

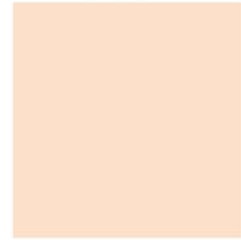
16th International Specialised Exhibition of
Food Products, Drinks and Ingredients



Interfood

24 – 26 April 2012

Lenexpo Fairgrounds St. Petersburg, Russia



Alongside with:



16th North-Western Food Forum and Prodtech – International specialised exhibition of equipment, technologies and package for the food industry

Show Report

Facts and figures 2011

Official support by:

Ministry of Agriculture of the Russian Federation

St. Petersburg Government

Leningrad region Government

Packaging Industry Development Sub-Committee of the Chamber of Commerce and Industry of the Russian Federation

Leningrad region Chamber of Commerce and Industry

National Packaging Confederation

124 companies from 9 countries representing Russia, Belarus, Ukraine, Latvia, Greece, Germany, Poland, Pakistan and Indonesia took part in Interfood and Prodtech exhibitions 2011. Many companies have chosen the exhibitions to introduce themselves to the market of the Russian North-West. **Over 80%** of our exhibitors have signed cooperation agreements, established new partnership relations and found new consumer markets.

During the three days of the exhibitions **over 3,300 trade visitors have come to the exhibition events:** heads of the industry enterprises, technologists, development and marketing specialists, wholesale purchasing agents, representatives of shopping centers, shops and restaurants.

Trade visitors coming from:

- St. Petersburg and the North-Western Federal District (Leningrad region, Novgorod region, Pskov, Cherepovets, Petrozavodsk, Kaliningrad)

- Moscow and Central Federal District (the Moscow, Kaluga, Voronezh, Belgorod and Tver regions)
 - Volga Federal District (Kirov region, Perm, Penza)
 - Southern Federal District (Rostov-on-Don, Krasnodar)
 - Siberian Federal District (Barnaul, Norilsk, the Novosibirsk and Irkutsk regions)
 - Far East Federal District (Vladivostok, Khabarovsk)
 - Foreign countries: Belarus, Ukraine, Finland, Estonia, Latvia, Lithuania, Poland, Czech Republic, Germany, Spain
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Exhibition profile

Food, beverages and ingredients:

- Grocery (oil, cereal, pasta, flour, sugar, salt)
- Delicatessen
- Baby and diet food
- Frozen food
- Ketchup, sauce, spice, mustard
- Confectionaries, chocolate
- Canned food
- Oils and fats
- Honey and other products
- Dairy, cheese
- Ice cream
- Meat and sausages
- Organic products
- Prefabricated products
- Instant food
- Healthy diets and sport nutrition – Interfood Fitness
- Fish and seafood
- Fresh fruit, vegetables
- Snacks
- Dried fruits
- Bakery
- Tea, coffee, coffee beverages
- Alcoholic beverages
- Soft beverages, mineral water, juices
- Food ingredients, additives, spices

Food industry equipment and technology:

- Food manufacture automation and design
- Vending
- Confectionary equipment
- Canning equipment
- Components
- Bottling machines
- Oil and fat equipment
- Slaughterhouse machines and equipment, hide and sub-products processing
- Flour manufacture
- Meat processing equipment
- Equipment for bars and restaurants
- Equipment for mini manufactures

- Equipment for milk processing
- Equipment for pasta, pelmeni production
- Equipment for ice cream production
- Equipment for snack production
- Equipment for cheese production
- Equipment for fast-food production
- Industrial sanitation, cleaning equipment
- Fish processing equipment
- Control systems
- Subcontracting
- Equipment for bars, restaurants, food service enterprises
- Retail equipment and trading posts design
- Bakery equipment
- Freezing equipment

Food packaging:

- Weighting and dosing equipment
- Additional packaging items
- Package design
- Conveyor and transportation lines
- Product identification equipment: marking and labeling
- Packaging equipment
- Design and printing
- Lifting and transporting machines
- Recycling, wastes disposal
- Wholesale services, logistics
- Raw and prefabricated materials for packaging production
- Capping equipment
- Packages and packing materials
- Packaging machines and equipment
- Filling equipment
- Labels and labeling equipment

Exhibitors 2011

ELFRUT–KASO OPOM (Greece), Hassan Ali Rice Export Company (Pakistan), Agency of Agricultural consultation of the Leningrad region, Agrotek-M LLC, U.S. Meat Export Federation (USMEF), Artos LLC, Askaniya LLC, Aston OJSC, Berezino cheese-making plant (Belarus), Biotechincor LLC, Borisov Bread Products Plant UE (Belarus), Borisov Meat Processing Plant (Belarus), RUIE Brestkhlebprom (Belarus), WEBER RUS LLC (Germany / Poland / Russia), Viktoriya LLC, Vladam farm (Ukraine), Vsevolzhskiy khleb (“Volga bread”) / individual entrepreneur M. B. Krilov, Gatchinsky Feed Mill JSC, Gourmet-Product, Dive-Khleb LC, Dom Kofe LLC, Zhlobin Meat Processing and Packing Factory (Belarus), Igristie Vina, Inter-teck Testing Service Center LLC, Kalinkovich meat-processing plant JSC (Belarus), Khlebnaya Usadba plant / individual entrepreneur Kh. L. Sugyan, Krasniy Pischevik (Belarus), Lakomka confectionary plant LLC, Lenoblptitseprom, Mozyr Dairy Products (Belarus), Baltptitseprom, Panetti mini-bakeries, Perepelochka farming company, St. Petersburg Dairy Plant Piskarevskiy, Prinevskoye stud farm, Prostor LLC, Rosa agricultural company, Poskhlebprodorg, Rus LLC, Ribstandard LLC, Stoika individual entrepreneur, Taiga honey, Tosnenskoye raipo, Tsido Group (Latvia), NADIN Tea Company №1, YuNK-Agroproduct and others.

ICF&Welko (Ukraine), Agrokomplekt Group, Aizenhouse LLC, Alfapack packaging equipment plant, Strelets Business Group, VA Instruments Co Ltd, GranPack SPB, Western Technology St. Petersburg LLC, IKA WERKE GmbH (Germany), InnpCap LLC, Institute of Electrical Prop-Jet Technologies OJSC, HEINRICH KIPP WERK KG (Germany), Markem-Imaje Russia, MilCo St. Petersburg LLC, MultivakRus LLC, NEUMO CIS, OKIL LLC, OKhTA LLC, Production Line, Rocla Rus, Rosk LLC, Russkaya Trapeza, Svetlogorsk Pulp and Carton Plant, Spolium LLC, Thermopack LLC, ThermopackNord LLC, TIS LLC, Forintek-SP, Tsitadel (YogurtBox project), ENT, Air Liquide, Uniplastic LLC, etc.

Industry committees, associations and trade unions:

Leningrad region Committee of Agricultural and Fish Farming Industries, Leningrad region Chamber of Commerce and Industry, Embassy of the Republic of Indonesia, Guild of Bakers of the Leningrad region, Leningrad region Agency for the Consumer Market Regulation, St. Petersburg Institute of Management and Food Technology, Leningrad region Union of Fish Farmers, St. Petersburg Center of products, works and services quality control.

Official Opening

OFFICIAL OPENING CEREMONY WAS HELD WITH PARTICIPATION OF:

Polina Petrova,

Deputy Head of the Office of Non-Tariff Regulation and Cooperation with Trade Unions of the Department of the Food, Processing Industries, Agriproduct Market and Product Quality Regulation of the Ministry of Agriculture of the Russian Federation;

Aleksander Varenov,

Deputy Chairman of the Committee of Agriculture and Fish Farming of the Leningrad region, Head of the Department of Economics, Finance and Agricultural Policy of the Leningrad region;

Sergey Palinchuk,

Head of the Trade Management Department of the Committee of Economic Development, Industrial Policy and Trade of St. Petersburg;

Aleksander Boyko,

Chairman of the Packaging Industry Development Sub-Committee of the Chamber of Commerce and Industry of the Russian Federation, CEO of the National Packaging Confederation;

Oleg Tabanyukhov,

Head of the Branch Office of the Embassy of the Republic of Belarus in St. Petersburg;

Irina Lyubina,

Director General of Primexpo OOO;

Igor Kirsanov,

Director General of RESTEC® Exhibition Company

Polina Petrova, Deputy Head of the Office of Non-Tariff Regulation and Cooperation with Trade Unions of the Department of Food, Processing Industries, Agriproduct Market and Product Quality

Regulation of the Ministry of Agriculture of the Russian Federation, announced a **welcome speech on behalf of Elena Skrinnik, head of the Ministry of Agriculture of the Russian Federation:**

Dear exhibitors, organisers and guests of the Interfood and Prodtech exhibitions,

On behalf of the Ministry of Agriculture of the Russian Federation I congratulate you on opening of the exhibitions and the 14th North-Western Food Forum!

The Interfood and Prodtech exhibitions are most worthy events that annually demonstrate all the new achievements in the food and processing industries. For many years the exhibitions foster solving problems with the products quality improvement as well as contribute to boost figures in manufacture, business and trade activity in the agriculture of our country.

The exhibitions have demonstrated scientific and technical achievements by agricultural manufacturers, in the food and processing industries, and modern machines and advanced equipment for the industry as well.

I am convinced that the business networking ensured at the exhibitions and its business events allows us to elicit demands of the Russian region in products and services, exchange experience and establish relations between the industry enterprises and specialists.

I wish all the exhibitor, participants, guests and organisers fruitful work, mutually beneficial contacts and success to achieve the set goals!

It was emphasized in the welcome speech to exhibitors and guests that the exhibitions significantly contribute to forming a quality and sustainable food market of the Russian North-West.

The red ribbon as a symbol of a new milestone was cut by Polina Petrova, Irina Lyubina and Sergey Palinchuk in the solemn atmosphere.

Business Program

The Interfood and Prodtech exhibitions went along with the industry focused business events:

Special section – School of Vendors presented:

- Legal business or on Trade State Regulation... *(Speaker: A. Rukhmakova, Deputy Chairman, St. Petersburg Committee of Economic Development, Industrial Policy and Trade)*
- METRO school of vendors *(Speakers: specialists N. Abramenkova, D. Ichestavkin, METRO Cash&Carry)*
- Trade and a manufacturer: a love story (various trade formats) *(Speaker: A. Vikhorev, Director General, Peterburzhenka food company)*
- Financial solutions for small and medium businesses in the food industry *(Speakers: E.Maryasova, Head, Trade Financing Department, Russian Trade Bank, A. Barteniev, Head, Business Development Projects, CJSC Russian Factors Company)*
- Consumer market disbalance – real danger to everyone: on the state in the small business *(Speaker: Alkesey Tretryakov, Council Chairman, Association of St. Petersburg Small Businesses in the Consumer Market)*
- Small business – fight for survival – an outward glance: comment of small (local) shops' owners *(Speaker: Y. Shrlyarsky, Chairman, UNION Trade Enterprises Association)*
- Consequences for the small business engaged in retail in case of adoption of the law on prohibition of alcohol drinks and beer retail in night time *(Speaker: V.Zhizhkun, Director General, Paramed LLC)*

- Solution for the problems of commercial premises lease and purchase (*Speaker: Yana Borovitskaya, Chairman, Expert Council of St. Petersburg Union of Entrepreneurs*)
- Three in one: organisation of a sales department work, workforce productivity and business safety (*Speaker: V. Zyuzko, Business coach, Taler consulting company*)

Healthy Food section:

- The state of the eco products market of St. Petersburg. Overview of the acting eco standards and eco certifications. Advantages of sale under the eco trademark (*Speaker: Semen Gordishevskiy, Board Chairman, St. Petersburg Ecological Union*)
- Eco standards and eco certificates, control and support of eco products manufacturers (*Speaker: A. German, Director, St. Petersburg Center of products, works and services quality control*)
- The role of organic products in the Law on food safety of St. Petersburg (*Speaker: Elena Churina, Chairman of the Export Economy Council of the Commission of Industry, Economy and Property of St. Petersburg Legislative Assembly, Member of Public-Advisory Council of the Branch office of the Federal Anti-Monopoly Service of St. Petersburg*)
- Manufacture and distribution of organic vegetable prefabricated products (*Speaker: V. Filatov, Agroprom processing LLC*)
- Ecology and packaging. Modern trends. World and Russian experience (*Speaker: A. Boyko, Chairman of the Sub Committee for Packaging Industry Development of the Chamber of Commerce and Industry of the Russian Federation, CEO of National Packaging Confederation*)
- InnoCup presentation – innovative package (*Speakers: V. Schekotov, Director General InnoCup; G. Kozhevin, PR Director InnoCup*)
- “The package is more expensive than the product” – everything about environmentally friendly package production (*Speaker: Aleksander Minin, Director General, EuroBalt*)
- Stimulation of packaging recycling to secondary resource (*Speaker: P. Bobrovsky, Vice President, National Packaging Union*)
- The YogurtBox package presentation (*Speaker: I. Nemets, Citadel*)

Success Strategy and Growth Factors section:

- Quality in quantity. Quality of the product – base for sale success (*Speaker: H. Sugyan, Director of Khlebnaya Usadba plant*)
 - A new trademark creation and launch to the market based on the example of “ЯрКОВО” and “Пражека” (*Speakers: K. Alleynova, Director General, Kira Alleinova advanrtng agency, S. Kalinchuk, Deputy Marketing Director, Kira Alleinova advanrtng agency*)
- Current trends in product branding. Sales increase via correct positioning and brand promotion. What do consumers prefer? (a joint report of members of Russian Branding Companies Association:
 - I. Vedenetskaya, Managing partner, Coruna Branding;
 - I. Lasuchnikov, Director General, Plenum;
 - S. Yurova, Director General, KOMANDOR brains&brands;
 - A. Zhurbenko, CEO Quantum Graphics Branding&Design

ROUND TABLE MEETING:
CURRENT TRENDS IN FOOD PRODUCT BRANDING USING
MOBILE TECHNOLOGIES AND THE INTERNET

Speakers:

- Svetlana Pavlova, Director General of BETA advertising agency: *How to develop a media strategy of a FMCG-company on the Internet;*
- Galina Pozharina, Education Department Head in Begun agency, context advertising independent expert: *Contest advertising – the way to the consumer' heart;*
- Mikhail Kisin, Director of the universal portal of food GoodsMatrix.ru: *New reality: extended packaging – a guide for a consumer at a shelf in a shop, or your products in the cell phone)*

Meeting Forming the system of technical control of countries of the Customs Union. Technical regulations in the food industry

Speaker: *Tatiana Yakovleva, Head of Certification Testing Center Test Severo-Zapad)*

WORKSHOPS:

- Own trademark as a tool of managing cooperation with suppliers and clients (*Speaker: Sergey Mitrofanov, Director General, BRANDFLIGHT in Russia)*
- Everything you need to be healthy, you can find in ginger! (*Speaker: E. Glaseris, Commercial Director of Organic Drinks)*
- The Great Easter is at hand! Easter cakes decoration workshop (*Speaker: O.B. Иванова, confectioner-technologist in Italika North-West)*

Matchmaking Center

The centre targeted to facilitate negotiations between manufacturing companies and purchasing agents and specialists of trading enterprises:

- North-Western office of X5 RETAIL GROUP
- Land 24 retail chain
- Piteskoye retail chain
- Megafood trading house
- Prodstar trading house
- Boris and Pavel trading house
- Tradig House Latvia LLC
- Lenoblpotrebsoyuz
- Commission on industry, property and economy of the Legislative Assembly of St. Petersburg (consultations on the government orders and tenders)
- JOB.RU portal (consultations on staff support in the food and processing industries)

Business trip to Finland to visit packaging enterprises of StoraEnso and Formeca!

Professional Contest

The best samples of food goods were presented for the jury **at the annual contest the Best Food Product** and were awarded with medals and diplomas of the Ministry of Agriculture of the Russian Federation.

For the first time during the contest history all the participants were granted awards. Altogether, 64 food products were presented in the nominations New products in St. Petersburg and the Price and Quality Balance.

Contest winners:

- Borisov Bread Products Plant UE \ Minskkhleboproduct (Minsk bakery products) OJSC
- Borisov Meat Processing Plant
- NADIN Tea Company № 1
- Heineken breweries
- Viktoriya LLC
- Mozyr Dairt Products
- YuNK-Agroprodukt LLC
- Agrotek-M LLC
- Berezino cheese-making plant
- Zhlobin Meat Processing and Packing Factory
- INEY trading house LLC
- Kalinkovichi meat-processing plant JSC

Winners were awarded with medals and diplomas of the Ministry of Agriculture of the Russian Federation, and certificates (according to the won nominee) that give the right for a special marking of their products with the **Interfood Prize**.

Gala-reception

The official evening reception dedicated to the opening of the exhibitions took place on April 5, 2011 in the very heart of St. Petersburg – **Belosselsky-Belozersky Palace**. The reception was attended by honor guests of the exhibitions, exhibitors, partners of RESTEC® Exhibition Company and Primexpo OOO, and mass media representatives.

This year the InterFood exhibition celebrates its jubilee: for **over 15 years** it promotes quality products of Russian and foreign manufacturers to the Russian market.

Lakomka confectionary plant has cooked delicious memento gifts for the exhibition visitors and guests and a jubilee cake for the solemn buffet at the exhibition opening ceremony. The organisers have awarded exhibitors and honor guests in the following nominations at the official reception:

Long-term fruitful cooperation for the InterFood exhibition development:

- Aleksander Varenov, Deputy Chairman, Leningrad region Committee of Agriculture and Fish Farming, Head, Leningrad region Department of Economics, Finance and Agricultural Policy
- Natalia Lepko, Head, Industry and Agriculture Development Department, Committee of Economic Development, Industrial Policy and trade of St. Petersburg
- Sergey Palinchuk, Head, Trade Management Department, St. Petersburg Committee of Economic Development, Industrial Policy and Trade
- Aleksander Boiko, Chairman, Packaging Industry Development Sub-Committee, Chamber of Commerce and Industry of the Russian Federation, CEO, National Packaging Confederation
- Tamara Yermolaeva, Chairman, Guild of Bakers of the Leningrad region
- Food Industry magazine team
- Meat Industry magazine team
- SPHERE publishing house team
- RUSSIAN FOOD & DRINKS MARKET MAGAZINE team

- Borisov Bread Products Plant UE \ Minskkhleboproduct (Minsk bakery products) OJSC
- Borisov Meat processing plant OJSC
- Dom Kofe
- Krasny pischevik
- Prinevskoye stud farm
- St. Petersburg dairy plant Piskarevskiy

Successful debut at the Interfood exhibition:

- CIDO GRUPA
- Gourmet-product

Best stand design at the Interfood exhibition:

- WEBER RUS LLC
- Economotechniki Ltd
- Panetti mini-bakeries

Loyalty to the Prodtech exhibition:

- Institute of Electrical Prop-Jet Technologies OJSC
- VA Instruments Co Ltd
- Markem-Imaje Russia
- Forintek-SP

Successful debut at the Prodtech exhibition:

- ICF & Welko S.p.A.
- Aizenhause LLC
- Strelets Business Group
- Air Liquide
- Uniplastic LLC
- Thermopack-Hord LLC

We look forward to seeing you in St. Petersburg on **April 24–26, 2012 !**

Organised by:



FOR ANY ISSUES ON PARTICIPATION OR VISITING:

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