

## Press Releases

### **Future of milling to be determined at IDMA, only international exhibition of the sector**

**IDMA, the world's only international fair for milling machinery, cereals and pulses processing technologies, is again going to be the address for those who want to make advantageous investments with its overseas promotions, strong collaborations with sectoral associations, its publications reaching to 85 thousand professionals across 150 countries and with its Parantez International Fair experience exceeding 15 years. The future of the milling sector will be determined at IDMA again, International Flour, Feed, Semolina, Rice, Corn, Bulghur, Milling Machinery & Pulse, Pasta, Biscuit Technologies Exhibition, and the wheels of the industry will turn at IDMA.**

Grain is one of the most strategic products of today because it constitutes the grist of many foodstuffs and has a very critical place in feeding the world. Many countries are conducting R&D studies towards increasing the efficiency in grains in order to guarantee food safety. FAO has updated its forecast for worldwide cereal production in 2017 now stands at 2 billion 640 million tons. This figure is a world record. Along with the production, grain trade is also in an increasing trend. According to International Grains Council (IGC), grain trade will make an unprecedented peak in 2017/18 year with a volume of 361 million tons. This increasing strategic value and corresponding production figures increase the importance of the milling sector which constitutes a critical chain for grain to be processed until it comes to our tables as food.

IDMA, International Flour, Feed, Semolina, Rice, Corn, Bulghur Milling Machinery & Pulse, Pasta, Biscuit Technologies Exhibition, which comprehends this critical matter and has taken the road with the aim of being a platform providing the milling sector an opportunity for technology and information sharing, is tasting the excitement of opening its gates for the eighth time. IDMA, which has succeeded attracting many investors from all around the world in 2017, despite the year when the entire world experienced recession, is aiming at increasingly sustaining this success in 2019 as well. Parantez International Fair, the organizer of the exhibition, is continuing its promotion activities with its headquarter in Istanbul and representations all around the world. Within this scope, a continuous contact is being made with 85 thousand professionals and sector representatives in 150 countries across 5 continents. IDMA is being promoted through phone calls and via e-mails to the people who are included in the data that have been constituted over the focus of 15 years. The IDMA excitement is being kept alive with the sectoral posts in the social media. The significance of the exhibition is announced through both the stands and the visits paid to the industry representatives in the international fairs. Parantez is both keeping its finger on the pulse of the sector and keeping updated of all the latest developments with every moment thanks to the reference magazines of flour and feed sectors existing within its own structure, namely; Miller, Değirmenci, Feed Planet and BBM Magazines. Information sharing is conducted through regularly organized technical training and conferences and the close contact with the representatives of the sector is kept alive. The exhibition has already taken the support of more than 60 foreign sectoral associations and a large number of international publications. IDMA team is focusing over Africa and the Middle East market where milling machinery manufacturers are keeping an eye on investment opportunities and the Black Sea basin which is starting to say a voice in the global grain markets. Southeastern Asia and Latin America are also among the regions where a heavy campaign is being carried out. Approximately 10 thousand sector professionals are expected to visit IDMA 2019 as a consequence of these promotional activities.

## **IDMA'S EXPERIENCE WILL TURN BACK AS INVESTMENT FOR THE MILLERS**

IDMA, world's only international exhibition for milling machinery, cereals and pulses processing technologies, is again going to be the address for those who want to make advantageous investments with its overseas promotions, strong collaborations with sectoral associations, its publications reaching to 85 thousand professionals across 150 countries and with its experience of Parantez International Fair exceeding 15 years. The future of the milling sector will be determined at IDMA again, International Flour, Feed, Semolina, Rice, Corn, Bulghur, Milling Machinery & Pulse, Pasta, Biscuit Technologies Exhibition, and the wheels of the industry will turn at IDMA.

## **GLOBAL MILLING GIANTS ARE GATHERING AT IDMA**

8<sup>th</sup> IDMA which will open its gates between 20 and 23 March will be held in Istanbul Expo Center-Istanbul, the largest and rooted fairground in Turkey. Over 280 Turkish and international brands including the top brands from milling and cereals and pulses processing technologies sectors will open booths and present their latest technologies in the exhibition that will take place on an area of 38 thousand square meters in total.

### **Technologies Exhibited**

- Grain and Flour Mill Technologies
- Bulghur Production Technologies
- Feed Production Technologies
- Rice and Pulses Processing Technologies
- Pasta Production Technologies
- Biscuit Production Technologies
- Grain and Pulses Storage Technologies
- Laboratory Equipment
- Spare Parts and Sub-Industry Products

### **ABOUT THE IDMA**

IDMA-International Flour, Semolina, Rice, Corn, Bulghur, Feed Milling Machinery & Pulse, Pasta, Biscuit Technologies Exhibition, which was organized by Parantez International Fair Organization in order to announce innovations and technological developments in cereals and pulses processing sector, was first held in 2005.

The fair, held in every two years in Istanbul, has been able to increase the number of exhibitors and visitors significantly since 2005. Today, IDMA is the only large-scale international technology fair in the world in the field of cereals and pulses processing technologies.

The latest technologies developed for flour, semolina, corn, rice and feed mills and pulses cleaning, packaging, pasta, and biscuit plants are exhibited by companies developing technologies, products and services for cereals and pulses. In addition to these, the latest innovations in grain storage silos, loading, conveying and unloading systems, laboratory equipment, additives, packaging machines and materials, spare parts and sub-industry products are also presented at IDMA Exhibition.

Hosting all kinds of solutions and alternatives for cereals and pulses processing sector, the IDMA Exhibition provides processors in 144 countries to make investment programs and establish the necessary network.

