

EURASIA  
**PACKAGING**<sup>®</sup> 2023  
İSTANBUL

**OCTOBER 11 – 14, 2023**  
EURASIA PACKAGING İSTANBUL  
POST SHOW REPORT



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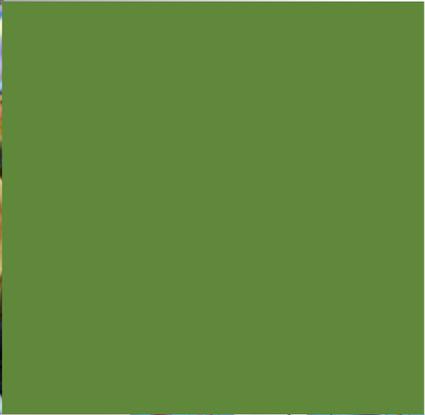
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# About The Show

Eurasia Packaging Istanbul Fair, organized in cooperation with RX Tüyap and ASD – Turkish Packaging Manufacturers Association. The show is also supported by AMD – Packaging Machinery Association, FASD – Flexible Packaging Manufacturers Association, ESD – Label Manufacturers Association, KASAD – Carton Board Packaging Manufacturers Association, MASD – Metal Packaging Manufacturers Association, OMÜD – Corrugated Board Packaging Manufacturers Association and SEPA – Rigid Plastic Packaging Manufacturers Association, the most comprehensive annual show in the packaging industry in Eurasia, offers end-to-end solutions embracing every step of the production line to bring an idea to life on shelves.

It's organized annually and co-located with Food-Tech Eurasia.



## Summary Info

### EURASIA PACKAGING ISTANBUL 2023



**Official Title**  
28th Eurasia Packaging Istanbul Fair



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



**Dates**  
October 11 – 14, 2023



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



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



# Overview



**1.133**  
EXHIBITORS



**75.056**  
TOTAL VISITORS



**13.391**  
INTERNATIONAL VISITORS



**34**  
EXHIBITOR COUNTRIES



**130**  
VISITOR COUNTRIES



**38**  
HOSTED BUYER COUNTRIES

# Digital Engagement



**6.700**  
FOLLOWERS



**1.956**  
FOLLOWERS



**3.310**  
FOLLOWERS



**5.000.000+**  
VIEWS



**1.900.000+**  
WEBSITE VIEWS

*\*Co-located with Food-Tech Eurasia 2023 Fair.*

# Exhibitor Overview



## NUMBER OF EXHIBITORS

1.133



## NUMBER OF INTERNATIONAL EXHIBITORS

318 (Directly + Indirectly)

## EXHIBITOR COUNTRIES



## PRODUCT GROUPS



Packaging Products



Packaging Machinery and Food Processing Machinery

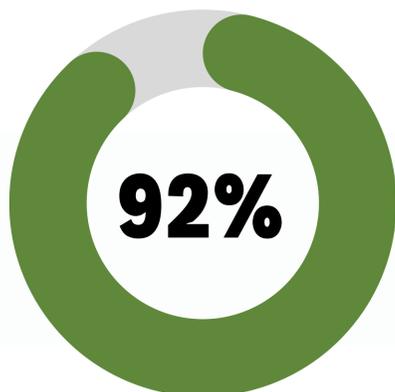


Printing and Converting Technologies



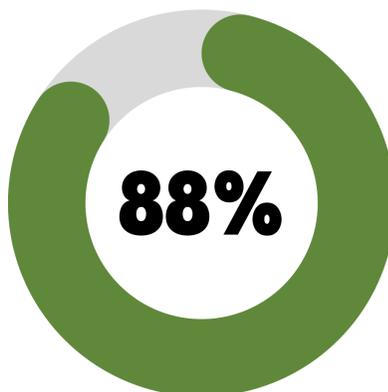
**95%**

CONSIDERS TO EXHIBIT IN THE NEXT EDITION



**92%**

EXHIBITOR SATISFACTION



**88%**

TARGET AUDIENCE COMPLIANCE

- Belgium
- Canada
- China
- Czechia
- Denmark
- Egypt
- Finland
- France
- Germany
- Greece
- Holland
- Hong Kong
- Hungary
- India
- Iran
- Italy
- Japan
- Luxembourg
- Pakistan
- Poland
- Qatar
- Russia
- San Marino
- Singapore
- South Korea
- Spain
- Sweden
- Switzerland
- Taiwan
- Turkmenistan
- U.A.E.
- United Kingdom
- USA
- and Türkiye

*\*Co-located with Food-Tech Eurasia 2023 Fair.*



## Exhibitor Feedbacks



### B&G ETİKET AMBALAJ MAKİNA VE MALZ. HİZMETLERİ

*"This show has exceeded our expectations. As a company that has been in the business for more than 30 years, we have had the opportunity to hold meetings here with the companies we do business with. We welcomed a lot of visitors to our stand. What made us happier was that this show exceeded our expectations in terms of sales. These sales figures generated during the show indicate the success of the Eurasia Packaging Fair in creating trade volume. It is very significant for companies that need packaging or label solutions to meet first-hand with the companies that produce such solutions. They can find the most ideal solutions for their companies here. We are very pleased to be able to find a place at this fair, which we see this trade show as the heart of the packaging industry. We look forward to be here every year."*



### BİGTEM MAKİNE ENDÜSTRİSİ A.Ş.

*"We are a company that produces fruit and vegetable processing machines. The fair is really crowded, but more importantly the crowd consists of high-quality customers. We have a high-level visitor profile. FoodTech Eurasia and Eurasia Packaging Fair are the largest ones in their fields in the Eurasia region. This adds value to the fair by being located at the meeting point of the packaging industry in Türkiye, the Middle East, North Africa, and Europe. The leading companies of the world and Türkiye are exhibiting at this fair. This is a business platform that is well organized, provides perfect service and has a high level of business culture. Being here is an unmissable opportunity for professionals and companies doing business in this industry. We have been exhibiting regularly for the past 5 years and we will continue exhibiting in the same stand and in the same hall."*



### CHS AMBALAJ SAN. A.Ş.

*"It is a great opportunity for us to come together with our customers and dealers both at home and abroad, to make contacts and to do business. The products exhibited at the fair are very comprehensive and of high quality. As a foam plate manufacturer, we are very impressed by the fair. We can find the products and customers we are looking for at the fair. Therefore, we are very pleased in that respect."*



### CONTITAL SRL

*"We got a lot of benefit from the fair. It's going well. This year, we are exhibiting for the third time in a row. We continue to exhibit since we see the positive outcomes of the fair every year. The fair is crowded and has an interesting visitor profile. We encounter visitors who are fully compatible with our business and with whom we can easily do business. They know our company, and what they want to buy, and they come from all over the world. We had many visitors from Europe, North Africa, and the Middle East. It is very valuable for us to be at this show, as our target audience and visitor profile are 100% compatible. We are very pleased to be able to contact customers from all over the world at this well-organized trade fair."*



### DIAPack / DIASAN BASIM FORM MATBAACILIK SAN. VE TİC. A.Ş.

*"We are a company with 20 years of printing experience and 2 years of food packaging experience. We offer paper-based food packaging solutions. We have a visitor profile mainly from European and Middle Eastern countries. We attach great importance to this fair, which is held at the meeting point of Europe and Asia. It is also a very important fair in terms of increasing the trade volume of our country and the value of our brands. We see the Eurasia Packaging Fair as Türkiye's gateway to the world. For this reason, we will continue exhibiting at this fair."*



### GREINER AMBALAJ SAN. VE TİC. A.Ş.

*"We are delighted to be together with both our competitors and visitors. Customers from various countries visited our stand, mostly from the Middle Eastern and European countries. We had positive meetings with all of them. We are satisfied with the visitor profile. The fair offers a platform where you can find all solutions for the packaging industry under one roof. This is very valuable in terms of reaching the most accurate solutions with the least amount of energy spent. The fair serves as an ultimate business hub thanks to the location of both Türkiye's and Istanbul's location. We have decided to exhibit at the fair regularly."*

## Exhibitor Feedbacks

Italy  ★★★★★

**GUZZETTI S.P.A**

*"There is a high number of exhibiting companies and visitors. The fair has made great contributions as it triggers knowledge and development in the industry. We are attending this trade show from Italy for the fourth time, and we will be here next year. The Middle East and Türkiye are interesting locations for the packaging industry. It is very important for us to exhibit at fairs in these regions and trade fairs in these markets. Eurasia Packaging Istanbul Fair brings together the entire packaging industry due to its location. The biggest benefit of this fair is that manufacturers and customers are together under the same roof."*

Türkiye  ★★★★★

**INOPACK PAKETLEME MALZ. VE MAK. TİC. LTD. ŞTİ.**

*"We have been exhibiting regularly for the past 2 years. In addition to being the largest trade fair in the region in the field of packaging, it also has a serious competitive power and impact in the world. We observe that it has become a global fair with more and more international participation every year. We had visitors from the Middle East, Central Asia, India, and Europe. We are satisfied with our visitor profile. We had the opportunity to meet with many companies and officials with whom we believed we could do business. As a company that grows every year, we see the positive results of the Eurasia Packaging Fair. For this reason, we will continue exhibiting at this show in the coming years."*

Türkiye  ★★★★★

**İSPAK ESNEK AMBALAJ SAN. A.Ş.**

*"The crowd at the show greatly pleased us, but more importantly this show attracts high-quality visitors. We hosted visitors from European and Middle Eastern countries at our stand, in particular. We held very productive business meetings during the show. Eurasia Packaging Istanbul Fair is a comprehensive business platform that includes all supply chains from end products to services and technologies."*

Türkiye  ★★★★★

**KONICA MINOLTA TURKEY İŞ TEKNOLOJİLERİ A.Ş.**

*"The fair has been busy for both exhibitors and visitors. We are very pleased with this situation. We are a company that produces packaging and label machines. It is very important for us to take part in this fair, which we see as the meeting point of the packaging industry. The ratio of our international visitors is quite high. We believe that this situation will contribute to our export targets. We also had the opportunity to launch our new product at the fair and received positive feedback. We achieved maximum efficiency since the show exceeded our expectations."*

Türkiye  ★★★★★

**MATSET MATBAA MAKİNA VE MALZ. SAN. VE TİC. A.Ş.**

*"We are a company that produces digital offset and printing machines. We have a product group that completely matches the scope of the fair. In this respect, We must say that the fair was very productive for us. We had the opportunity to introduce our products to the companies we were in contact with before the fair. In addition, here we held meetings with partners we contacted before and with whom we believe we can do business. Our customers also want us to be at the Eurasia Packaging Fair. Thanks to the fair, we can promote our company and our machines."*

Türkiye  ★★★★★

**MAYA AMBALAJ BASIM VE DIŞ TİC. LTD. ŞTİ.**

*"We have been exhibiting at the fair regularly for the past 3 years. We are a company that produces by recycling wastepaper. Our trade volume and number of visitors at the fair are increasing with every passing year. With the newly opened halls and the increase in the number of exhibiting companies and visitors, we have observed a significant increase in the outcome of the show. It is a fair where we see Türkiye's strength in the packaging industry. A wide range of high-quality products are exhibited. Seeing the latest technology products on-site is very important for the development of companies. In this respect, we highly recommend this trade fair to those in the packaging industry, whether as an exhibitor or as a visitor."*

## Exhibitor Feedbacks

Türkiye  ★★★★★

**MAYAPACK AMBALAJ ÜRÜNLERİ A.Ş.**

*"We are a company that produces cardboard bags and take-away boxes. We have been exhibiting regularly for the last 5 years. This year's show has been very positive for our company. Since we were exhibitors in previous years, we can say that the fair is getting better and better every year. We were very pleased that our visitor profile this year consisted mostly of Europe-based customers. This year's change shifted to Europe, this is also in line with our company and export targets. We had many productive meetings during the fair. As a company we are very picky when it comes to exhibiting at trade shows. However, we will continue exhibiting at the Eurasia Packaging Fair."*

Türkiye  ★★★★★

**MEHMET MAKİNA SAN. TİC. A.Ş.**

*"As a company, we have been producing chocolate machines for 30 years. We export to more than 70 countries. We exhibit at the fair with the machines we produce on our production line in accordance with European Union quality standards. As a leading player in the industry in Türkiye, our goal is to be one of the leading chocolate machinery manufacturers in the world. We have received a great interest that exceeded our expectations. We held various meetings with buyers that concluded with agreements. We see Istanbul as a world trade center. It is a city that is easily accessible located in the crossroads of continents. The fact that the exhibition center is close to the airport is a privilege, as well. We have noticed that the other exhibiting companies at the fair were also leading companies in the industry, exporting to at least 60-70 countries worldwide. This reveals the quality of the fair. As a company, we plan to exhibit in the coming years."*

Türkiye  ★★★★★

**MİMCOR PLASTİK SAN. TİC. A.Ş.**

*"We are a 50-year-old company that produces nylon packaging for different areas of use. We had the opportunity to exhibit at the fair for the first time. As a company that generally exhibits in trade shows across the world, we can say that the Eurasia Packaging Fair is a platform at the level of its counterparts abroad. The fair has been very busy for us. We contacted many customers, both manufacturers and users, from Türkiye and abroad. We received intense interest from England, Italy, Germany, and Arab countries. Eurasia Packaging Fair has already proven its strength. It welcomes thousands of visitors from all over the world. In this sense, we also recommended it to the companies that visited our booth at the fair. It is a must for companies to be a part of this fair as exhibitors or visitors. We plan to exhibit in the following years."*

Türkiye  ★★★★★

**MODERN OLUKLU MUKAVVA AMB. SAN. VE TİC. A.Ş.**

*"We are a company that produces pizza boxes and currently exports to 23 countries. We hosted visitors from 33 different countries in total during the show. This number is very valuable to us since we are an exporting company. Here we strengthen our relationships with our existing customers, as well as meet new potential customers. We see the Eurasia Packaging Fair as a gateway to new export markets. That's why we exhibit regularly. Türkiye has now become an advantageous and interesting location for the entire packaging industry. It is certain that those who are considering visiting the fair will find better quality and more competitive prices here than in any other markets in the world. We, as a company, will keep on exhibiting."*

Türkiye  ★★★★★

**NURCİVAN ENDÜSTRİYEL AMB. SİST. SAN. VE DIŞ TİC. LTD. ŞTİ.**

*"We are a well-established company that produces packaging machines and has been exhibiting at fairs regularly for 20 years. This year we hosted our visitors from the Middle East, the Balkans, and Arab countries. Turkish industry and Turkish packaging sector are constantly developing. Foreign customers know the quality of Turkish goods well. As a result of the economic developments in recent years, Türkiye has become an even more appealing destination. Eurasia Packaging Fair also serves as an important bridge for this interest to reach companies. The fair's contributions to both the Turkish economy and the development of companies in the industry are undeniable. It is essential for companies to be at fairs to increase their visibility in the sector and reach customers."*

Türkiye  ★★★★★

**ÖMÜR BASKI AMBALAJ A.Ş.**

*"We are a company that has been exhibiting regularly for 5 years and exports to 49 countries. We see the fair as a platform where we can express ourselves and promote our innovations, our company, and our products to the entire sector. It is a valuable event that also serves as a "showroom" for us. As a company that exhibits at different trade shows worldwide, Eurasia Packaging Istanbul Fair stands out as a very successful event. We especially have had customers from the Middle East, North Africa, and Russia."*

## Exhibitor Feedbacks

Egypt 

★★★★★

**PACK TEC PAPER BAGS**

*"First of all, we are very pleased with the fair as well as its visitor. We had visitors from Eastern Europe, the Balkans, and Arab countries. As a company, it is very important for us to reach out to a wide geography. Eurasia Packaging Istanbul Fair is one of the leading trade events in its field. The purpose of being here is to expand to new markets. We find the customer profiles we target at this show. We are here to reach them, and we have had positive contacts so far."*

Türkiye 

★★★★★

**PERFEKTÜP AMBALAJ SAN. TİC. A.Ş.**

*"We are a company with 70 years of experience in aluminum and laminated packaging. We are pleased to be together with both local and foreign companies and customers. We have had intense interest in our stand as well as the fair since day one. We had productive meetings with potential business partners from Europe, North America, and the Middle East. We are especially satisfied that the ratio of international visitors is so high. Eurasia Packaging Fair serves as a flagship trade platform for the Turkish packaging industry. It is a must attend trade show for industry players."*

Türkiye 

★★★★★

**SANCAK ETİKET MATBAA AMBALAJ İNŞ. SAN. VE TİC. A.Ş.**

*"Here we have contacted our existing customers, as well as with new potential customers. The packaging industry is a very dynamic field. Companies need to keep up with constantly changing and developing conditions. For this reason, Eurasia Packaging Istanbul Fair is the ideal meeting point for the entire industry."*

Türkiye 

★★★★★

**SORA MAKİNA TEKNOLOJİ SAN. VE TİC. LTD. ŞTİ.**

*"It has been very crowded. We are very pleased in this sense. We had many visitors from Africa, Far Eastern countries, and the Arabian Peninsula. One can truly feel that you are at a global business platform. We are pleased that our visitor profile includes people who know what they want. We think it is a trade event where everything related to packaging can be found from A to Z."*

Türkiye 

★★★★★

**SUN CHEMICAL**

*"We are a company with a wide range of products and services such as offset, liquid inks, lamination glues. It is great to be in contact with industry players face-to-face. All of the stakeholders in the industry are here. International visitors from various countries have shown great interest. Considering that the Turkish packaging industry is constantly growing, we think this fair will make a great contribution to export volume."*

# Visitor Overview

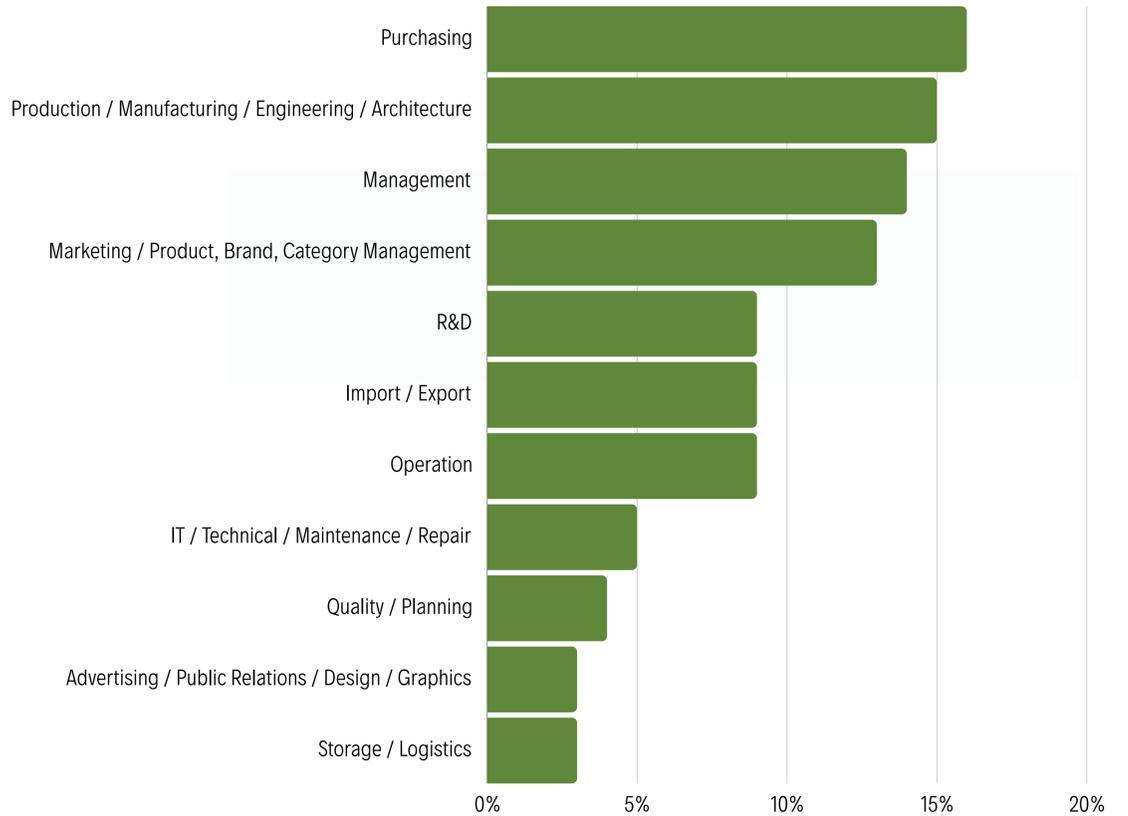
**TOTAL NUMBER OF VISITORS**  
75.056

**INTERNATIONAL VISITORS**  
13.391

**PURPOSE OF VISIT**



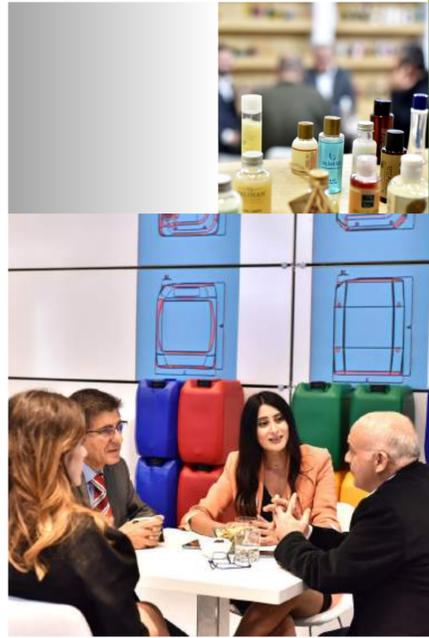
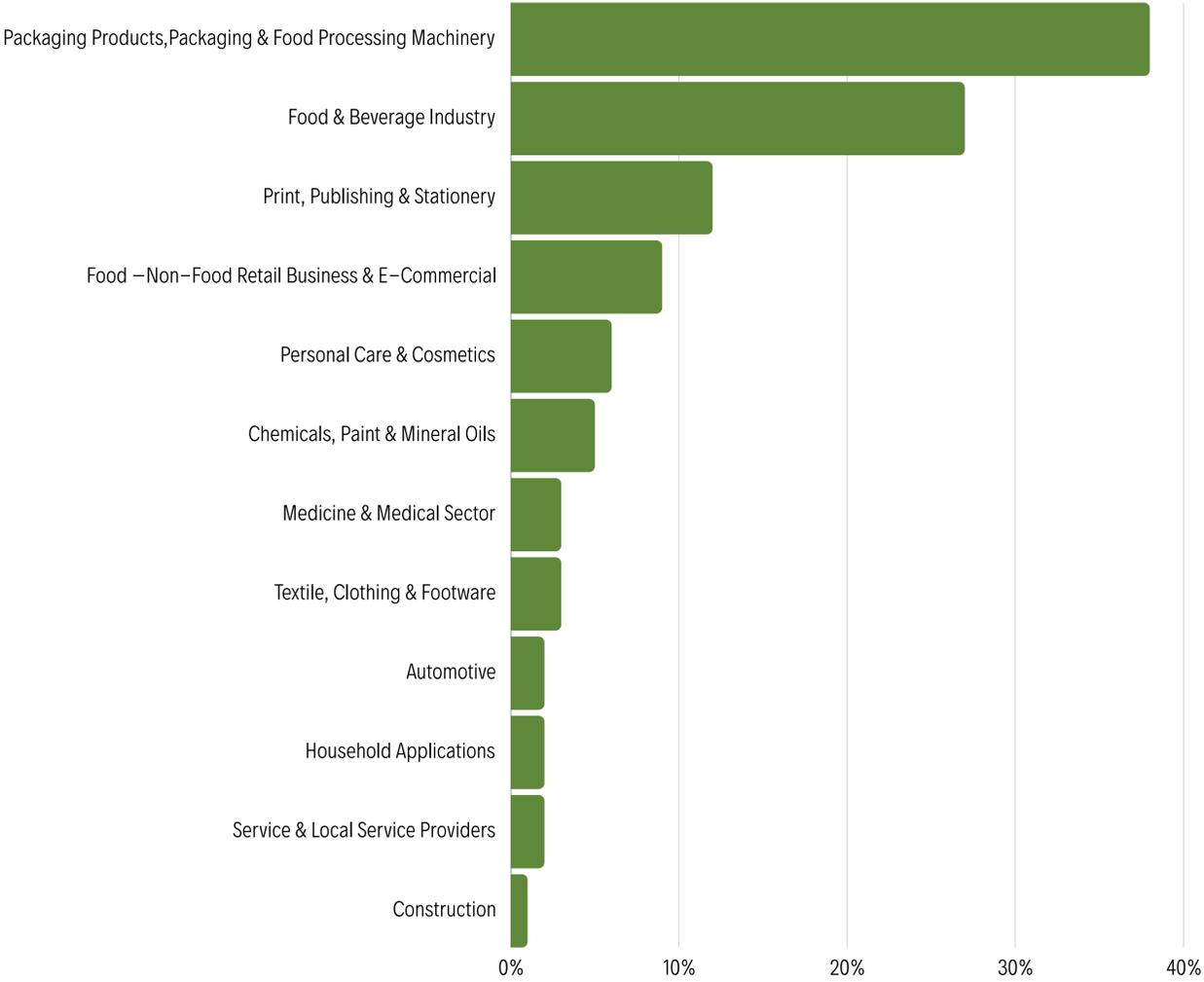
**DEPARTMENTS OF VISITORS**



\*Co-located with Food-Tech Eurasia 2023 Fair.



**SECTORAL DISTRIBUTION OF VISITORS**



*\*Co-located with Food–Tech Eurasia 2023 Fair.*

# Visitor Overview



## VIP HOSTED BUYER PROGRAM COUNTRIES

- Algeria
- Azerbaijan
- Bahrain
- Bosnia and Herzegovina
- Bulgaria
- Croatia
- Egypt
- Georgia
- Greece
- India
- Iran
- Iraq
- Jordan
- Kazakhstan
- Kosovo
- Latvia
- Lebanon
- Libya
- Moldova
- Montenegro
- Morocco
- Nakhchivan
- North Macedonia
- Oman
- Pakistan
- Palestine
- Portugal
- Qatar
- Romania
- Russia
- Saudi Arabia
- Senegal
- Serbia
- Sudan
- Tunisia
- UAE
- Ukraine
- Uzbekistan

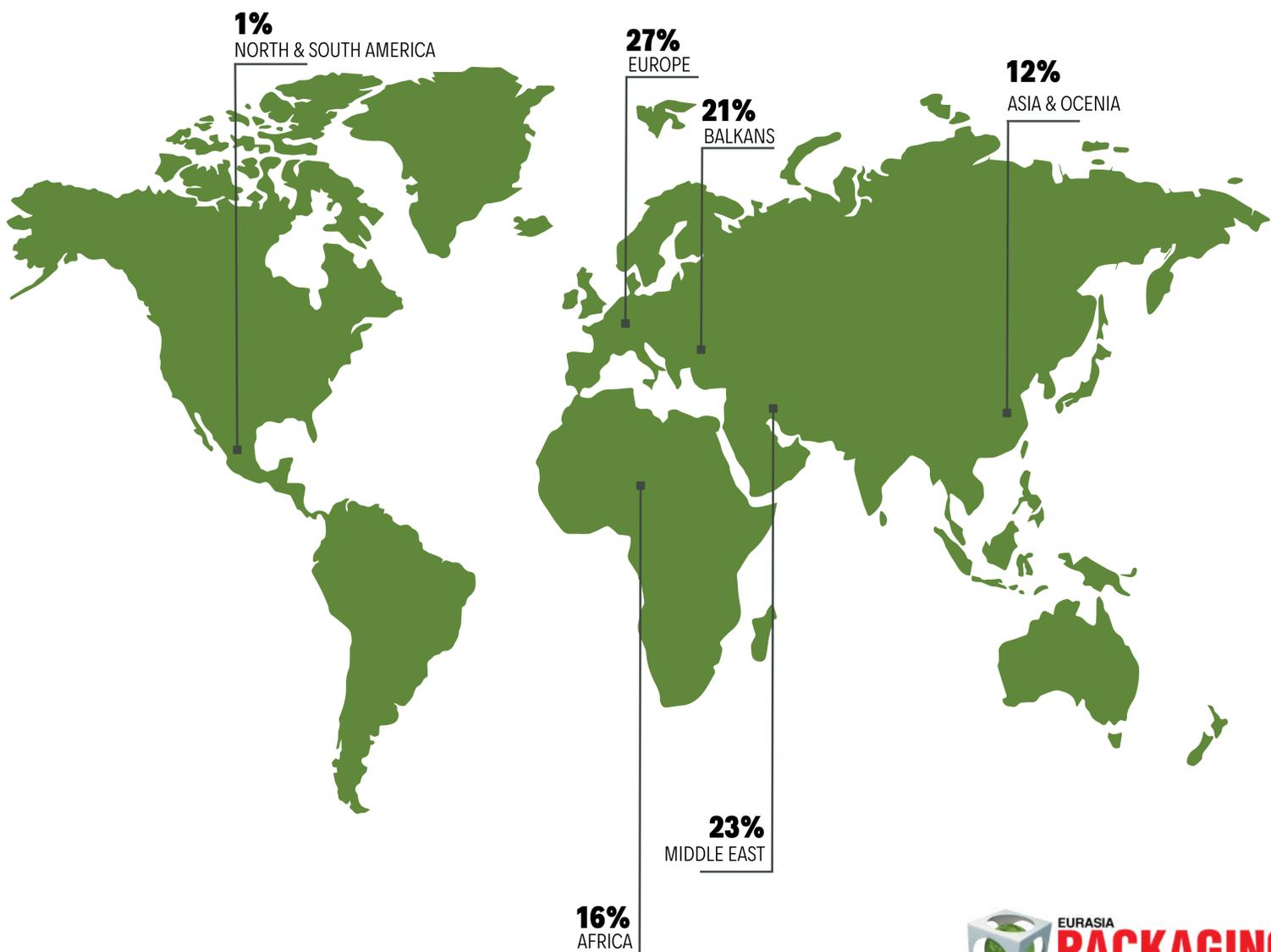


## TOP 25 VISITOR COUNTRIES in alphabetical order (excluding Türkiye)

- Algeria
- Azerbaijan
- Bulgaria
- Czech Republic
- Egypt
- France
- Georgia
- Germany
- Greece
- Iran
- Iraq
- Italy
- Jordan
- Kosovo
- Lebanon
- Libya
- Morocco
- North Macedonia
- Romania
- Russia
- Saudi Arabia
- Serbia
- Spain
- Tunisia
- United Kingdom



## GEOGRAPHICAL DISTRIBUTION OF VISITORS



\*Co-located with Food-Tech Eurasia 2023 Fair.

# Visitor Feedbacks

Türkiye  ★★★★★

*"It's my first time visiting and I'm very pleased with what I saw. I had the opportunity to observe various products that I haven't seen before. I'm here to find a solution partner for tea and coffee packaging. I can say that the product variety and scope is so wide that it leads to indecision. Visitors can get information about everything about packaging and easily meet their needs at this fair."*

Italy  ★★★★★

*"I have been visiting this show regularly for the past 7 years and I have observed that the fair is getting better with each passing year. As a company, we import and export products such as packaging products, pet bottles and caps, and disposable containers. I had the opportunity to examine various types of products I was interested in. There were many companies which I think I could do business with. I believe that fairs are the epicenter of trade. Here, I had the opportunity to meet with many companies I did not know. "*

U.A.E  ★★★★★

*"I can say that the fair is very crowded in terms of visitors, as well as in terms of products, and machinery. I am interested in food packaging machines, and I had the opportunity to examine high-quality machines. At this trade show I believe that I can meet my need for machinery that is suitable for our company. I have already contacted many companies. I make sure to visit this fair regularly. Trade shows offer a unique opportunity to meet with the manufacturers face-to-face and examine their machines and products firsthand. I recommend this fair to those interested in the industry. It is possible to meet all your operational needs by simply visiting this event in a planned manner. I will keep on visiting the Eurasia Packaging Fair regularly."*

Poland  ★★★★★

*"I work in the field of industrial design. I came across many innovative products, machines, and services at this fair. In this respect, I can say that I had a very productive experience. I believe that I can improve myself and my business with the insights from this trade show. I have been visiting it regularly for 4 years. Since there is a wide product scope, I was able to find everything I was looking for. I see trade fairs as important opportunities in terms of being open to innovation, integrating ourselves and our business into the world. In this regard, Eurasia Packaging Istanbul Fair is a very important platform with its wide range of products and services exhibited. I recommend this fair to all those who care about development and innovation in packaging."*

Türkiye  ★★★★★

*"We are a company that exports and imports raw materials. The fair is going great for us. We are interested in plastic packaging products. We are pleased with the quality of the products on display. We have full faith that we can find the solutions we need for our business. We will be at this fair in the coming years to expand our business volume."*

Türkiye  ★★★★★

*"As a company who has been in the plastic packaging industry, we see the Eurasia Packaging Fair as one of the leading and successful trade events for the entire industry. We can say that it is a platform that makes positive contributions to the trade volume by bringing buyers and companies together. We are very pleased to be on a platform that provides advantages such as seeing the innovations firsthand and communicating face-to-face with the companies you will do business with. We believe it is a trade show that everyone, who wants to do business and have a say in this industry, should be a part of it regularly."*

\*Co-located with Food-Tech Eurasia 2023 Fair.

# Visitor Feedbacks

Türkiye  ★★★★★

*"I have been visiting this show since 2007. I can say that the fair develops in parallel with the growth of the Turkish packaging industry. I am here to see the finished packaging products. I found the products with the exact features I was looking for. I held meetings with companies that I was interested in. I took the opportunity to strengthen our existing relationships with our business partners. I will continue coming to the Eurasia Packaging Fair to keep up with the rapidly changing conditions of the industry."*

Tunisia  ★★★★★

*"On behalf of the entire Tunisian delegation who visited the Eurasia Packaging Istanbul Fair. We would like to extend our sincere thanks for the exceptional organization of this event. Our delegation found the visit to be a highly enriching experience. It allowed us to explore the latest trends, products, and innovations in the industry and to network with professionals and businesses from around the world. The professionalism and efficiency with which Eurasia Packaging Istanbul Fair was conducted left a lasting impression on us. We would like to extend our gratitude to your team for their warm welcome, support, and the seamless experience we had as visitors from registration to navigating the event, everything was well-organized and exceeded our expectations. The opportunity to participate in such a globally renowned event has been invaluable to our delegation, and we are truly grateful for your hospitality. We hope to continue this positive engagement with your organization and participate in future editions. Please consider us eager visitors for any future events you organize. Once again, thank you for making our visit to Eurasia Packaging Istanbul Fair a memorable one."*

Centre Technique de l'Emballage et du Conditionnement (PACKTEC)

Germany  ★★★★★

*"Although our company mainly focuses on corrugated cardboard, it is a trade show where everything related to packaging can be easily found. The fact that everything you can think of about packaging is gathered under one roof brings this experience to the next level. Therefore, I can say that the fair has been very productive. Everyone who do business in this industry should pay a visit."*

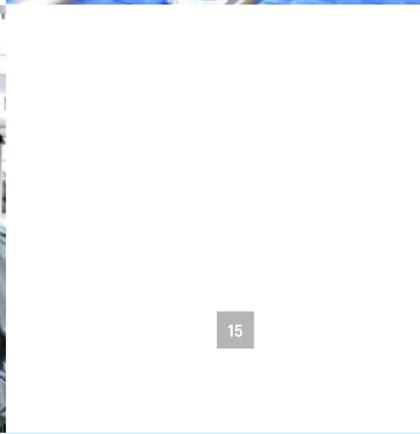
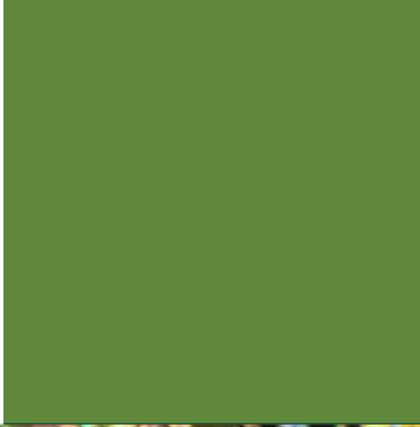
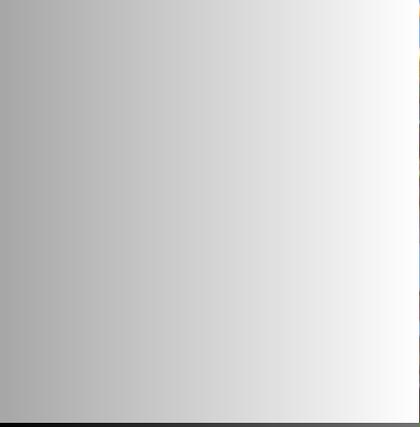
Egypt  ★★★★★

*"As a company that just stepped into the industry, we are visiting the Eurasia Packaging Fair for the first time. We are very impressed by the profile of exhibitors and visitors. We are mainly interested in the main and subsidiary materials used in packaging production. We have had promising contacts during the show. One of the most important advantages of the show is being able to communicate with companies face-to-face. We believe that this situation reflects positively on our business. Our advice to those who consider visiting this show is to make sure that they visit as many halls and stands as possible."*

Iran  ★★★★★

*"We are interested in raw materials used in PET preforms products and water packaging processes. We were able to find a wide range of products and companies at this show. We came across a comprehensive trade show. We established useful contacts for our portfolio. Eurasia Packaging Fair is the key to doing business with suppliers from all over the world."*

\*Co-located with Food-Tech Eurasia 2023 Fair.





Next Event  
October 23 – 26, 2024



EURASIA  
**PACKAGING**® 2024  
İSTANBUL

## Contact

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