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BURSA METROPOLITAN MUNICIPALITY

2. BURSA FOOD FAIR

02nd - 04th MAY 2019

MERİNOS AKKM - BURSA / TURKEY

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BU FUAR 5174 SAYILI KANUN GEREĞİNCE TÜRKİYE ODALAR VE BORSALAR BİRLİĞİ (TOBB) DENETİMİNDE DÜZENLENMEKTEDİR.

THIS FAIR IS HELD UPON THE AUTHORIZATION OF THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY, IN ACCORDANCE WITH LAW NUMBER 5174.

444 9 443

Network Fairs

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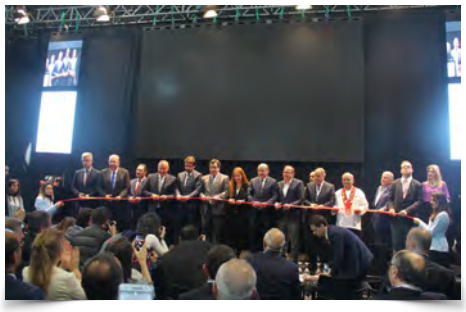
WE ARE MORE THAN HAPPY TO ANNOUNCE THE 2nd EXPO AT THE REQUEST OF PARTICIPANTS



PARTICIPANT COMPANY PROFILE

- Out-of-Home Consumption Companies,
- Staple Food Producers and Sellers
  - ° Oils ° Legume ° Bakery Products ° Dried Food
- Candy and Dried Nuts and Fruits Producers
- Frozen Good Producers
  - ° Cake and Pastry ° Food ° Fruits, Vegetables ° Fish
- Beverage Companies
- Animal Product Producers
  - ° Meat and Meat Products ° Milk and Dairy Products
- Water Companies
- Fruit Juice Companies
- Local Food Producers
- Organic Food Producers
- Food Suppliers and Dealers
  - ° Packaging ° Food Safety ° Food Coolers
- Food Wholesalers and Intermediaries
- Market and Market Equipment Manufacturers
- Food Exporters
- Universities
- Food Machinery and Equipment Manufacturers
- Work Uniform Manufacturers
- Food Laboratories
- Agricultural Food Producers
  - ° Olive ° Beekeeping
- R&D Companies

Note: Food additive manufacturers and suppliers will not be able to participate.

VISITOR PROFILE

Chefs, Wholesalers. Food Sale Professionals, Food Marketing Professionals,
Food Suppliers, Food Company Managers, Retailers, Market Operators, Managers and Purchasers, Hotel Purchasing Authorities, Hotel Managers, Food Wholesalers, Food Distributers, Food Engineers, Food Technicians, Dietitians, Consumers, Food Producers, Food Suppliers, Food Machinery Manufacturers, R&D Company Authorities, Hygiene Company Authorities, Software Company Authorities, Media Authorities,

WHY SHOULD YOU PARTICIPATE?

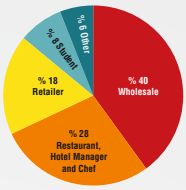
Reach New Markets and Customers, Recognize Customer Expectations, Contact Your Available Customers, Sell Franchise Meet Face to Face with People and Organizations in Your Target Market, See Recent Developments and Innovations on Site, Take Orders, Shape Your Company's Future, Direct Your Messages to Your Customers, Take Place among the Sector Leaders as a Company, Survey and Marketing Activities

WHY SHOULD YOU VISIT?

Opportunity of Acquiring a Franchise, Quality Product Supply, Opportunity to Recognize Manufacturers, See Product Diversity, Develop Your Supplier Portfolio, Opportunity to Follow the Innovations in the Sector, Face to Face Meeting with Sector Representatives, Participate in Scientific Meetings, Participate in Sector Meetings.

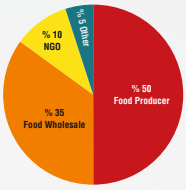
2018 FAIR STATISTICS

VISITOR



- Wholesale % 40
- Restaurant, Hotel Manager and Chef % 28
- Retailer % 18
- Student % 8
- Other % 6

PARTICIPANT



- Food Producer % 50
- Food Wholesale % 35
- NGO % 10
- Other % 5

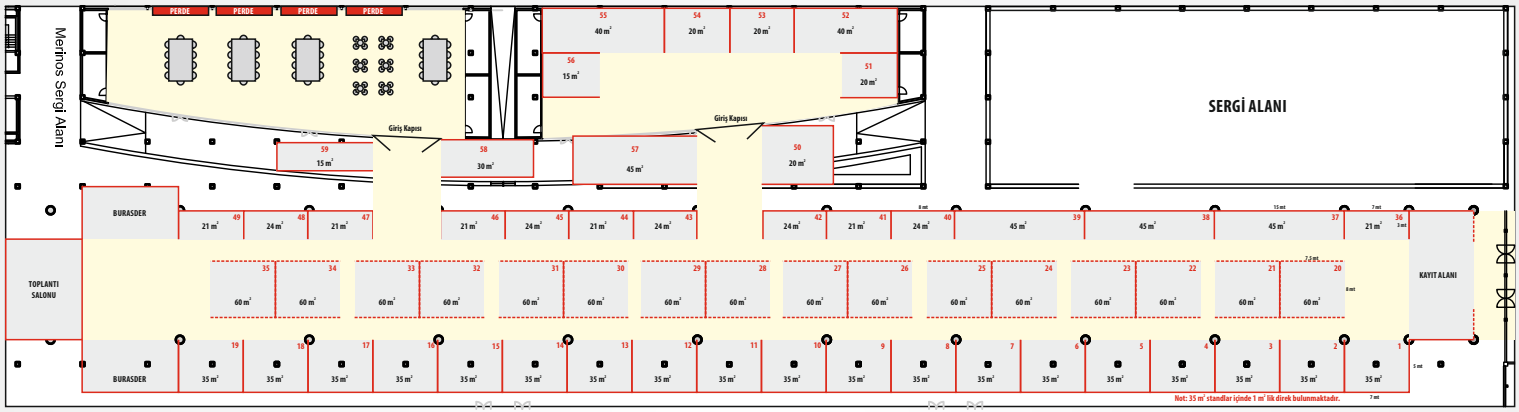
WHAT ARE WE DOING TO INCREASE THE NUMBER OF VISITORS?

- Cooperation with Ministries
- Cooperation with Governorships and Provincial Directorates
- Cooperation with Municipalities
- Collaboration with Schools under the Ministry of National Education
- Meeting Organization
- Workshop Organization
- Food Magazines Support
- Food Blogger Support
- Food Writers Support
- Cooperation with Universities
- Academic Meetings
- Media Studies
- Social Media Studies
- Accommodation Opportunity to the People in Target Groups
- Opportunity to Access to Target Groups
- E-Mail Announcements
- Advertisements
- Banners to various locations of the city

PURPOSE OF THE EXPO

- Increasing Food Production and Trade in Bursa
- Promoting Domestic Production
- Facilitating the Companies' Penetrating into Domestic and International Markets
- Contributing to the Raising of Healthy Generations
- Raising Public Awareness
- Promoting Good Agricultural Practices
- Sectoral Information Sharing
- Contributing to the Trade and Economy of Bursa and Our Country

FAIR AREA PLAN



ABOUT THE EXPO

- Will be opened to Professionals and Students on Thursday, Friday and Saturday.
- Although it is a National Expo, efforts will be made to bring International Participants.
- Efforts will be made to bring the target groups of the stand opening companies to the fair.

STAND PRICES

22 m^2 - 7700 TL + VAT
34 m^2 - 11900 TL + VAT
60 m^2 - 21000 TL + VAT