



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

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GAIN Report #TU0004

## Turkey

## Promotion Opportunities

### 2000

Approved by:

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#### **Report Highlights:**

**During the coming year there will be seven major food shows in Turkey. The largest is expected to be GIDA '2000 which will be held October in Istanbul.**

**There are also a poultry, pet food and furniture shows. Dates for calendar year 2001 shows are not yet announced, but are normally held around the same month each year.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
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**Promotion Opportunities report- Turkey**

The promotional activities listed are provided for informational purposes only. No endorsement should be implied specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the organizer directly for further information.

**FAS Contacts for Trade Show Information:**

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U.S. food producers/exporters should consider direct participation in these shows, but can also send brochures, samples and promotional material to FAS Ankara to be exhibited at USDA pavilions.

**FOOD AND AGRICULTURE TRADE SHOWS****FABEX**

The 7th Mediterranean Food and Beverage Exhibition is scheduled for **February 24-27, 2000** in Antalya, Turkey. This is a regional show that serves Southern Turkey, particularly the hotels and resorts in Antalya area. The show also attracts duty-free shop operators. 20,000 visitors are expected to visit the show. U.S. food producers and exporters can send brochures, samples and promotional material to FAS Ankara which will be hosting a small booth during the show.

Contact:

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### **PET SHOW**

The 5th International Pet Show will place in Istanbul from **March 8-12, 2000**. Pet business is a growing industry in Turkey and this is the only pet show that is organized in the country.

Ms Hande Biberoglu  
CNR International Fair Center  
Ataturk Havalimani Karsisi  
Yesilkoy, 34830 Istanbul, Turkey  
Phone: (90-212) 663 0881  
Fax: (90-212) 663 09 73/5

### **AGRO-GAP 2000**

The AGRO-GAP 2000 is scheduled on **April 6-9, 2000** in city of Sanliurfa in the fast developing agricultural area in the Southeastern part of Turkey. This show mainly targets agricultural machinery, seed and fertilizer.

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### **GIDA/IZMIR**

The GIDA (FOOD) show in Izmir Turkey is organized on **May 25-28, 2000**. The show covers food, food technology and packaging. The show primarily targets food companies in the Aegean region.

Contact:  
Ms Selin Tatar  
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### **YUTAV**

The 13th International poultry fair will take place in Istanbul on **June 1-4, 2000**. This show covers poultry products and machinery and is the largest show of its kind in Turkey. It attracts visitors

from all sectors of the poultry industry.

Contacts:  
Ms Oya Akgun  
Tuyap Tum Fuarcilik A.S.  
Gazeteciler Mah. Saglam Fikir Sok. 19  
Esentepe, 80300 Istanbul, Turkey  
Phone: (90-212) 212 3100  
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### **INTERMOB 2000**

The 3<sup>rd</sup> furniture and forest products show will be held from **June 1-4, 2000** in Istanbul.

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### **SPECIALTY FOOD TURKEY**

The Speciality Food Turkey show is scheduled for **September 14-17, 2000** in Istanbul. The show will include confectionary items, tea and coffee, tobacco, beverages, canned and frozen food, additives and sweeteners, and seafood.

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### **DUNYA GIDA FUARI**

The "Dunya Gida Fuarı-World Food Show" will be held in Ankara from **October 13-16, 2000**, in cooperation with FAO, the Turkish Ministry of Agriculture and local universities. The show will feature food (canned and frozen), additives, machinery, fast food technology, disposal management and water purification systems. The event will culminate with a food and agriculture summit that will be attended by the Agriculture Ministers and other officials from neighboring countries.

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**GIDA 2000**

The GIDA 2000 (Food-2000) show will take place in Istanbul, Turkey from **October 26-29, 2000**. FAS Ankara has participated in this show in past years, and plans to have a small booth again in 2000. The show covers foods, shop design and franchising. This is the biggest show of its kind and provides excellent access to local food importers, distributors, wholesalers and retailers. GIDA 1999 attracted about 30,000 trade visitors.

Contact:

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**GIDA ve ICKI 2000**

"Gida ve Icki 2000"(Food and Beverage 2000) show was also announced for **October 26-29, 2000** and will include food and beverages, bakery items and supermarket equipment.

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