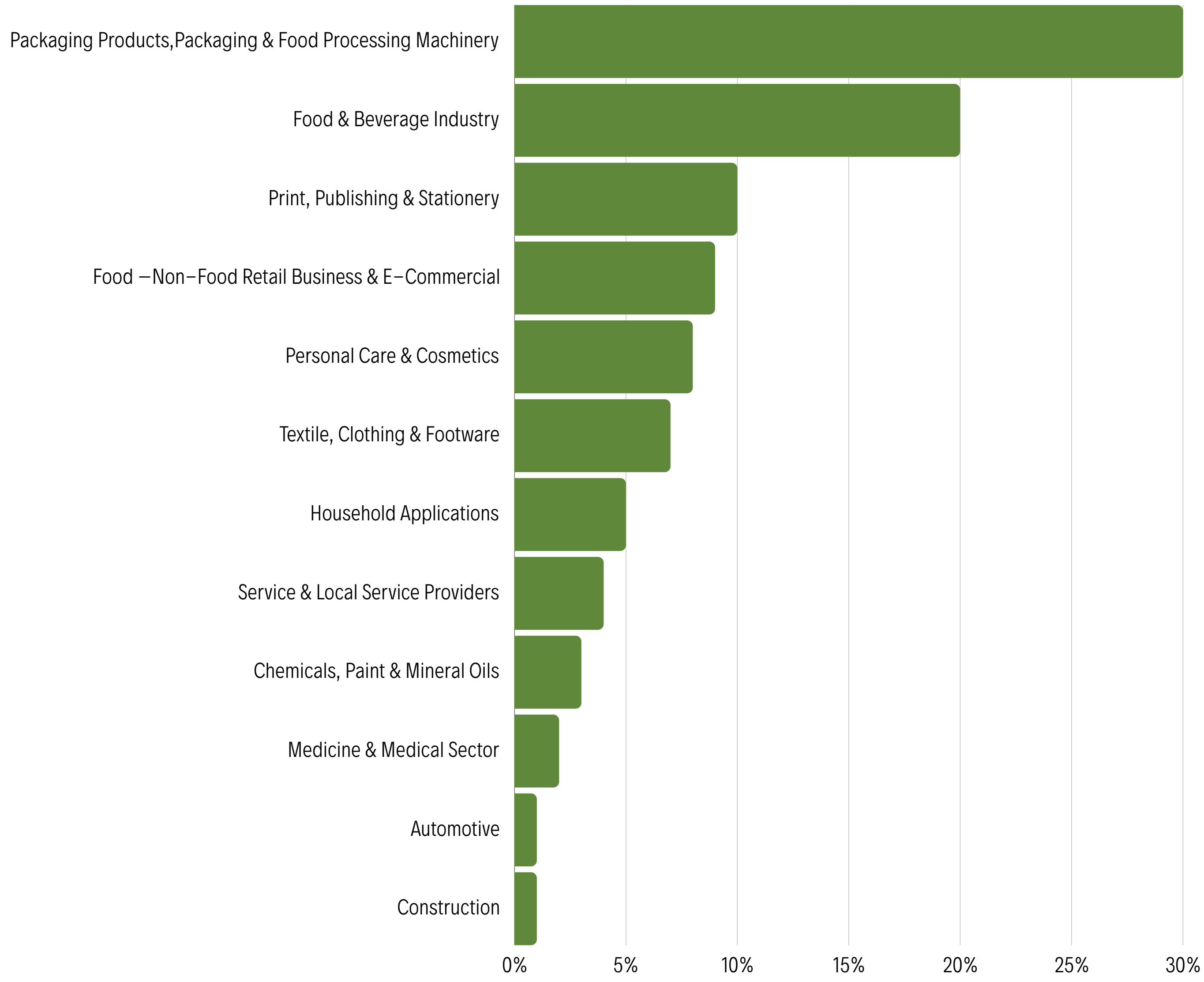


Post Show Report

\*Co-located with Food-Tech Eurasia 2024 Fair.

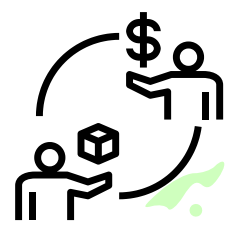


**SECTORAL DISTRIBUTION OF VISITORS**



\*Co-located with Food-Tech Eurasia 2024 Fair.

# Visitor Overview



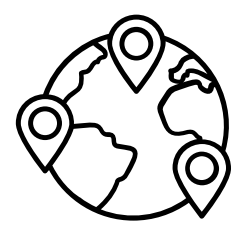
## VIP HOSTED BUYER PROGRAM COUNTRIES

- Azerbaijan
- Belarus
- Bosnia and Herzegovina
- Bulgaria
- Croatia
- Georgia
- Kazakhstan
- Kosovo
- Moldova
- North Macedonia
- Palestine
- Romania
- Russia
- Serbia
- Tunisia
- Turkmenistan
- Ukraine
- Uzbekistan

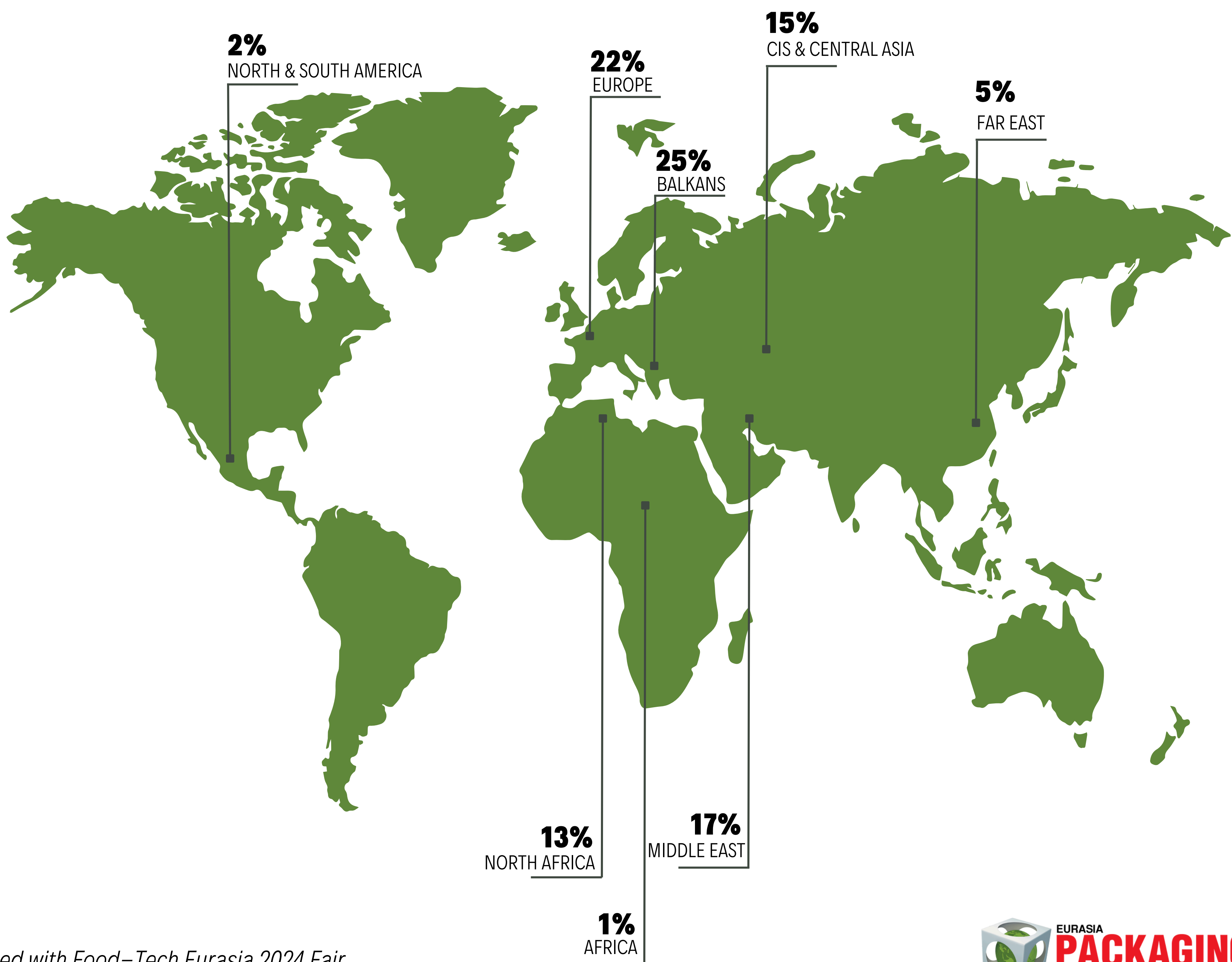


## TOP 30 VISITOR COUNTRIES in alphabetical order (excluding Türkiye)

- Albania
- Algeria
- Azerbaijan
- Bosnia and Herzegovina
- Bulgaria
- Egypt
- France
- Georgia
- Germany
- Greece
- Iran
- Iraq
- Italy
- Jordan
- Kosovo
- Libya
- Morocco
- Netherlands
- North Macedonia
- Poland
- Romania
- Russia
- Saudi Arabia
- Serbia
- Spain
- Tunisia
- Ukraine
- United Arab Emirates
- United Kingdom
- Uzbekistan



## GEOGRAPHICAL DISTRIBUTION OF VISITORS




\*Co-located with Food-Tech Eurasia 2024 Fair.

# Visitor Feedbacks

USA  ★★★★★

*"This is my first time visiting, and I have to say it's an incredibly comprehensive fair. There's such a wide variety of products and machinery to explore here. I had the chance to check out top-quality, state-of-the-art products, and I was especially impressed by the machines on display. My main interest is in plastic and carton boxes, and honestly, you can find everything you're looking for in this industry right here. Anyone working in the field should be here. It's a great place to find inspiration to grow your business. I plan to visit regularly in the coming years."*

Germany  ★★★★★

*"This is my first time visiting the Eurasia Packaging Istanbul Fair, and it's been incredibly beneficial for me. I'm particularly interested in packaging machines, and I had the chance to closely examine the machinery on display and gather detailed information. I also met many potential companies and individuals I can work with. The packaging sector in Türkiye is constantly evolving, and this fair is a key platform for doing business with the Turkish market. I'd say it's a must-visit event for anyone involved in the industry. Planning your visit well and dedicating enough time to explore will work to your advantage. I'll be sure to attend the Eurasia Packaging Istanbul Fair in the coming years as well."*

Azerbaijan  ★★★★★

*"I regularly visit the Eurasia Packaging Istanbul Fair, and I was able to find all the packaging machines I was looking for. The fair provides a unique opportunity to access all industry-related companies under one roof, both in terms of packaging products and packaging machines. For this reason, I believe the Eurasia Packaging Istanbul Fair is a must-visit event. I will definitely continue to attend this fair in the coming years."*

United Kingdom  ★★★★★

*"This is my third time visiting the Eurasia Packaging Istanbul Fair, and I must say it has been a thoroughly rewarding experience. We're focused on packaging for stationery products and were able to explore all the solutions we were looking for. The fair exceeded our expectations, providing us with fresh ideas from leading companies in the packaging sector. We also had the chance to connect with brands we plan to collaborate with. It's been incredibly helpful in gaining detailed insights into the packaging industry. I'd highly recommend this fair to anyone interested in the sector – it's the perfect place to find everything you need to grow your business."*

France  ★★★★★

*"I have been visiting regularly for the past four years. As we are a company producing plastic, we focus on exploring plastic products and related machinery at the fair. I must say, the exhibiting companies at the fair are excellent both in terms of quality and quantity. Eurasia Packaging Istanbul has been a platform where we establish strong business relationships every year. As a company, we will definitely continue to attend this fair."*

Iran  ★★★★★

*"I work for one of Iran's top five printing machine manufacturers, and this is my second time visiting the fair. Here, I've observed how rapidly the printing and packaging industries are advancing in Türkiye. Turkish companies stand out with their creative and high-quality packaging solutions. The innovative products and state-of-the-art machinery showcased here greatly contribute to the progress of the packaging industry. We are specifically interested in carton box and printing solutions for the food industry, and I had the opportunity to explore the successful products offered by Turkish companies. In addition to food packaging, I also reviewed products and services in the cosmetics sector. I can confidently say that this is a comprehensive platform where every packaging need can be met. I highly recommend the fair to anyone looking to explore the latest trends and examine cutting-edge technologies in person."*

\*Co-located with Food-Tech Eurasia 2024 Fair.

# Visitor Feedbacks

Spain  ★★★★★

*"This is my second time visiting the fair, and my first visit was incredibly beneficial. We are very pleased with the fair, as it provides an excellent opportunity to meet with numerous companies. Our focus is on packaging, plastic, and sealing product groups, and I was able to easily find both the products I was looking for and the companies I wanted to meet with. I believe I had productive discussions, and I must say I was very impressed with the products I reviewed. For those planning to attend, I recommend checking the exhibitor list on the fair's website and planning their visits accordingly. Since it is such a comprehensive fair, this approach will make their experience much more efficient."*

Italy  ★★★★★

*"This is my third time visiting the Eurasia Packaging Istanbul Fair. The most prominent companies in the industry participate as exhibitors here. I visited these companies and held one-on-one meetings with them. I work in the food industry and easily found all kinds of packaging products I was looking for related to food packaging. Moreover, I came across many innovative packaging products, as well. I consider the Eurasia Packaging Istanbul Fair to be one of the most important trade fairs in Türkiye."*

Qatar  ★★★★★

*"I am leaving the fair, which I visited for the first time, highly satisfied. I had the opportunity to explore and examine numerous packaging products and packaging machines. Thanks to the variety of manufacturers, suppliers, and products brought together, I was able to evaluate different alternatives and find the most beneficial machines for my company. Being one of the largest trade fairs in the industry and offering numerous business opportunities, I strongly recommend it to anyone considering visiting. I will definitely continue to visit the fair in the coming years and will recommend it to those around me, as well."*

Egypt  ★★★★★

*"We are an Egypt-based company specializing in the production of paper cups, bags, and boxes. Here, I've had the opportunity to meet with companies from around 20 different countries and explore products and machinery relevant to our field. I must say, this is a very well-organized fair. I was particularly impressed by the Turkish-made machines. Türkiye's packaging industry is at a level where it can easily compete globally with its high-quality products. Whether you're looking for machinery, products, or materials related to the packaging industry, you can easily find it all here. Located at the crossroads of two continents, Istanbul offers a unique chance to establish trade connections with businesses from all over the world."*

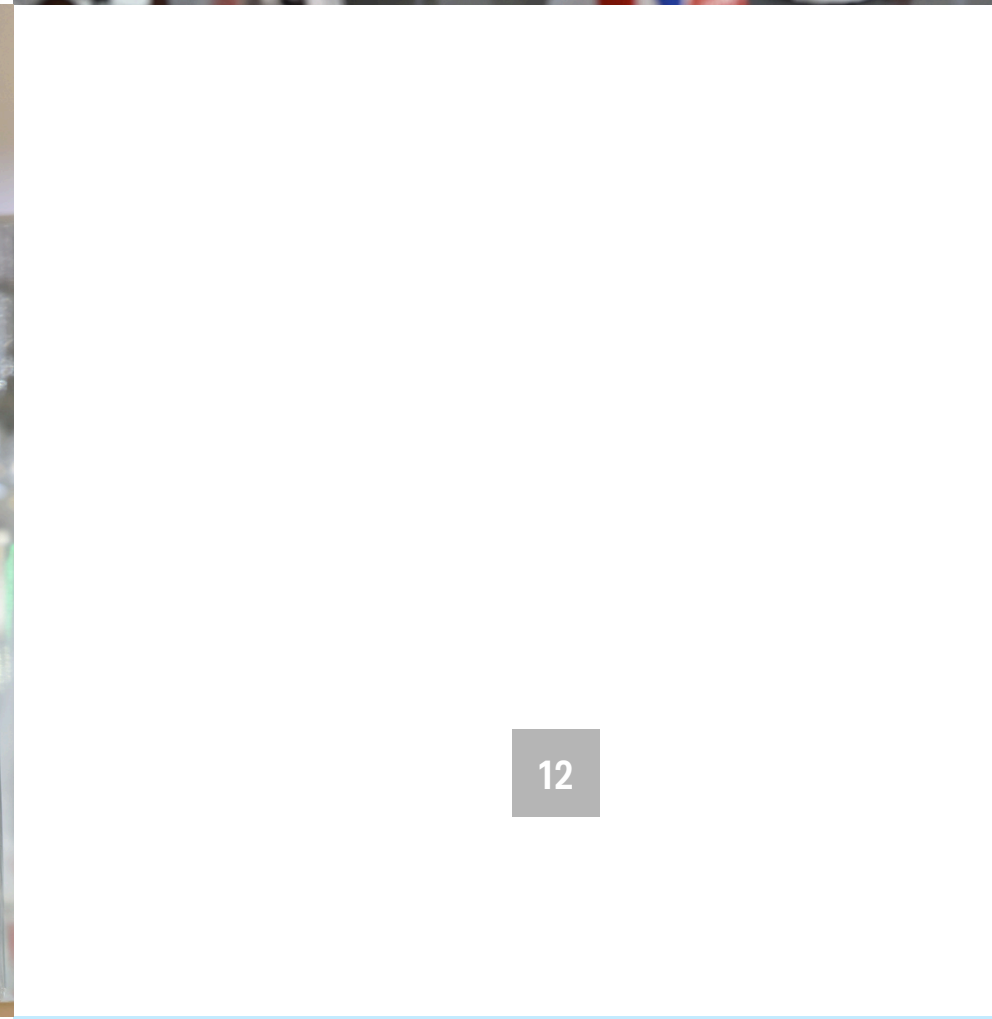
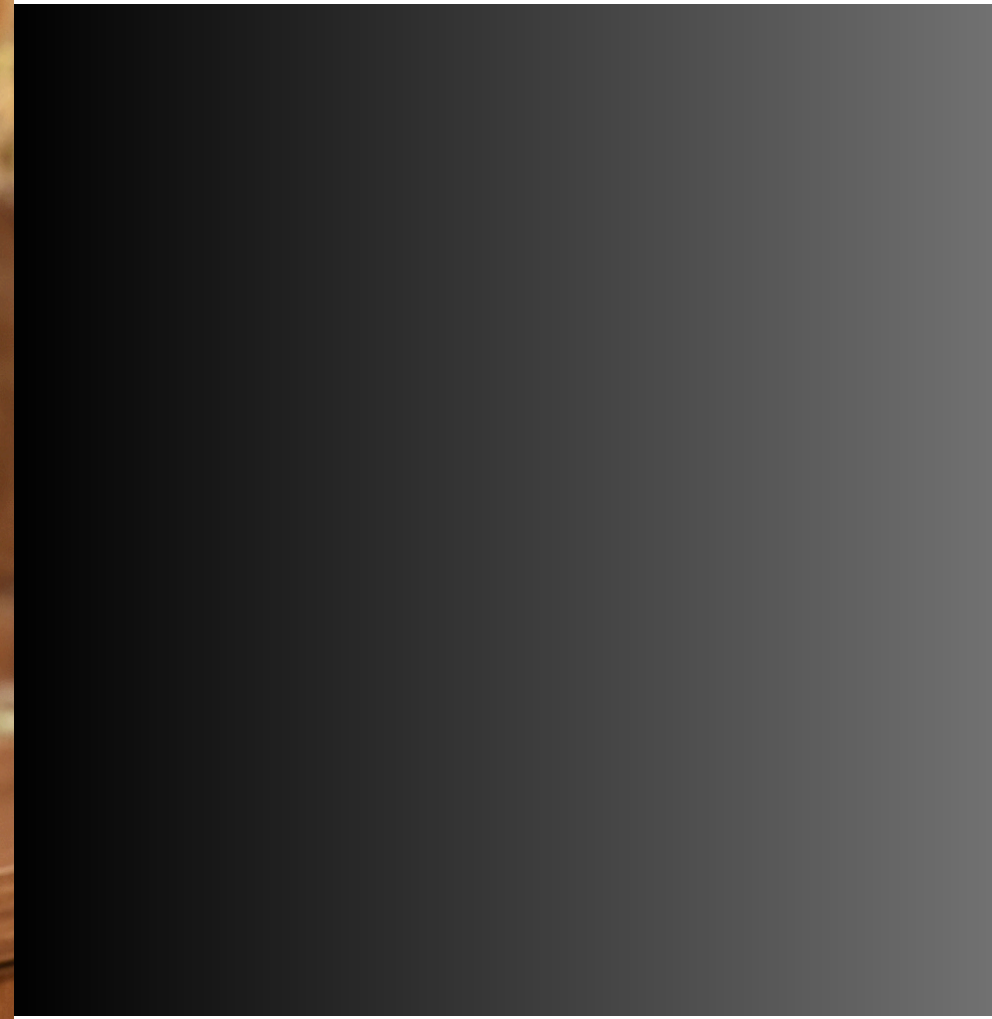
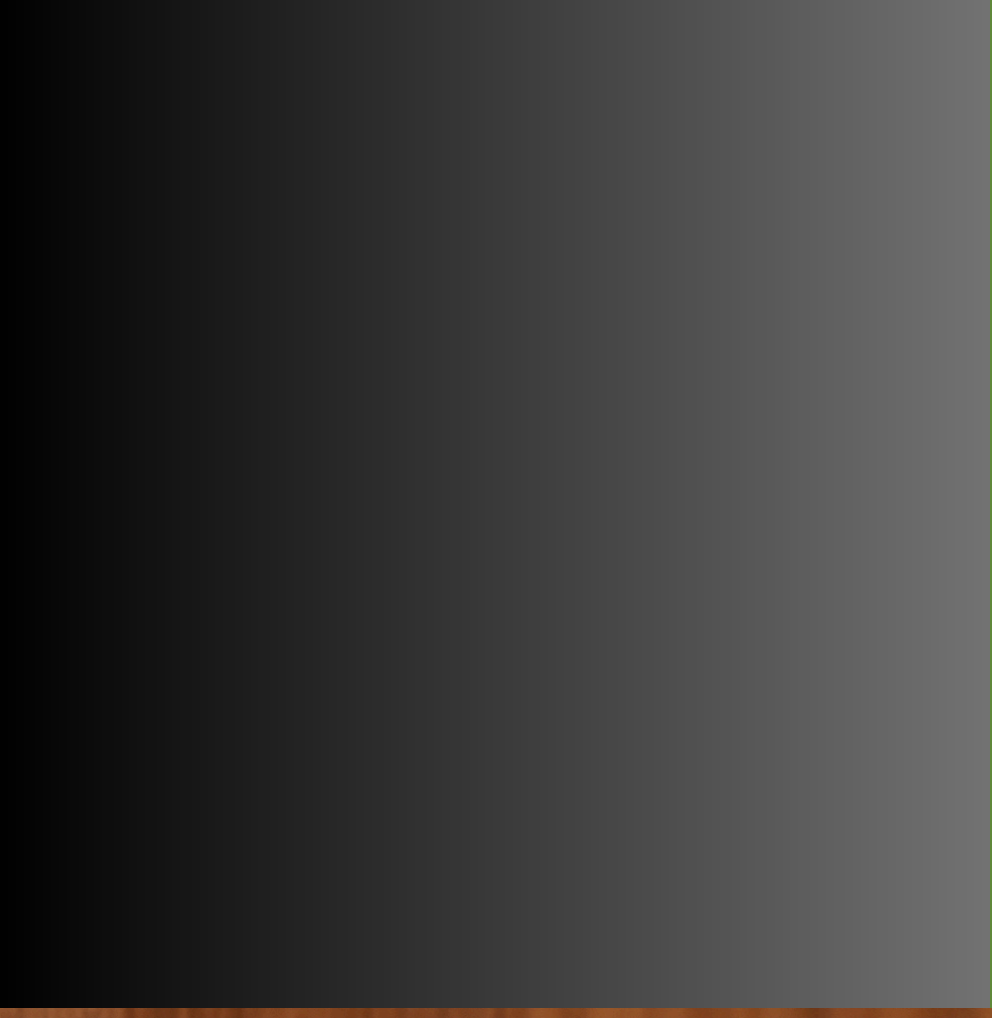
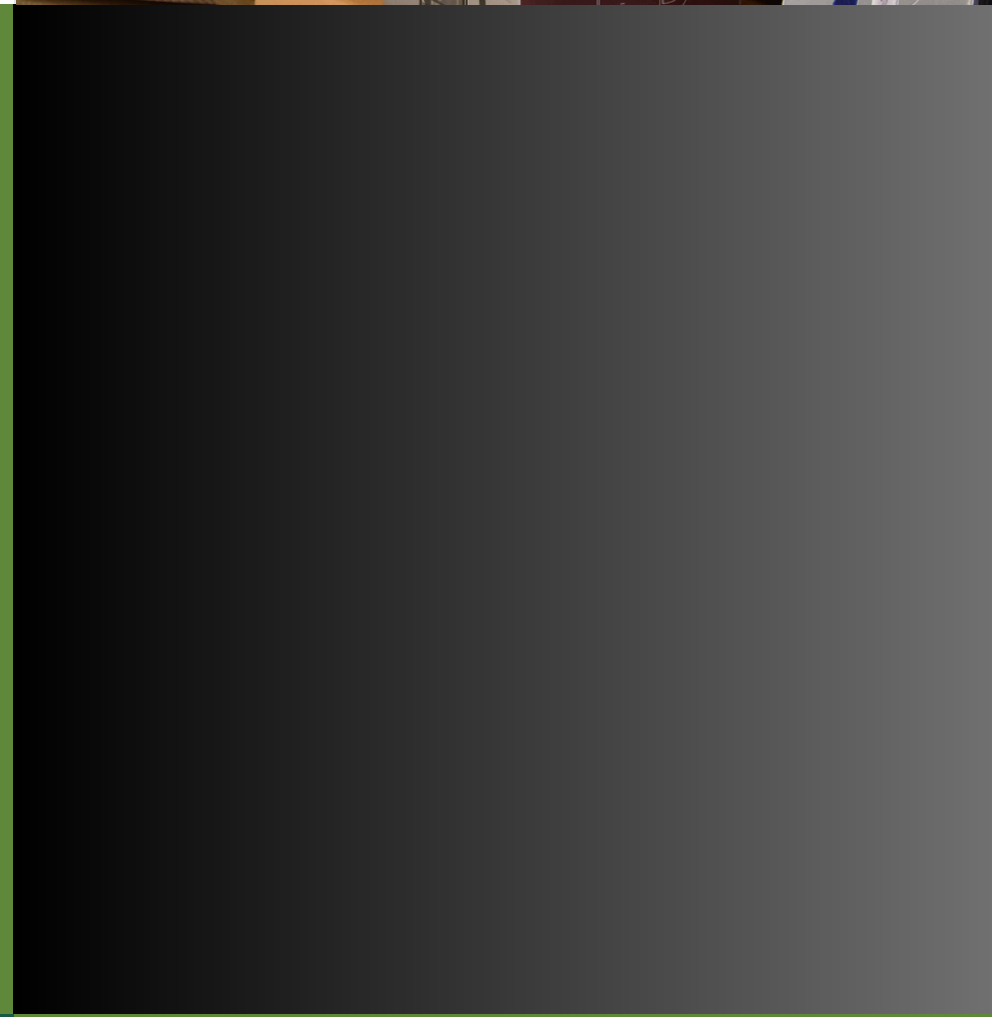
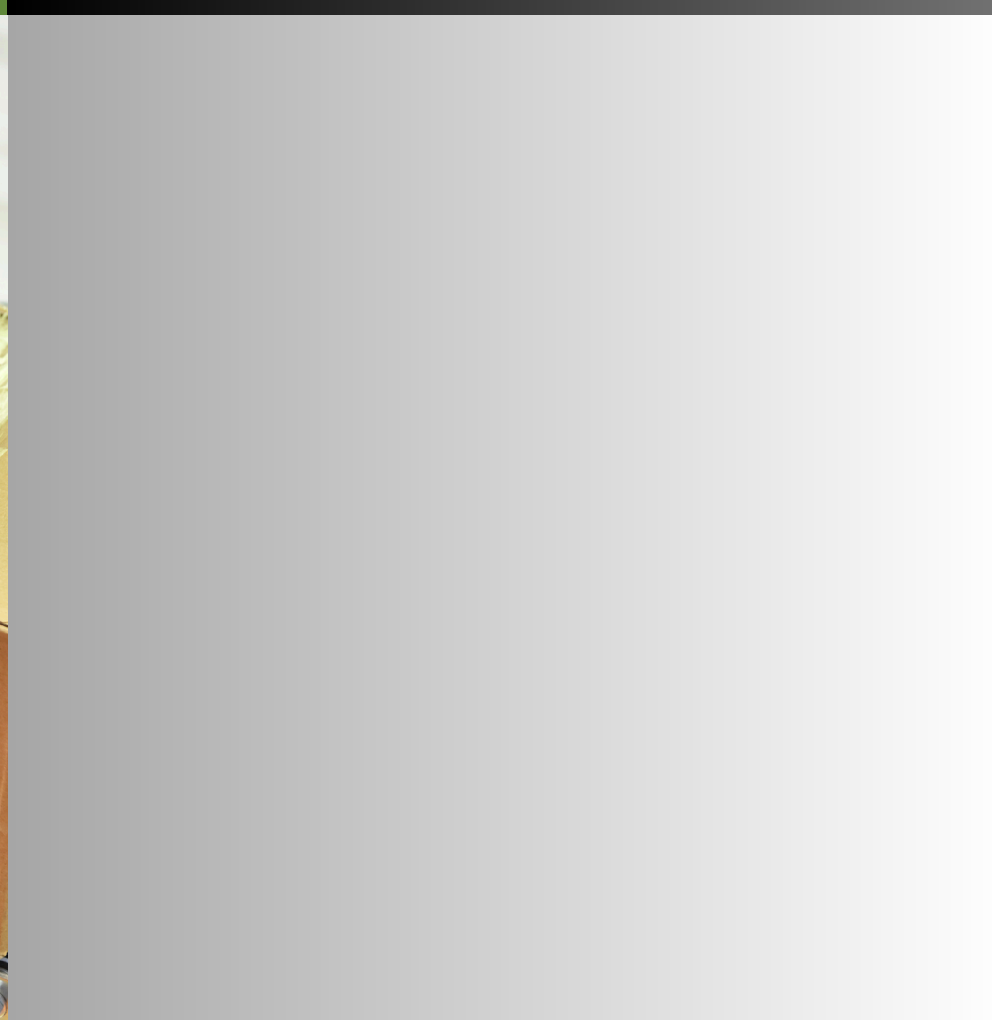
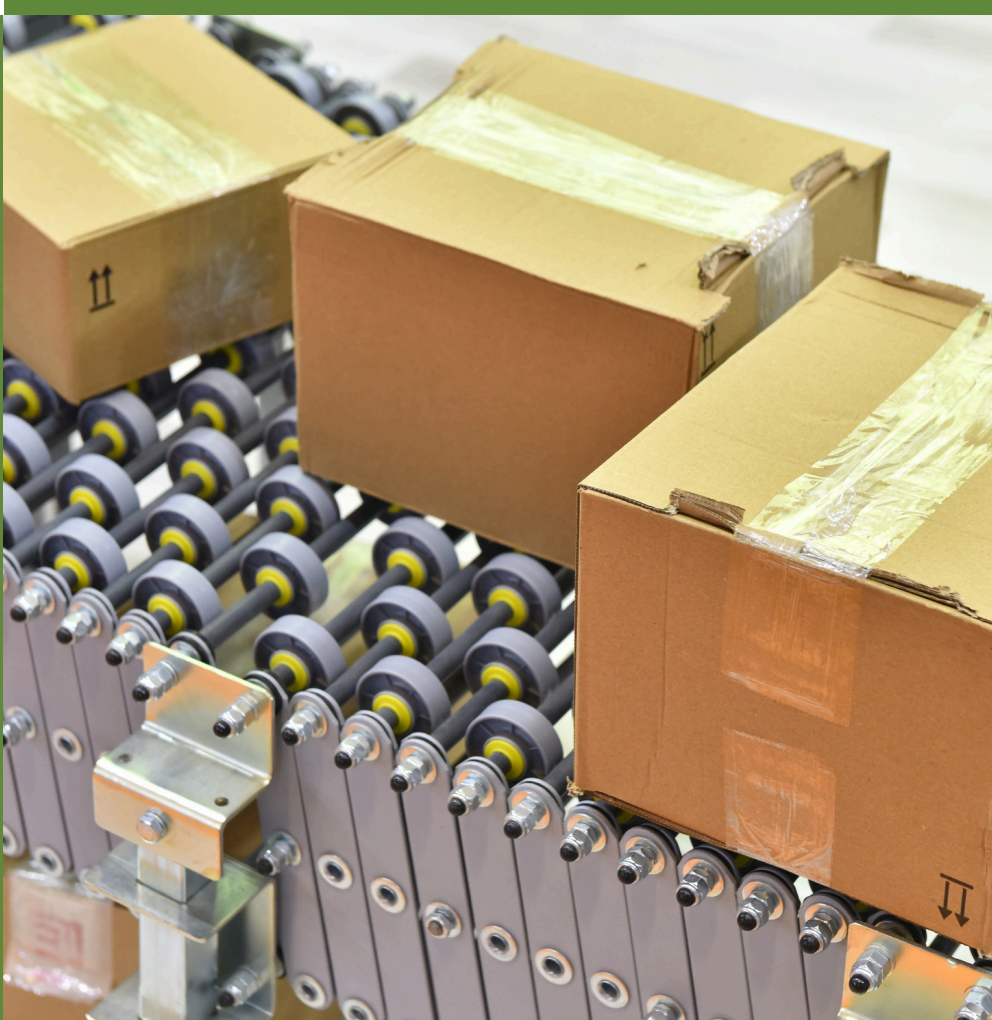
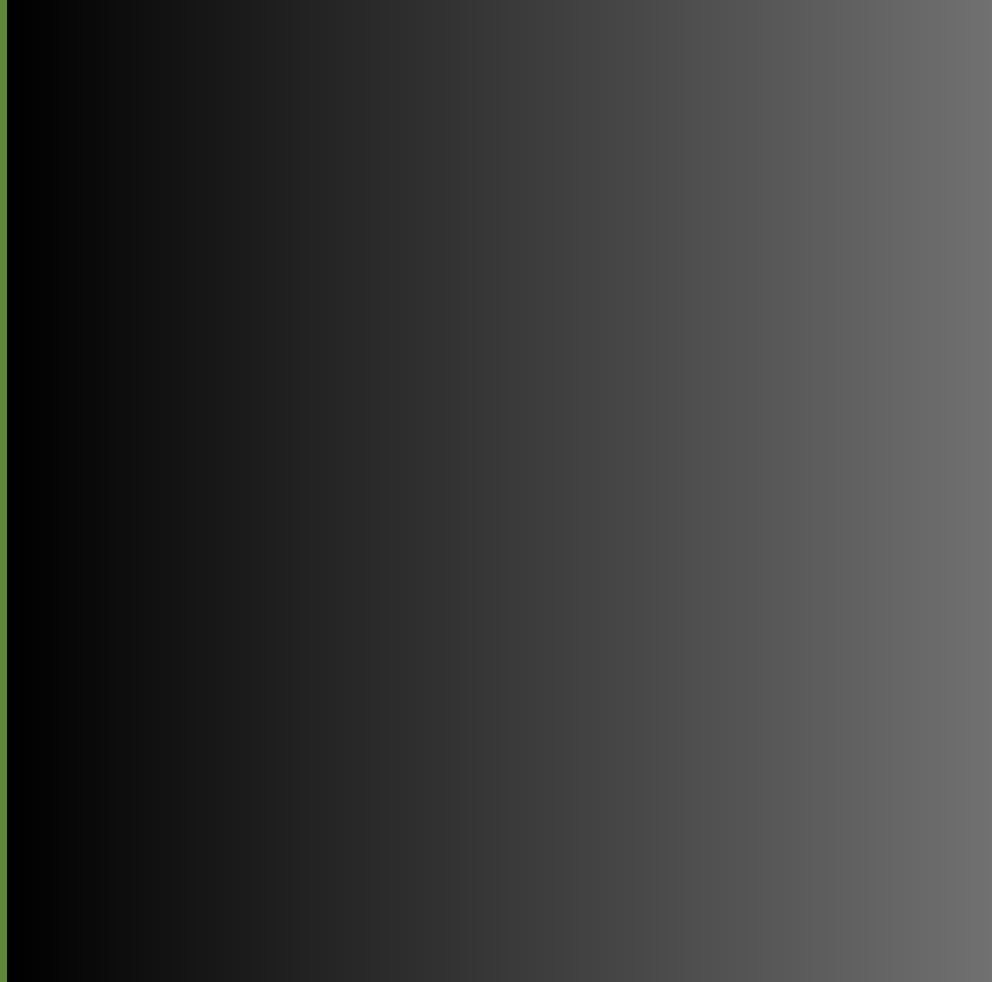
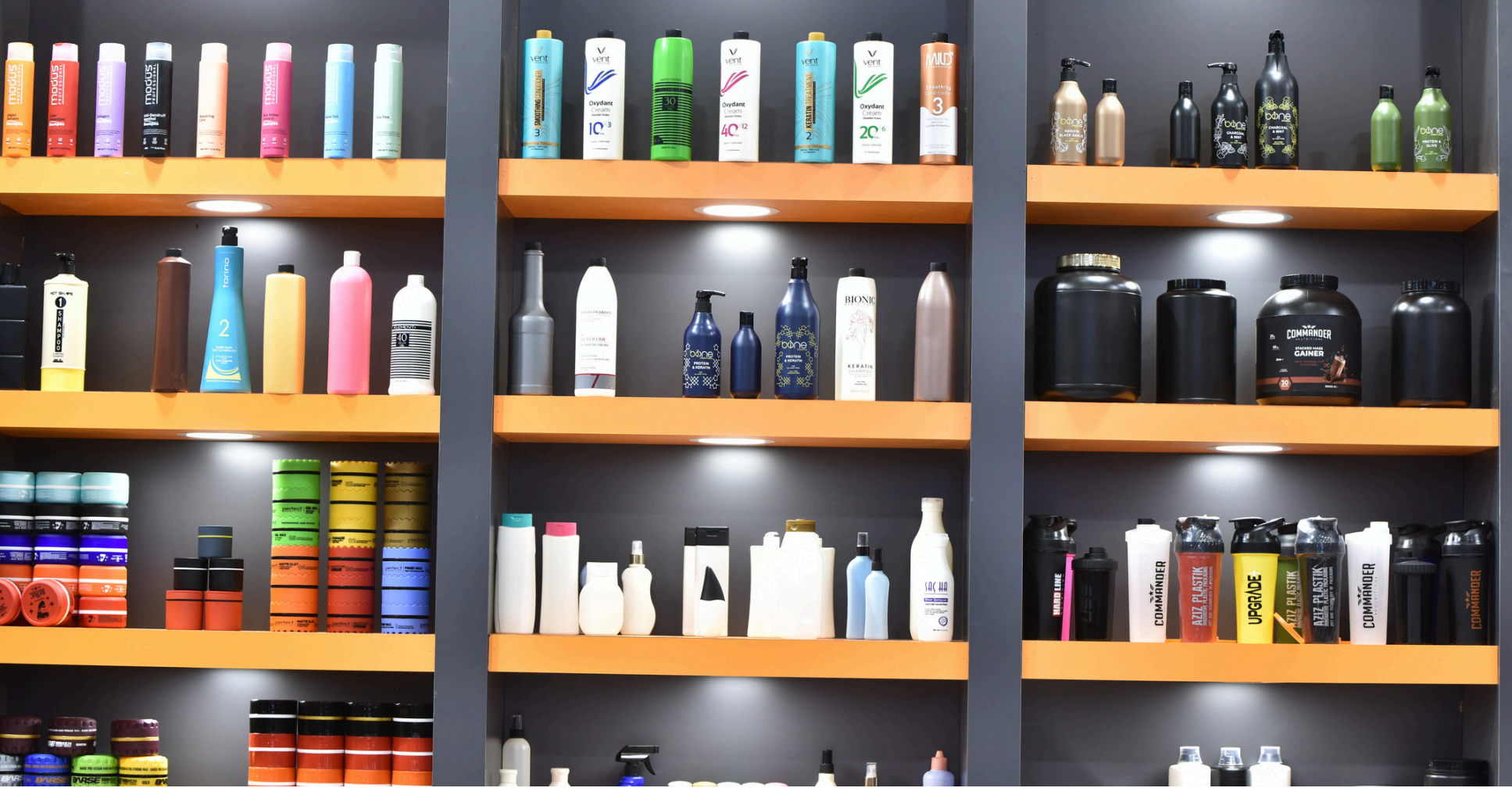
Saudi Arabia  ★★★★★

*"This is my third time visiting the fair, and it's always impressive to see leading companies from different regions showcasing their innovative machines and products. That's a huge advantage. I'm here specifically for products related to coffee packaging, and I must say, I've found more than I was looking for. This fair is the perfect platform to explore new products and diversify our supplier network. Istanbul is a beautiful city, and the fair itself is incredibly well-organized. I'm confident that anyone visiting will leave satisfied. I highly recommend it to those interested in the industry."*

Türkiye  ★★★★★

*"This is my second visit to the Eurasia Packaging Istanbul Fair, where I had the opportunity to explore the latest innovations in the industry. Through the fair, I was able to closely examine the companies and machinery I had previously followed online. I strongly recommend the fair to anyone in the industry, as it provides an excellent chance to stay updated on the latest developments and innovations. I also plan to continue visiting the fair regularly in the coming years."*

\*Co-located with Food-Tech Eurasia 2024 Fair.





Next Event  
OCTOBER 22– 25, 2025

