

Pack FAIR TÜRKİYE

2nd Packaging and Packaging Technologies Fair



İZMİR/TÜRKİYE

13-16 FEBRUARY 2024

packingfairsurkiye.com



Packing Fair Türkiye



[packingfairsurkiye](https://www.instagram.com/packingfairsurkiye)



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

**PURCHASING SPECIALISTS OF
THE PACKAGING AND PACKAGING TECHNOLOGIES
are coming together for the 2nd time in
Türkiye's largest fairground, Fuarizmir.**



**PACK FAIR TÜRKİYE
2023**



51

Companies/Brands



17.845

Professional Visitors

VISITOR OPERATIONS & INTERNATIONAL VISITORS

● PACK FAIR TÜRKİYE 2023 - COUNTRIES FROM INTERNATIONAL VISITORS



“Buyer Committees Studies” are carried out from Asian & European target countries.
(United Arab Emirates, United States, South African Countries, Balkan Countries, Greece, Italy, Spain, Azerbaijan, Iraq, Bulgaria, Morocco, Northern Cyprus, Germany etc.)



VISITOR & EXHIBITOR FEEDBACKS

70% Satisfied the needs of business

80% Visited to see new products

75% Provided an interview with qualified visitors

70% Left the fair with new agreements

90% Stated that they would rejoin

**PACK FAIR TÜRKİYE has been entitled to receive
the support of KOSGEB and İzmir Chamber of Commerce
since the day it started to be held.**

EVENTS



Sectoral evaluations, expectations, studies, technologies, promotions in the events that deal with the Turkish packaging industry and the development of the industry in the world; It will be shared with the participants and visitors by well-known names, experts, institutions in the field.





PARTICIPATION OBJECTIVES OF THE COMPANIES

- 54%** Introducing their **new products**
- 32%** Expanding **market share**
- 20%** Following **Trends and Competitors**
- 40%** Increasing **Brand Awareness**



VISITOR PROFILE

- Chain stores
- Retailers
- Wholesalers
- Managers of companies producing food and beverage
- Officials of printing, printing and stationery companies
- Purchasing managers of chemical, paint and construction companies
- Managers of pharmaceutical, medical and cosmetic companies
- Textile and footwear company officials
- Warehouses – Cold storage warehouses
- Decision makers of electrical appliances, glassware companies
- Purchasing managers of transportation and logistics companies
- Hotel Restaurant Cafe purchasing managers
- Purchasing managers of military and official institutions
- NGO representatives
- Sectoral and national press

EXHIBITOR PROFILE

- Packaging products
- Complementary packaging products
- Raw materials and intermediate products for packaging production
- Services for the packaging industries
- Packaging design services
- Packaging printing technologies
- Corrugated cardboard-cardboard packaging production technologies
- Converting technologies
- Packaging machines
- Packaging production machines
- Auxiliary devices, equipment and systems for machines
- Beverage and liquid food technologies
- Packaging recycling technologies
- Storage / Stacking / Logistics / Transport
- Packaging printing and labeling
- Food packaging technologies
- Storage





FAIRGROUND

PACK FAIR TÜRKİYE - 2nd Packaging and Packaging Technologies Fair will be held in **Fuarizmir**, where many international fair organizations are taking place, as the largest, most modern, newest exhibition center of Türkiye and the Middle East.



Fuarizmir has;

- A technical infrastructure reinforced with the latest technological equipment,
- 4 holes,
- 119.400 sqm outdoor and indoor exhibition space
- 15.600 sqm foyer
- 16.000 sqm cafes and restaurants
- Parking lot of 93.000 sqm (capacity of 2.500 vehicles)
- Total area of 330.000 sqm
- 4 seminar halls



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