

## **MILLING INDUSTRY AIMS FOR THE TOP WITH TÜYAP**

**Turkey, second largest exporter of milling machines, rolls up sleeves to rise to the top. Tüyap and the Association of Milling Machinery Manufacturers join forces to hold World Mill Tech in March 29 – April 1, 2018 at Tüyap İstanbul. The trade fair, set to serve as the new hub in Eurasia, will see Turkish companies closing million-dollar deals. Zeki Demirtaşođlu, President of the association, noted that more than 90 percent of the milling machinery produced locally are exported, and continued:**

**“We are the second largest exporter in the \$3 billion milling machinery industry. We aim for the top with this exhibition”**

Tüyap Fair and Fair Services Inc. and the Association of Milling Machinery Manufacturers (DESMÜD) partnered to create a new hub for the milling sector. The two organizations started to work on World Mill Tech 2018, World Milling Machinery Technologies and Side Industry Fair, to take place in March 29 – April 1 in Istanbul. The venue for the fair, set to muster the Eurasian players of the milling industry, will comprise eight halls covering an indoor area of 40,000 sqm. At its premiere this year, World Mill Tech will host an extensive profile of visitors from seed producers to international grains and legume buyers, from mill managers to food company managers, and from NGOs to academics.

**Yeşim Ulusoy, Assistant General Manager at Tüyap Fair and Fair Services,** shared her account of World Mill Tech: “World Mill Tech is poised to be the new sectoral hub in Eurasia with this opening at Tüyap as well as marketing and promotion activities of domestic and international scales.” Ulusoy said that, thanks to the efforts of many local and foreign associations, the fair will welcome major global buyers from Europe, Near East, Russia, Middle East, Africa and Turkic states. “We are off to a running start with six offices abroad and across a network of representatives in 26 countries. This exhibition will serve a critical step up for the Turkish milling sector, already one of the prominent global markets, in its journey to the top”

**‘We are set to expand our share in the \$3 billion market’**

**Zeki Demirtaşođlu, President of DESMÜD,** stated that the sector makes up a considerable part of Turkish exports and continued: “The global market of the milling machinery industry is worth more than \$3 billion, with Turkish milling machines being the second most exported. Our aim with this fair is to climb to the first place” Noting that more than 90 percent of the milling machinery made in Turkey is exported, Demirtaşođlu elaborated: “Our

companies furnish in a broad area from the production of milling machinery to the installation of flour facilities. The cost of a turnkey plant including the machines, the machine park and crop storage facilities ranges from \$1 million to \$20 million. We bring in a rising amount of foreign currencies every passing year”

### **Turkish flour hits Caribbean kitchens**

Informing that Turkey is also the leading exporter of wheat flour, Demirtařođlu added: “We export flour to a wide array of destinations from Sudan to China, Thailand, Indonesia, Iraq and the Caribbean. With a \$1 billion 77 million export volume, we boast a strong presence in milling”.

***About TÜYAP:** The exhibition sector in Turkey has become acknowledged as an organized business activity thanks to TÜYAP in 1979. Since its establishment, TÜYAP has held 1,618 domestic fairs and 177 international fairs in 38 countries, hosted around 302,436 participants from 123 countries and 55,722,878 visitors from 200 countries. TÜYAP is the only private fair organizer that owns an exhibition center in Turkey. With 700 employees in 14 offices across Turkey, international offices in six countries, and more than 100 professional organizations as long-term partners, TÜYAP Group organizes regular specialized fairs at six fair centers it owns and operates.*

**For detailed information...**

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