



**Anfaş**  
**FoodProduct®**  
 e-Bulteni

17<sup>th</sup> International Trade Exhibition for Food & Beverage  
 and Technologies

**10>13**  
 Şubat - February  
**2010**

### Personal Invitation to Anfaş Food Product Exhibition 2010



Welcome to the first e-newsletter after Anfaş Food Product 2009 show. This edition will give you a brief update of the latest developments at the Antalya Expo Centre, such as recent refurbishments in management and the exhibition halls and ideas on how to make

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### IMPORTANT INFO

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### Take a Look at Turkey's Food Consumption Dispersions



Turkey being in a process of development and having an ever changing socio-economic structure, the consumption patterns and income levels of the individuals and the households are determined through the "Household Budget Surveys" for each socio-economic sector, population strata and region by Turkish Statistical Institute. It is aimed to reveal Distribution of expenditure groups by classification of regions.

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### We Renewed Our Floor Plan



In order to form more efficient stands and offer larger exhibition areas for our exhibitors, we have revised our floor plan on the upper floor of Antalya Expo Center.

In recent, it has been brought to our attention that our participants have requirements for a larger exhibition area through the exhibition floor pl

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### Anfaş Food Product E-newsletters now Reaches Over 32.000 Professionals



We have the great pleasure to announce you, that after a hard preparation time, we have started a new and creative promotion activity for the forthcoming Anfaş exhibitions.

Recipients are hand selected from over 32.000 contacts in the Antalya Fair Management worldwide customer database. These e-newsletters reach a wide distribution within the vertical industry segment and contain

customer-driven news

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### With Anfaş Food Product we have met wide range of visitor profile in 2009.

We have participated Anfaş Food Product 2009 in order to introduce our products to tourism professionals of Antalya, but we have seen wide range of visitor profile during the show. Also we had a chance to offer our products to international visitors and exhibitors. We found all our requirements in the exhibition, but the best part was, we could learn better from all our



purchasers too.  
That's a welcome change during these tough tim

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### Antalya, An Inspiring Beauty



Antalya is a city full of sunshine and opportunity, a place where work and leisure go hand in hand. As well as being the main holiday destination on the Turkish Riviera, it is also a sought-after congress centre.

Hotels and resorts in Antalya are situated along the shore that stretches for about 150 km. In term

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This fair is organized by the approval of Union of Chambers and Commodity Exchanges of Turkey according to law number 5174.