

foodist

4th İstanbul Food and
Beverage Fair

December 9-12, 2010

**MAMTEK – Shop, Shopping Centers, Market System,
Equipment and Logistic Special Section**

December 9 – 12, 2010

RESEARCH RESULTS

**TÜYAP Fair, Convention and Congress Center
Büyüçekmece – İstanbul**

CONTENTS	PAGE
1. INTRODUCTION	3
1.1. THE PURPOSE AND SUBJECT OF THE RESEARCH	3
1.2. THE METHODOLOGY	3
2. GENERAL INFORMATION ABOUT THE FAIR	4
2.1. INAUGURATION AND EVENTS	4 - 5
2.2. INFORMATION ON THE EXHIBITORS AND COMPANY REPRESENTATIVES	5
2.3. VISITORS FINDINGS	5
2.3.1. GENERAL DISTRIBUTION OF VISITORS	5
2.3.2. INTERNATIONAL VISITORS FINDINGS	6 - 8
2.3.3. DOMESTIC VISITORS FINDINGS	9 - 10
2.3.4. GENERAL VISITORS	11 - 13



1. INTRODUCTION

This report is prepared for the participants of FOODist 2010 4th İstanbul Food and Beverage Fair to present the summary results of the visitor research carried out during December 9-12, 2010 at Tüyap Fair, Convention and Congress Center Büyükçekmece İstanbul.

1.1. THE PURPOSE OF THE RESEARCH

The purpose of the research is to determine the demographic characteristics of the visitors, press results along with their general evaluation of FOODist 2010 Fair.

1.2. THE METHODOLOGY

The results of the research are based on the survey carried out face to face by randomly selected 500 visitors distributed equally between the dates and the visiting hours of the fair and the records gathered from the fair entrance forms.

2. GENERAL INFORMATION ABOUT THE FAIR

2.1. INAUGURATION AND EVENTS

FOODist 2010 Fair was opened by Serdar YALÇIN Chairman of the Executive Comitee of TÜYAP, Tevfik DİNÇER President of PAKDER, Turgay YETİŞ President of PDD, Mustafa MANAV President of TÜGİDER, Marika KASRADZE Deputy Minister of Agriculture of Georgia and Tanıl KÜÇÜK President of ISO Istanbul Chamber of Industry and participation of professionals, exhibitors, press members and visitors.

- **Events**

The EU Organic Online Food Training Program, held by the Organic Produce Growers and Industrialists Association together with the Çanakkale On Sekiz Mart University with the support of the EU Leonardo da Vinci program for supporting professional trainings towards the organic food industry, was unveiled to the press at FOODist 2010, also The Staple of Turkish Cuisine: Pulse Tasting Session was organized by PAKDER, TÜGİDER and TÜYAP on the inauguration day.

The Schedule of events during the fair is below.

- **December 9, 2010**
The Staple of Turkish Cuisine: Pulse Tasting Session
Organizer: Pakder - Tügider - Tüyap
Time: 13:00
Place: Interexpo Hall
- **December 9 - 10 - 11 – 12, 2010**
Traditional Selections from Turkish Cuisine
Organizer: The Professional Chefs Association of Istanbul
Sponsors: Doğanay, Gülsan/Meysu, Özkaynak, Öztiryakiler, Saka Su, Tüyap, Ülker
Time: 13:00
Place: Hall 3
- **December 10, 2010**
Promotion Event for the *Power of the Local Chain: Common Stories* Book
Organizer: Ortakalan
Main Sponsors: Tüyap - Ülker
Time: 15:30 Yerel Market Zincirlerinin Buluşması
Time: 16:30 Plaket Töreni
Place: Interexpo Hall



- **December 11, 2010**
The Competition for Easy, Low-Cost Pilaf Dishes with American Rice
Organizer: American Rice Federation
Sponsors: İnoksan, Noba, Tüyap
Time: 14:00
Place: Hall 4

- **December 11 – 12, 2010**
The Journey of Olive Oil from the Garden to the Table: Procurement, Classification and Tasting
Organizer: Edremit Olive Growers Center for Production and Training
Time: 14:00
Place: Hall 3

2.2. INFORMATION ON THE EXHIBITORS AND COMPANY REPRESENTATIVES

A total of **281 exhibitors** and their representatives from **15 countries** which spread to Europe, America, Middle East, Africa and Asia continents have participated in **FOODist 2010 Fair**. Georgia and Macedonia had National Pavillions at the fair. The exhibiting countries are;

Bulgaria	Lebanon
Ecuador	Macedonia
France	Spain
Georgia	Taiwan
Germany	Turkey
Greece	United Kingdom
Ireland	USA
Italy	

2.3. VISITORS FINDINGS

2.3.1. GENERAL DISTRIBUTION OF VISITORS

A total of **18.934 visitors** from **54 countries** had visited **FOODist 2010 Fair** which was held at Tüyap Fair, Convention and Congress Center Büyükçekmece-İstanbul/Turkey. The distribution of domestic and international visitors are below:

Table 1. Distribution of Visitors

	%	Number of Visitors
Turkey	90,12	17.064
International	9,88	1.870
TOTAL	100,0	18.934

2.3.2. INTERNATIONAL VISITORS FINDINGS

1. After the evaluation of the visitors entry forms, it's been resulted professionals from **53 countries** abroad had visited the **FOODist 2010 Fair**. The table of visitors' countries and their percentages is below.

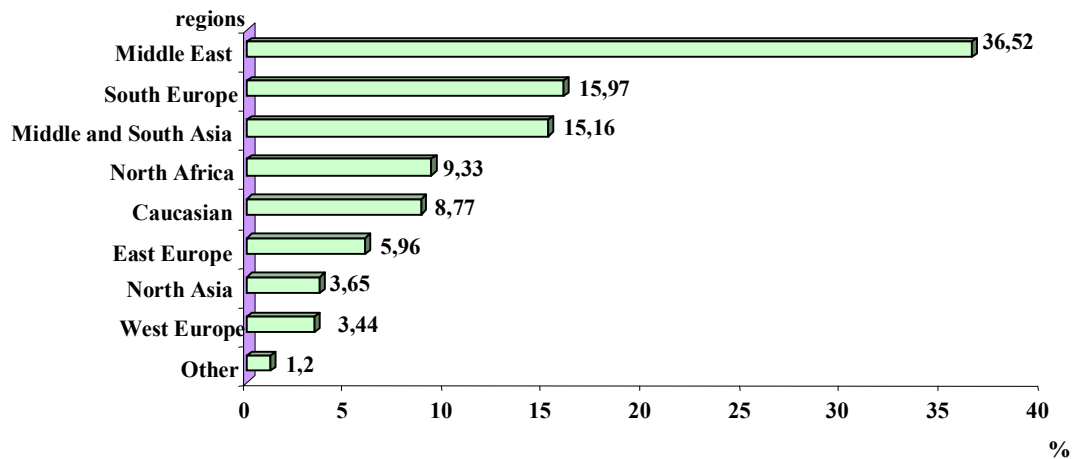
Table 2. Distribution of International Visitors (%)

No	Countries	%
1	Syria	18,97
2	Iran	13,54
3	Georgia	8,77
4	Jordan	8,07
5	Macedonia	6,75
6	Greece	6,52
7	Bulgaria	5,84
8	Morocco	4,30
9	Egypt	3,77
10	Russia	3,65
11	Iraq	2,97
12	Germany	2,96
13	Palestine	1,26
14	Saudi Arabia	1,66
15	Israel	1,48
16	Libya	0,96
17	Kosovo	0,78
18	UAE	0,72
19	Serbia	0,72
20	Lebanon	0,66
21	TRNC	0,54
22	Kuwait	0,54
23	Croatia	0,48
24	Bosnia Herzegovina	0,30
25	India	0,30
26	Tunisia	0,24
27	Albania	0,18

No	Countries	%
28	Austria	0,18
29	Bangladesh	0,18
30	Belgium	0,18
31	Uzbekstan	0,18
32	Pakistan	0,18
33	Turkmenistan	0,18
34	Italy	0,18
35	Denmark	0,12
36	France	0,12
37	United Kingdom	0,12
38	Sweden	0,12
39	Malaysia	0,12
40	Moldovo	0,12
41	Slovakia	0,12
42	Slovenia	0,12
43	Thailand	0,12
44	Oman	0,12
45	Yemen	0,12
46	New Zealand	0,12
47	Afghanistan	0,06
48	Czech Republic	0,06
49	China	0,06
50	South Korea	0,06
51	Kazakhstan	0,06
52	Poland	0,06
53	Sudan	0,06
Total		100,0

2. As a result of international promotion for the sector and target markets throughout the year, the visitors from **Middle East and European countries** were **61,89%** of the total international visitors.

Graphic 1. Regional Distribution of International Visitors (%)



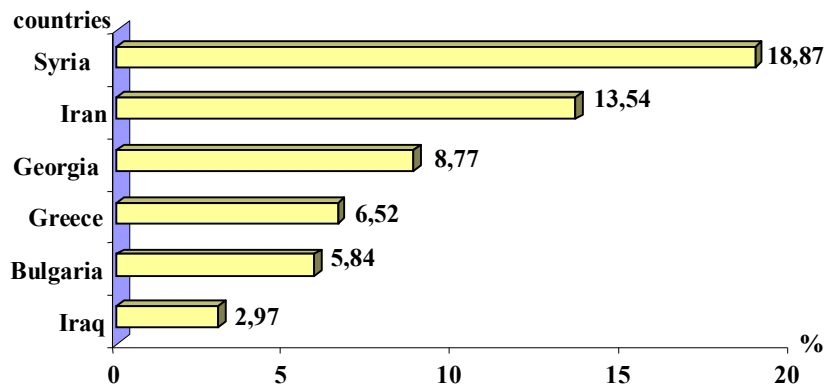
3. **16,70%** of the international visitors of **FOODist 2010 Fair** was from **14 EU countries**.

Table 3. Distribution of Visitors from EU Countries (%)

No	EU Countries	%
1	Greece	6,52
2	Bulgaria	5,84
3	Germany	2,96
4	Austria	0,18
5	Belgium	0,18
6	Italy	0,18
7	Denmark	0,12
8	France	0,12
9	Slovakia	0,12
10	Slovenia	0,12
11	Sweden	0,12
12	United Kingdom	0,12
13	Czech Republic	0,06
14	Poland	0,06
Total		16,70

4. **56,51%** of the international visitors of **FOODist 2010 Fair** was from **Turkey's neighbouring countries**.

Graphic 2. Distribution of visitors from neighbouring countries (%)



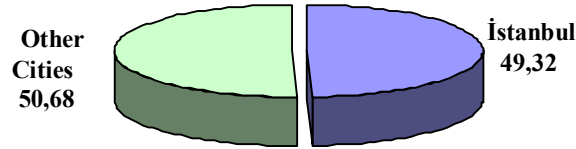
5. INTERNATIONAL BUYER GROUPS ORGANIZATION

In addition to individual visitors, professional international buyer groups were organized in order to visit the fair. The countries of the hosted delegations are below.

Bulgaria	Iraq	Palestine
Denmark	Israel	Russia
Egypt	Jordan	Saudi Arabia
Georgia	Kuwait	Serbia
Greece	Lebanon	Syria
India	Macedonia	
Iran	Morocco	

2.3.3. DOMESTIC VISITOR FINDINGS

1. **49,32%** of the **FOODist 2010 Fair** visitors was from İstanbul and **50,68%** was from 67 other cities in Turkey. These cities and their distribution is below.



Tablo 4. Distribution of Visitors by Cities (%)

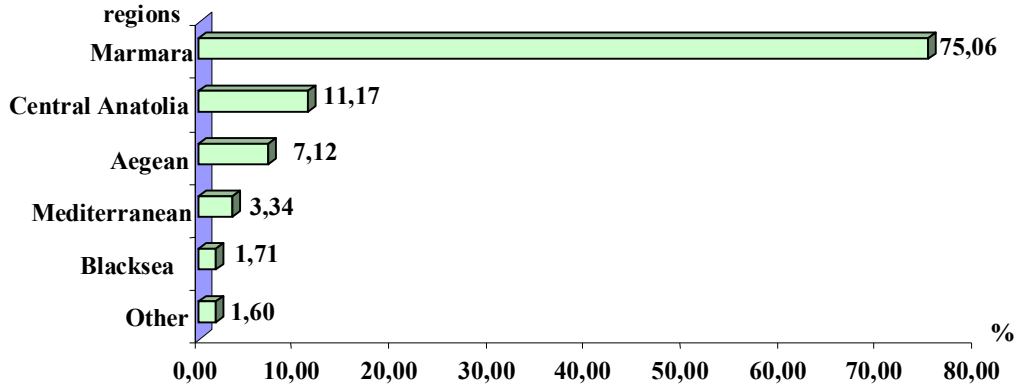
No	Cities	%
1	İstanbul	49,32
2	Ankara	8,00
3	Bursa	5,50
4	İzmir	4,27
5	Balıkesir	3,80
6	Kocaeli	3,04
7	Konya	2,90
8	Çanakkale	2,75
9	Antalya	2,67
10	Sakarya	1,92
11	Gaziantep	1,43
12	Adana	1,42
13	Aksaray	1,02
14	Kütahya	1,00
15	Tekirdağ	0,93
16	Isparta	0,78
17	Manisa	0,78
18	Kırklareli	0,76
19	Eskişehir	0,69
20	Kayseri	0,62
21	Mersin	0,59
22	Edirne	0,50
23	Trabzon	0,47

No	Cities	%
24	Muğla	0,35
25	Samsun	0,33
26	Bolu	0,29
27	Kastamonu	0,29
28	Malatya	0,28
29	Hatay	0,22
30	Aydın	0,21
31	Denizli	0,16
32	Yalova	0,16
33	Batman	0,14
34	Nevşehir	0,14
35	Rize	0,14
36	Afyon	0,12
37	Karaman	0,12
38	Ordu	0,12
39	Tokat	0,12
40	Van	0,12
41	Çorum	0,10
42	Kahramanmaraş	0,10
43	Kırşehir	0,10
44	Sivas	0,10
45	Amasya	0,09
46	Bilecik	0,09

No	Cities	%
47	Düzce	0,09
48	Erzurum	0,09
49	Bitlis	0,07
50	Zonguldak	0,07
51	Diyarbakır	0,05
52	Elazığ	0,05
53	Hakkari	0,05
54	Iğdır	0,05
55	Niğde	0,05
56	Yozgat	0,05
57	Burdur	0,03
58	Kars	0,03
59	Kırıkkale	0,03
60	Osmaniye	0,03
61	Sinop	0,03
62	Şanlıurfa	0,03
63	Uşak	0,03
64	Ağrı	0,02
65	Giresun	0,02
66	Karabük	0,02
67	Muş	0,02
Total		100,00

2. Regional distribution of domestic visitors is below.

Graphic 3. Regional Distribution of Domestic Visitors (%)



3. DOMESTIC BUYER GROUPS ORGANIZATION

Within the framework of the domestic buyer groups organization programme, professionals from **19 cities** were hosted and their transportation expenses were covered by Tüyap.

Adana	Çanakkale	Kırklareli
Afyon	Edirne	Kocaeli
Aksaray	Eskişehir	Konya
Ankara	Gaziantep	Sakarya
Antalya	Isparta	Tekirdağ
Balıkesir	İzmir	
Bursa	Kayseri	

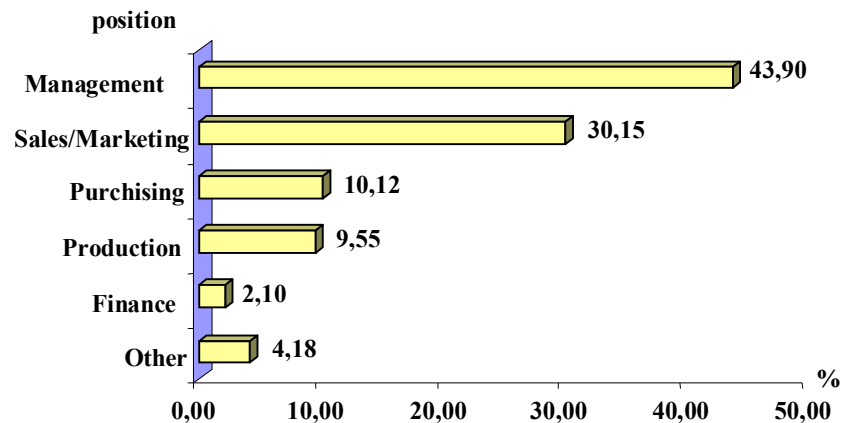
2.3.4. GENERAL VISITORS

1. The distribution of professionals by their field of activity is below.

No	Field of Activity	%
1	Food Wholesalers	28,07
2	Food and Beverage Retailers	14,93
3	Beverage Wholesalers	11,14
4	Cafe- Bar- Restaurant	10,07
5	Tourism Sector	7,76
6	Fast Food Companies	6,96
7	Canteen, Buffet	4,21
8	Catering Industry	3,85
9	Educational Institutions	2,75
10	Organized Retailers	2,56
11	Public Sector	2,38
12	Military Services	2,20
13	Passenger Transportation Companies	2,01
14	Health Institutions	1,10

2. Distribution of the visitors by their positions in the companies are shown at the graphic below.

Graphic 4. Position within the Companies (%)

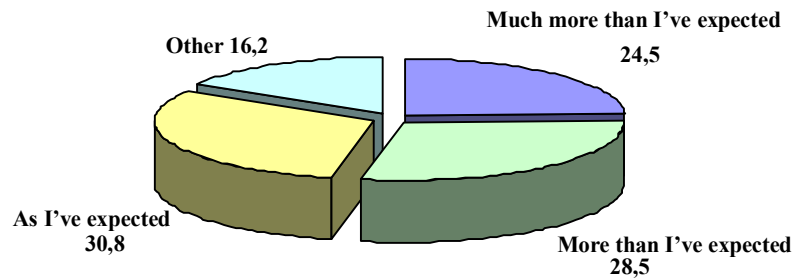


3. 41,5% of the visitors was Company owner/shareholder.

4. 58,5% of the visitors was sole/joint decision makers in their Company.

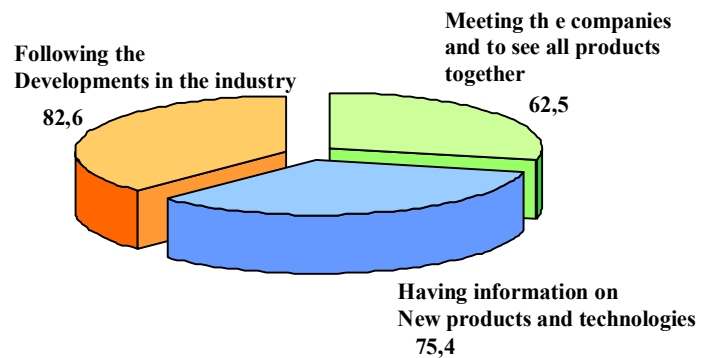
5. 95% of the visitors have positive aspect about the fair. Satisfaction rates are shown below.

Graphic 5. Satisfaction Rates (%)

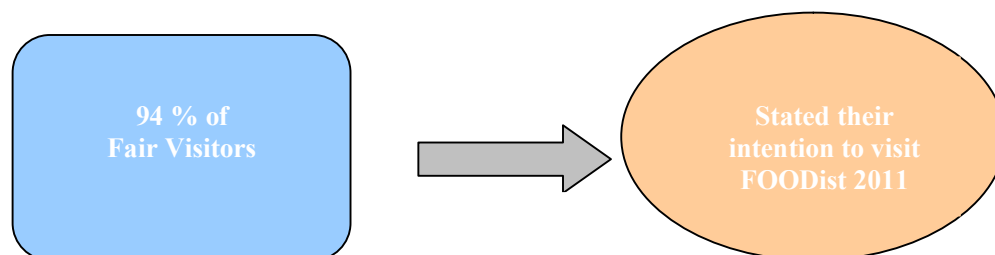


6. The most significant positive aspects of the fair are as follows.

Graphic 6. Positive Aspects of the fair (%)

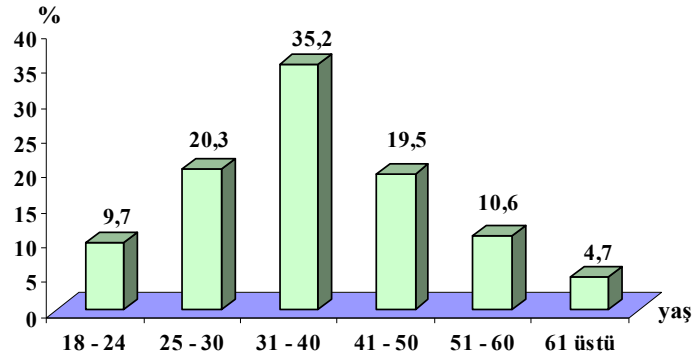


7. INTENTION FOR NEXT YEAR



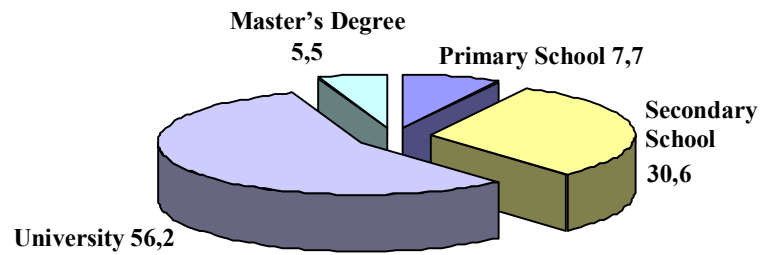
8. DEMOGRAPHIC STATISTICS

(a) Visitors' Age Distribution (%)



The group, which had the Commercial potential, namely 25-50 years old, generated 75% of entire visitors.

(b) Distribution of Educational Background (%)



92,3% of the visitors have educational background of secondary school, university and master's degree.

(c) Gender Distribution (%)

