

FOTEG 2023 ENDED

We can say that the visitors were not very crowded during FOTEG days. But it is more beneficial for us to have investors, businessmen and teams rather than fair travelers, which we call the useless crowd.



FOTEG International Trade Fair for Food Processing Technologies, organized for the 16th time this year, ended after a tiring 3-day rush.

FOTEG is one of the two fairs we attend every year in Turkey, opened its doors to its visitors on July 6-8. The 3-day fair, which was held with a delay in July instead of May due to reasons such as Earthquake, Election, Traditional Feast. It has a small but sectorally intense visitor profile.



Especially after the pandemic, it is expressed by everyone that the old effect of fairs has disappeared. However, still there are some of countries and regions that have troubled commercial communication for various reasons. For these countries and regions, trade fairs remain important as the only meeting points. Investors in countries such as Russia, whose trade relations with the Western world have been suspended after the Ukraine war, and Iran due to its political structure are likely to show interest in fairs for a while longer.



The companies of our country will remember that before the Western embargo, even getting an appointment with Russian companies was a problem. Now they are knocking on our door themselves due to the circumstances. As the local industry, we should make good use of this important opportunity and keep our quality standards and technological level high. Yes, they are forced to trade with us, but we can say that they are very careful. Highly knowledgeable and experienced teams examine the machines inside and out in detail and report back to their companies.



Russian teams examined all the machinery manufacturers at the fair. They evaluated all elements in terms of Quality-Price-Performance and Service. They have prepared their reports. Well, we are waiting for which company they will prefer. No matter who they choose, we should keep in mind that this opportunity is an investment in the future. One day, when the trade embargoes are ended, we still need to be preferred.





We have opened both the doors of our factory and the covers of our machines wide open. We have been ready to expand in the Russian market for years.

We can say that the visitors were not very crowded during FOTEG days. But it is more beneficial for us to have investors, businessmen and teams rather than fair travelers, which we call the useless crowd. We can spare more time for visitors. Our meetings are not limited to exchanging business cards.

FOTEG's proximity to the city center and easy accessibility make it preferred by foreign visitors.

The longevity of the fair organization in the future depends on the exhibition organizers developing new strategies. Perhaps issues such as organizing the needs of foreign visitors such as city transfers, accommodation and city tours from a single organization; providing an indispensable service such as the internet free of charge to exhibitors and registered visitors, offering different comfort areas to exhibitors, and taking in-fair activities beyond marching bands can be put on the table.

Already, all fair organizers around the world are in search of the same concerns.



We can meet at the next fair, but keep in touch.

The Show Room in our facilities in Ataşehir, Istanbul is always open. Come with your products and let's do demo packaging on our machines. See the results in reality, not in dreams. Let us offer thousands of different packaging solutions, choose the best one for your company.

Our tea is always ready and our conversation is always warm.

The Editor

www.apack.com.tr ©2023