



13<sup>th</sup> International Exhibition for  
**Food Products, Drinks and Ingredients**

# POST SHOW REPORT

**7-9 April 2009** Lenexpo, St.Petersburg, Russia



International Exhibition for  
**Food Processing  
and Packaging Technology**



## ORGANISERS:



## WITH ASSISTANCE OF:



## OFFICIAL SUPPORT:

- Ministry of Agriculture of the Russian Federation
- St. Petersburg Government
- Government of the Leningrad region
- Chamber of Commerce and Industry of the Russian Federation
- National Packaging Confederation

- The InterFood and Prodtech 2009 exhibitions featured **84** companies from Kazan, Kaliningrad, Bryansk, Belgorod, Barnaul, Lvov, Chernigov, Minsk, Poltava, Grodno, Bobruisk, St. Petersburg, Novgorod, Moscow and Moscow region.
- Over three days **3,600** specialists attended the exhibitions.



## Food Products, Drinks and Ingredients



- Baby food and diet foods
- Baked products
- Beverages
- Butter, oil and fats
- Canned products
- Confectionery and chocolate
- Milk and dairy products
- Delicacies
- Fast food
- Fish and seafood
- Frozen foods
- Fruit and vegetables
- Groceries
- Ice-cream
- Meat products and sausages
- Sauces and spices
- Snacks
- Tea and coffee
- Alcoholic, non-alcoholic and low-alcohol drinks

## Food Processing Machinery and Technology



- Confectionery equipment
- Baking equipment
- Pasta and ravioli production equipment
- Milk processing equipment
- Ice-cream production equipment
- Meat processing equipment
- Fish processing equipment
- Oil and fat equipment
- Canning equipment
- Snack production equipment
- Pre-processing equipment for the agricultural industry
- Refrigerators and shop equipment
- Components
- Transportation and logistics
- Industrial sanitation
- Subcontracting for the food industry
- Production control systems
- Industrial inspection systems
- Equipment for bars and restaurants
- Shop design

## Food Packaging Machinery and Materials



- Packaging materials
- Packaging machines and equipment
- Measuring fillers, weighing and packaging equipment
- Filling and closing machines
- Labels and labelling machinery
- Coding and marking machines
- Packaging design
- Auxiliary packaging
- Industrial packaging
- Handling machinery
- Warehouse services



## OFFICIAL EXHIBITION OPENING CEREMONY

7 April the following people took part in the exhibition's official opening ceremony:

**Kobitskiy D. A.**, Vice Chairman of the Committee for Economy Development, Industry Policy and Trade of St.Petersburg Government;

**Kotov A.I.**, Vice Chairman of the Committee for Economy Development, Industry Policy and Trade of St.Petersburg Government;

**Boyko A.G.**, Chairman of the Sub-Committee for the Development of the Packaging Industry of the Committee for Industrial Development of the Russian Chamber of Commerce and Industry, Executive director of the National Packaging Confederation;

**Varenov A.V.**, Deputy Chairman of the Committee for Agriculture and Fisheries of the Leningrad Region, Chief of Department for Economics, Finance and Agricultural Policy;

**Katenev V.I.**, President of St.Petersburg Chamber of Commerce and Industry;

**Glison I.**, Head of the Economic Department of the British Embassy in Moscow;

**Kirsanov I.P.**, General Director, RESTEC™ Exhibition Company;

**Lubina I.A.**, Deputy Director, Primexpo ltd;

**Semenova A.V.**, Division Director, Food Industry and Packaging Exhibitions Department, Primexpo ltd;

**Lunina E.A.**, Director of Food Industry Exhibition Division, RESTEC™ Exhibition Company.

The exhibition was officially opened by Kotov A.I., Vice Chairman of the Committee for Economic Development, Industry Policy and Trade of St.Petersburg and Katenev V.I., President of the St.Petersburg Chamber of Commerce and Industry.



The main event held alongside the exhibitions was the **12<sup>th</sup> INTERNATIONAL NORTHWEST FOOD FORUM**.

The Forum attracted a lot of interest amongst the specialists in the food industry. The main feature of the Forum was the Conference entitled, 'The food-processing industry is a priority branch of the economy of Russia'.

The conference covered issues such as food safety, innovative technologies for food processing and storage, crisis management, new marketing methods, company development whilst reducing costs, opportunities during the economic crisis, state support of factories, investment, etc. One of the more popular sessions dealt with investment and financial management.

#### The following professionals spoke during the Forum:

**M.L. Mamikonyan**, Chairman of the Meat Union of Russia;

**A.G. Pavlov**, General Director of the North-West branch of X5 Retail Group;

**A.N. Tretiakov**, Chairman of the St.Petersburg Association of Small Business in the Consumer Market;

**E.O. Tsereteli**, Chairman of the Community Board for Small Business Development at the Government of St.Petersburg;

**A.S. Olhovskiy**, Chairman of the Standing Committee on Industry, Economics and Property of the St.Petersburg Government;

**S.I. Solovieva**, General Director of the FGU 'Centre for Testing and Certification of St.Petersburg';

**V.V. Chulkov**, Director of the Marketing Department at JSC 'Talina';

**J.I. Saharova**, Director of HeadHunter:: St.Petersburg.

The Forum welcomed representatives of branding and marketing agencies, retail chains and stores, investment companies, and key businesses in the food, processing and packaging industries.

During the exhibitions and forum, an **EXCHANGE OF BUSINESS CONTACTS** was organised. The initiative brings together food and equipment producers, buyers and consumers to negotiate, exchange experiences and present new products.

#### Representatives from the following companies took part in the exchange of business contacts:

- X5 Retail Group (retail chains 'Pyaterochka', 'Karusel', 'Perekrestok')
- retail chain 'Lenta'
- retail chain 'Polushka'
- retail chain 'Dieta'
- distributor company 'Megafood'
- St.Petersburg Chamber of Commerce and Industry
- St.Petersburg Ecological Union
- Distributor company 'Fregrans'
- Enterprises – the members of the NP 'Guild of Bakers of the Leningrad Region'

The conference and the business contacts exchange programme brought together specialists from St.Petersburg, North-West region, Moscow and other regions of Russia, as well as from Belarus and Ukraine.



## COMPETITION: THE INTERFOOD AWARD FOR 'BEST FOOD PRODUCT – 2009'

The 'Best Food Product – 2009' competition took place as part of the InterFood exhibition. 53 products were entered into the competition in two categories: 'Best New Product in St.Petersburg' and 'Product with the Best Balance between Price and Quality'.

The judging panel, composed of specialists from the Central Laboratory of FGU 'Test – St.Petersburg', GU 'Quality Control Centre for Food (goods) and Services', the Territorial Administration of the Federal Service for Supervision of Consumer Rights Protection and Human Welfare in St.Petersburg, the State Centre for Bread, tasted and assessed the consumer appeal of each sample that was submitted.

### The winners were:

*'Best New Product in St.Petersburg':*

- PUSPP poultry plant 'Soligorskaya'
  - hen's egg TM 'Molodetskie lux'
  - quail's egg TM 'Molodetskie'
  - hen's smoked egg TM 'Molodetskie lux'
- MOUP 'Borisovskiy konservnyi zavod'
  - grapefruit juice TM 'ASALODA'
- JSC 'Vitebskaya broilernaya pitsefabrika'
  - roll 'Aromatnyi'
  - roll 'Rulyada Svyatochnaya'
  - wieners from poultry meat 'Kupecheskie s syrom'

- sausages from poultry meat 'Krepysh' 1 s.
- Minsk meat processing and packing plant, UE
  - wurst salami branded 'Ot babushki'
  - wurst salami 'Zamkovaya'
  - wurst 'Georgievskaya osobaya'
- Molochnie gorki, OAO
  - cheese 'Poshehonskiy'
  - sour cream
  - biokefir 'Bodrost' TM 'Molochnie gorki'
- Krinitsa, joint-stock company
  - pasteurised light beer: 'KULT'
  - low-alcoholic malt 'BANDIDOS ice'



- JSC 'Confectionary plant Slodych'
  - biscuit TM 'Slodych'
- GP 'Gorodskoy molochnyi zavod № 1'
  - granulated curd 5% fat with fruit mincemeat
  - pasteurized butter cream 15% fat 'Soneyka'

*'Product with the Best Balance between Price and Quality':*
- JSC 'Baranovichskaya poultry plant'
  - hen's egg 'Zlatko BY' TM 'Rusino'
  - hen's egg 'Zlatko' TM 'Rusino'
  - hen's egg
- Minsk meat processing and packing plant, UE
  - product from ham 'Palyandvica domashnaya'
- GP 'Minskrybprom'
  - soft smoked salmon, fillet
  - smoked trout, fillet
  - oil smoked trout, fillet
  - smoke-dried halibut, piece
  - sea dish of stewed cabbage and meat with spices in ketchup 'Bruchetta'

- salad from laminaria 'Ostrovnoi'
- herring in tomato sauce with cucumber, fillet
- Vamin Tatarstan, filial, OAO
  - sterilised drinkable milk TM 'Moy milok'
  - curd 'Alpiyskiy' 7% fat TM 'VAMIN'
- Molochnie gorki, OAO
  - cheese 'Polesskiy'
  - butter sweet and creamy 'Krestianskoe'
  - curd from standardised milk 5% fat
- Krinitza, joint-stock company
  - pasteurised light beer 'Krynitsa' Classic
  - pasteurised light beer 'Krynitsa Export
  - pasteurised dark beer 'Starazhitnoe'
- Borisovskiy kombinat hleboproduktov, UP, OAO 'Minskoblhleboprodukt'
  - wheat flour
  - ready-to-cook foods for starchy foods (flour for pancakes 'plus', flour for wheat and home pizza).

**On 9 April, the following awards were presented:**

- 1) Certificates from the Ministry of Agriculture of the Russian Federation;
- 2) Certificates allowing winners to giving them the right to use the stamp on their goods;
- 3) 'The Interfood 2009' Gold Medal.

The exhibition featured a section on bread making, which involved the 'Guild of Bakers of the Leningrad Region'. This was complemented by a competition on baking.

For the first time, the programme of events included a usiness trip to Finland, to see the Valio headquarters.



## Gala Reception

The Gala Reception, celebrating the opening of the exhibitions, was held on 7 April 2009 at the 'Gloss' Restaurant. The reception welcomed honorary guests, exhibitors, Primexpo and Restec partners and media representatives.

Exhibitors received gift certificates from information partners: 'Pishepromizdat', ltd; Sfera, the publishing house; internet-portal [www.infodrink.ru](http://www.infodrink.ru)

Prizes from the following companies were also awarded: travel company 'Baltic Tours', 'Krugozor Expo Travel', 'S-Continental Travel Management Company' and 'Concord Catering'.

**During the reception, awards were presented to exhibitors for the most original stand design and best newcomers.**

For the best newcomer – ONIX

For the best newcomer – KRINITSA, JOINT-STOCK COMPANY

For the best newcomer – BORISOVSKIY KONSERVNIY ZAVOD

For the best newcomer – SGOMON

For the best newcomer – VAMIN TATARSTAN, FILIAL, OAO

For the best stand – SOYUZSNAB, GROUP OF COMPANIES



'We participated in the exhibition for the first time this year and we have a positive impression. Our main aim was to introduce ourselves and find new customers to provide high-quality Spanish products at affordable prices. The exhibition was worth it, there were a lot of useful contacts. We are looking forward to taking part again next year'.

**Osadovskaya Natalia,**  
Commercial Director, ONIX

'We have been participating in the exhibition since 2002. Our main goal is to see St.Petersburg's bread-baking plants and bakeries. We try to work closely with representatives of the North-West region. At the exhibition, we made some good contacts and confirmed the feasibility of our new ideas'.

**Golubev Alexandr,**  
Director, KRUSTA, OOO

'Our goal at the exhibition was to promote our company in St.Petersburg. There were some useful contacts. The visitors included representatives of the regions and potential customers from Italy. At the exhibition, we were able to talk with retail chains and there was interest from wholesale customers'.

**Manko Alexandr,**  
Marketing Executive, KRASNY PISCHEVIK, OJSC

'Our equipment is suitable for various industries. But in St.Petersburg, there is a large demand from the food manufacturers' side. We are satisfied with the exhibition in every way. There was a very good number of contacts for a regional exhibition and the visitors were of great quality; almost all the visitors to our stand were professionals'.

**Zagumennikova Tatyana,**  
Marketing Manager, EUROPEAN TRANSPORT SYSTEMS, LIMITED LIABILITY COMPANY

'We are primarily interested in the region where the exhibition takes place. One of our priorities is to open an office in the region. We had a sufficient number of useful contacts at the exhibition. At the moment, we are interested in getting into the retail chains. At the exhibition, we were able to talk with representatives of the retail chains, such as 'Carousel', 'Lenta' and 'Pyaterochka'. We participated in the competition for 'Best food product – 2009' and received an award'.

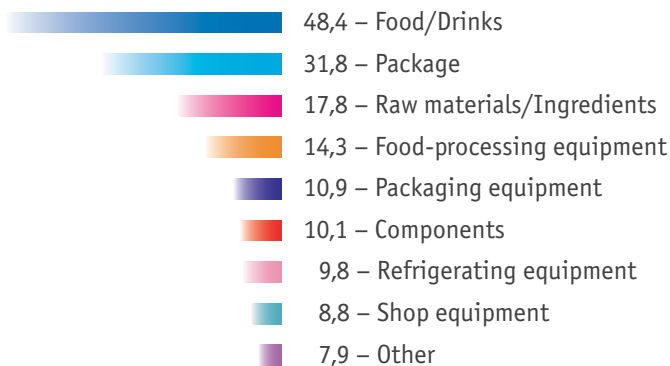
**Stepanova Olga,**  
Sales Executive, BORISOVSKIY KOMBINAT HLEBOPRODUKTOV,  
UP OAO Minskoblhleboprodukt



## Nature of business, %:



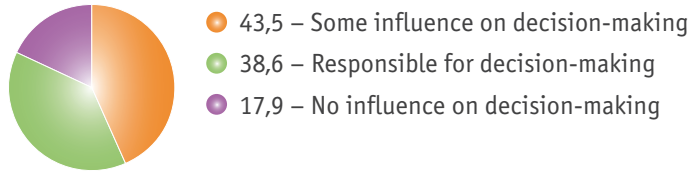
## Type of company, %:



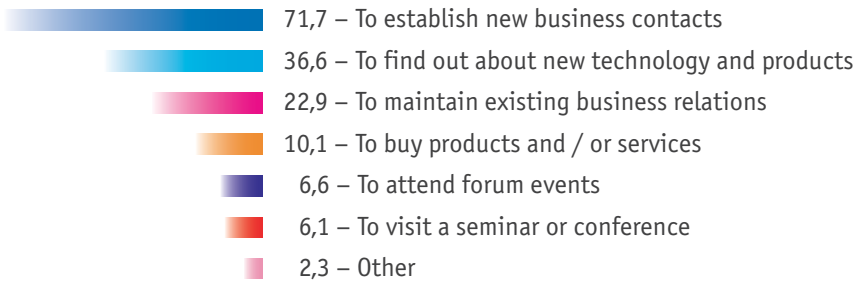
## Exhibition sectors of interest, %:



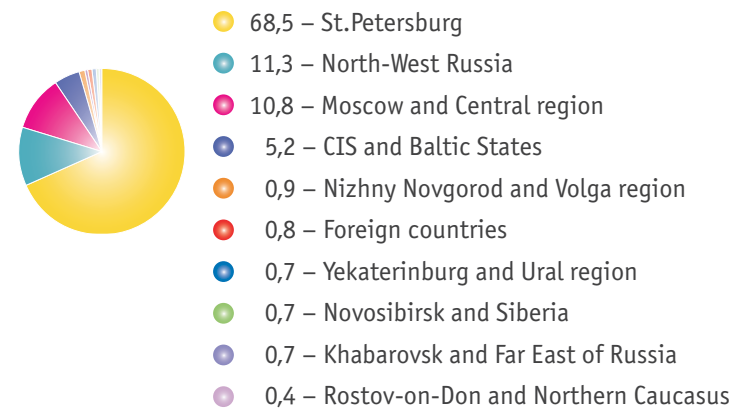
## Decision-making authority, %:



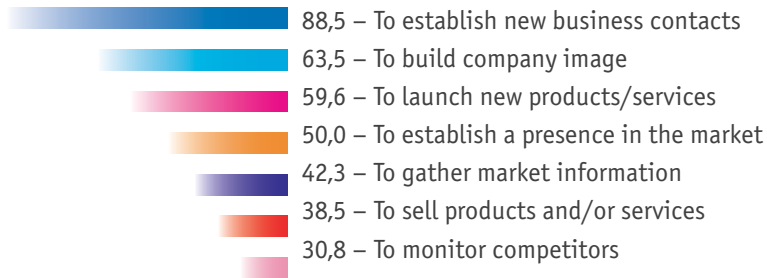
## Main reasons for visiting the exhibition, %:



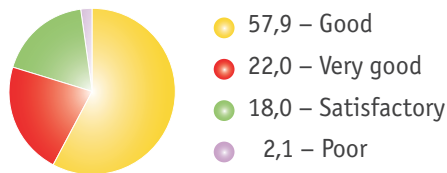
## Geographical representation, %:



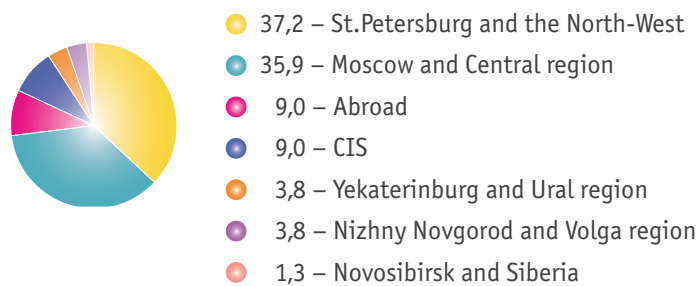
### Main reasons for exhibiting, %:



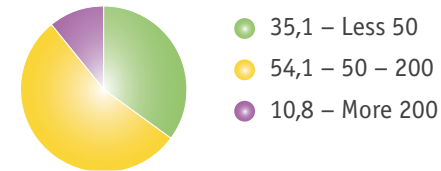
### Evaluation of the exhibition's level of organisation, %:



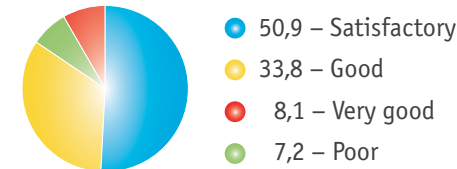
### Geographical representation, %:



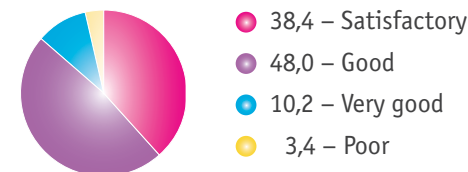
### The number of potential customers who visited your booth, %:



### Rating of the number of visitors at the exhibition, %:



### Evaluation of the quality of visitors, %:





Ufi  
Approved  
Event

**interfood**

ST. PETERSBURG

14<sup>th</sup> International Exhibition for  
**FOOD PRODUCTS, DRINKS  
AND INGREDIENTS**

**APRIL 2010**

Lenexpo, St.Petersburg, Russia

**SEE YOU NEXT YEAR!**

[www.primexpo.ru/interfood](http://www.primexpo.ru/interfood)

[www.prodtech.ru](http://www.prodtech.ru)  
[www.restec.ru/prodtech](http://www.restec.ru/prodtech)



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**INTERNATIONAL EXHIBITION FOR  
FOOD PROCESSING  
AND PACKAGING TECHNOLOGY**

**APRIL 2010**  
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**SEE YOU NEXT YEAR!**