

# 21ST EDITION OF MODERN BAKERY MOSCOW – RESULTS OF THE SUCCESSFUL TRADE FAIR



- 180 exhibitors from 17 countries
- 11 084 professional visitors from 42 countries

**21**st international trade fair for bakery and confectionery for Russia and the CIS Modern Bakery Moscow took place in Moscow at IEC “Expo-centre” on April 22 – 24, 2015. During the three days 11 084 professional visitors managed to see the products, presented by 180 exhibitors from 17 countries. Among the exhibitors were 110 Russian and 70 international companies.

## All product topics from all over the world

The leading players of the Russian market such as “NTK-Kontur” “Russkaya Trapeza”, “Shebekinsky mashinostroitelny zavod”, “Sverdlovsky eksperimentalny mechanichesky zavod”, “Taurus Fenix”, “Voshod” and many others took part in Modern Bakery Moscow 2015. Traditionally the exposition of the trade fair is formed by a significant number of foreign companies, this year was not an exception - companies from Austria, Belgium, Czech Republic, France, Germany, Italy, Portugal, Spain, Sweden, Turkey and many others presented their production at Modern Bakery Moscow 2015. Among them one should point out Rondo, Mecatherm, Debag, Fazer,

J4, Leipurien Tukku, Liberecke’ Strojirni, Miwe, Mondial Forni, Revent, and many others.

Leading manufacturers from Germany such as Aichinger, Anneliese Backtechnik, BEAR Mühlen & Behälter, Berner Ladenbau GmbH & Co. KG, Brabender, Daxner, Fritsch, Heuft, PS-Mako GmbH, Sollich, Toolbox, Wachtel, Wiesheu, Winkler und Dünnebier GmbH, Zeppelin Reimelt, Schrutka-Peukert and others took part in the trade fair.

“Modern Bakery Moscow is the leading trade fair for bakery and confectionery in Russia. It covers all product topics necessary for the industry, which, in economic terms, is one of the strongest in modern Russia”, - Eugen Alles, Managing Director of Messe Frankfurt RUS, comments on the success of the exhibition.

Bernd Fichtner, General Director of OWP Ost-West-Partner GmbH explains the popularity of the exhibition among the leading international companies: “Modern Bakery Moscow is a key event for the bakery and confectionery market, which is held in the biggest country on the planet”.

This year Modern Bakery Moscow continued cooperation with the majority of partners and sponsors of the exhibition,

held in 2014. The Golden sponsor of the trade fair this year was the long-standing partner of the exhibition – the company Rondo, which develops and produces high-quality machines and installations for the production of pastry of all types. The Silver Sponsor of Modern Bakery Moscow - the company Debag, is one of the market leaders in the baking industry with a proud history. The Bronze Sponsor was the company Megatherm, a manufacturer of industrial bakery production. The Strategic Sponsor this year was the company Toolbox, which demonstrated its unique system, called dispotool.

## Vital market needs and questions were discussed

During the exhibition an extensive fringe program mirrored the modern needs of bakery and confectionery goods producers. The program was supported by the Ministry of Agriculture of the Russian Federation, the Chamber of Commerce and Industry of the Russian Federation, and the leading Russian industry associations: ASSAGROS, Russian Bakery Association, Union of Producers of Food Ingredients, Union of Ice Cream Producers, Russian Association of Tea and Coffee Producers “Rusteacoffee”, International

al Industrial Academy, National Scientific Institution National R&D Institute of Industrial Bakery, SRC of Confectionery Industry of the RAA, and leading universities of the food industry.

The first day of the fair started with the plenary session "Bakery and confectionery industry: challenges and prospects", and the seminars "Bakery of the 21st century - concept and business development" and "New technologies and equipment for ice-cream glaze production", organized in cooperation with Union of Ice Cream Producers.

During Modern Bakery Moscow the VII International Bakery Forum was held, which included the All-Russian contest "Best Bread of Russia-2015" and the symposium "Bread as the basis of healthy nutrition".

The following events of Modern Bakery Moscow 2015, organized in cooperation with the Union of Producers of Food Ingredients, gained great interest of professional visitors: seminar "Food Ingredients: Tasty, Healthy, Technological", further education for technologists "School of Modern Bakers and Confectioners" in cooperation with MSUFP. A seminar "Confectionery products labelling" was organized with the support of the All-Russian Research Institute of Confectionery Industry and the Scientific Research Institute of Nu-

trition. During the seminar "Cooling and refrigeration technologies in the baked goods industry" speakers from such companies as MIWE, Revent Rus, Koma, Wachtel, Wiesheu, Revent International informed participants about the latest technologies for this promising industry segment.

The third Eurasian Forum "Bread and the Health of the Planet" focused on such topics as innovative bakery technologies within import substitution policy and many others.

New this year: the conference "Improving the competitiveness of bread baking companies in the period of economic challenges" was set up together with the National Research and Development Institute of Industrial Bakery. It included a skype-conversation with the involvement of international experts.

#### **Amazing shows and demonstration**

Highlight of the event was the second "Confectionery Art Cup" – a contest, organized with the support of the School of Chocolate and Sweet Art. Prizes for the winners of the contest were provided by Dawn Foods, a company, which offers a wide range of quality ingredients, mixes and ready-frozen foods. Sponsor of the category "Best Chocolate Showpiece" was METRO Cash&Carry.

On a daily basis at Modern Bakery Moscow 2015, master classes of Richemont, Switzerland's leading centre of excellence for bakery and confectionery took place. The bakers demonstrated the company know-how, which covered three topics: bread, confectionery, cream cakes. Sponsors of these master-classes were the following companies: Ait Ingredients, Diosna, Good Food, Italika-Trading, Lesaffre, Miwe, Rondo, Smeg Russia, Tehno TT.

The Business club "Best regional examples of national bakery in Russia" was held in cooperation with Saint-Petersburg Institute of Management and Food Technologies. It was opened by Igor V. Fomin, Member of the Federation Council Committee on Economic Policy and Mikhail V. Losev, Deputy Director of the Department of Economics and Public Support of AIC of Ministry of Agriculture. A specialized area of coffee and tea events was organized together with the Russian Association of Tea and Coffee Producers "Rusteacoffee". Daily presentations and master-classes of "Franko", "Akvabrit", "TD Montana Coffee", "Kolibri Coffee", "Alef Trade", "Madian" and many other companies drew the attention of many visitors.

#### **An extremely important bakery market event**

The majority of participants is satisfied with the quantity and quality of visitors of Modern Bakery Moscow 2015, despite the difficult economic situation. Ekaterina Ilg, Financial Director of Riehle Rus: "We are totally satisfied with our booth attendance. We are contented with the visitors, which came to us, with the quality of these clients and our communication with them".

Hans-Jürgen Päsler, CEO Schrutka-Peukert mentions, that "the geography of visitors at the trade fair is very wide. Visitors from all over Russia came to the exhibition: from the south and east of the country. To our stand came visitors from such cities: Chelyabinsk, Magnitogorsk, Belgorod, St. Peters-





burg, Moscow and the Moscow region. From the CIS countries as well”.

Irina Arzhanova, Senior Manager of corporate sector of the company “Peterburgskiy melnichniy kombinat” points out, that “during the three days of the exhibition the company managed to gain more than 200 new business contacts in different sectors (distributors, HoReCa, large wholesalers). At the exhibition the company has faced the increased demand for their products due to the interest in import substitution”.

Many exhibitors stress the fact that the Russian market, despite the difficult conditions of the present days, is still important for their companies:

İlhan Vatansever, Export Sales Manager of Polen, mentions, that “the Russian market is extremely important for the company, as in the Russian Federation live up to 150 million people. The Russian people love sweets and like trying the latest products. Every year we are planning to demonstrate the newest products to our customers.

Next year we are planning to participate again in Modern Bakery Moscow” Waldemar Selich, Export Sales Manager, Miwe: “It is evident that the market is already recovering from the effects of raising rates. For the company Miwe the Russian market has always been and remains important. For us it is a strategic market. We will continue to work here.”

The 21st edition of Modern Bakery Moscow was a success, visitors and participants spent three fruitful exhibition days, got acquainted with novelties and trends, formed new business contacts and found new ways of expanding their business in Russia.

#### **Background information on Messe Frankfurt**

Messe Frankfurt is one of the world's leading trade fair organiser, with 543\* million euros in sales and 2,026\* employees. The Messe Frankfurt Group has a global network of 28 subsidiaries and approx. 50 international Sales Partners, giving it a presence for its

customers in more than 150 countries. Events “made by Messe Frankfurt” take place at more than 30 locations around the globe. In 2013, Messe Frankfurt organised 114 trade fairs, of which more than half took place outside Germany. Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Centre. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

#### **Background information on OWP Ost-West-Partner GmbH**

Since 1995, OWP Ost-West-Partner GmbH has developed international trade fairs and conferences for the Russian market which attract a high level of attention worldwide. At the locations in Nuremberg and Moscow and in cooperation with international partners, the company identifies themes holding great potential, and then go on the matching event concept. 



**MODERN  
BAKERY  
MOSCOW**

22<sup>nd</sup> International Trade Fair  
for Bakery and Confectionery

**14 - 17 March 2016**

IEC «Expocentre», Moscow



[www.modern-bakery.ru](http://www.modern-bakery.ru)



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