



HOSTECH

by **TUSID** ISTANBUL

24th International Hotel, Restaurant, Cafe, Patisserie Equipment and Technologies Fair

08-12 September 2021 CNREXPO / *Istanbul Expo Center*



POST SHOW REPORT

Supporters



CNRHOLDING





ABOUT HOSTECH BY TUSID

HOSTECH by TUSID continues to serve as an inspiration. The exhibition once again proved to be the leading international trade fair for the Horeca industry. The top-notch representatives, hotel & hospitality professionals, industrial food manufacturers, cafeteria, canteen, pastry, and bakery operators, dry cleaning and laundry operators, cafe and bar managers advancing rapidly and housing technological innovations displayed their products at the exhibition that lasted for five days.



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AN ONGOING IMPROVEMENT IN THE QUALITY OF HOSPITALITY

The global trade platform designated for the Horeca industry, the 24th edition of HOSTECH by TUSID - 24th International Hotel, Restaurant, Cafe, Patisserie Equipment and Technologies Fair was organized by CNR Holding and TUSID (Industrial Kitchen, Laundry, Service and Catering Equipment Industrialists' and Businessmen's Association) between September 08-12, 2021.

HOSTECH by TUSID, the essential trade platform for the investors who intend to penetrate new markets, keep up with the latest innovations, and perform an excellent product procurement, received enormous international interest once again. The exhibition united 41.461 professional buyers, including 9.276 international buyers, from

over 100 countries such as Spain, Greece, Bulgaria, Kosovo, Saudi Arabia, Lebanon, Iran, Iraq, Morocco, and Azerbaijan on the area spanning 60 thousand square meters.

Instilling hope for the industry's global trade activities with more than 800 international brands, HOSTECH by TUSID catered to the entire industry and presented all kinds of products and services dedicated to the industrial kitchen industry, ranging from preparation equipment to cookers, service and cooling equipment, and dishwashing.

The exhibition, which brought together the exhibiting companies with international buyer delegations, hosted bilateral B2B meetings to boost the industry's local and foreign market shares. Long-lasting and durable business agreements paved the way for the industry to achieve its trade targets for 2022.

100+
COUNTRIES

41.461
VISITORS

9.276
DOMESTIC VISITORS

32.185
INTERNATIONAL VISITORS





24th International Hotel,
Restaurant, Cafe,
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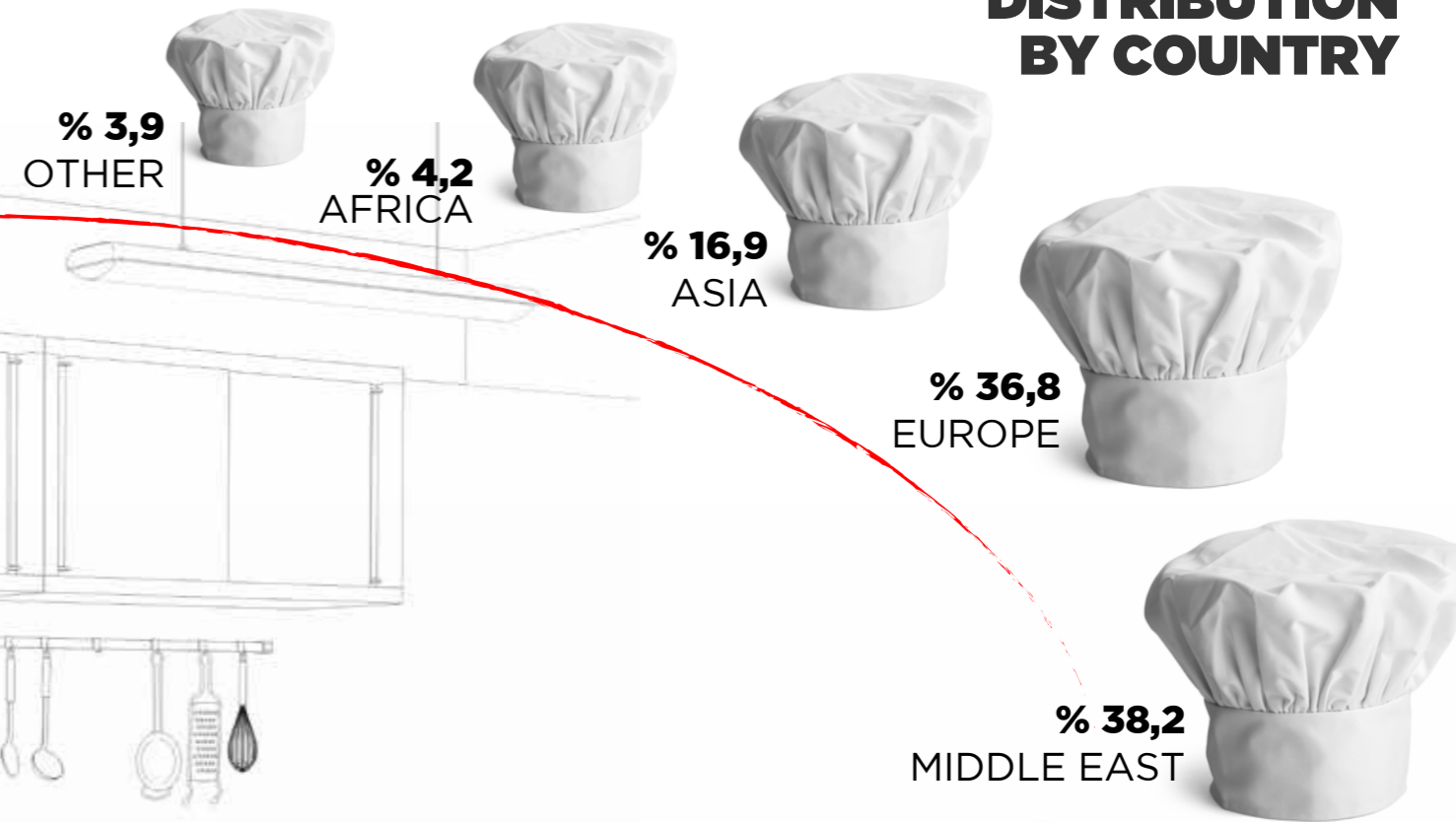
340+
EXHIBITING COMPANIES

850+
BRANDS

60.000sqm
EXHIBITION AREA



VISITOR DISTRIBUTION BY COUNTRY



VISITOR TESTIMONIALS

Henry Rodriguez

I come from Mexico. It is my first time at HOSTECH. We find everything we are looking for. We were invited by some suppliers. We met with them and started doing business. I like the variety of products. Actually, I saw some products that I did not know that I needed. I found more than what I was looking for. I am willing to visit the exhibitions in the next season.

Tino Cauduro

It is very interesting to meet manufacturers from Turkey and here you can see them all, which is a good opportunity. The exhibition is a chance to see many of the customers. So, we can say the exhibition is a gathering point to meet worldwide people, whose quality is very high here. I must say that I am very pleased to be here. As usual, I will come back to the next edition.

Alex Ojigbo Dedjo

I am trying to buy kitchen equipment for the Nigerian market at HOSTECH. It is very loaded and very big. There are lots of exhibitors and a lot of clients coming from all over the world to see products, which look nice. It is my first time visiting this fair. The variety of the products is very very fine. It is 100% that I will visit the next edition.

Tevfik Cinuçak

It is my first time at HOSTECH Fair, but I have had a chance to visit other exhibitions. The exhibition is going well. I am highly satisfied with the variety of the products. I can find all the products and innovations that I am looking for. I consider visiting the next edition.



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HOSTECH BY TUSID WITH FIGURES

E-MAIL

Mailing to local, regional, and international sector professionals and key buyers throughout the year

LOCATION-BASED SMS

Sending SMS to the professional visitor data

WEBSITE

Before and during the exhibition, continuous content sharing for website visitors ensured +100.000 visitor traffic on the HOSTECH by TUSID official website.

SOCIAL MEDIA

Industry professionals in the target countries were sent messages via different social media platforms.

TELEMARKETING

Expert telemarketers invited decision-makers and key buyers to the exhibition.

NEWS BULLETIN

Before and during the exhibition, news broadcasts and news headlines were made.

TRADE PUBLICATIONS

Advertisements and news were published in magazines dedicated to the Horeca industry.

DIGITAL MEDIA

1.261,632 ad impressions were shown.

BANNER BROADCAST

Horeca sectoral news was shared on strategic points and news sites via banner broadcasts.

ONLINE INVITATION

20% of the visitors used invitations received via e-mail.

EXHIBITOR INVITATION

19% of the visitors used invitations provided to the exhibitors.



Turkey

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by **TUSID** ISTANBUL

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07-11 September 2022 CNRHOLDING



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