

# 23<sup>rd</sup> MODERN BAKERY MOSCOW

13-16 March 2017

**M**odern Bakery Moscow is one of the most important events for bakery and confectionery industry for Russia and the CIS countries. All year round, the organizers try to do their best to develop the exhibition and make it more attractive for visitors and exhibitors.

## Present-day market needs are covered

In 2017 organizers prepared many novelties for industry experts. Even though the business programme was traditionally extensive and diverse at Modern Bakery Moscow, this year will be surprisingly rich with new trends for bakery and confectionery professionals.

First, we should mention the booth with all types of packaging called "Packaging Lab". Here all possible design and technological solutions for packaging of bakery and confectionery products, ice cream, pizza and pasta will be presented. This new option is an answer to a growing interest for packaging among industry professionals.

One more novelty will demonstrate the new course of development of Modern Bakery. It is "Sweet Competence" brand, which unites all exhibitor products and events of fringe programme for producers of confectionery ingredients and equipment. Booths of companies representing solutions for confectionery, master-classes and seminars of this topic will be marked with a logo, which will help visitors to define it immediately. Another quite new opportunity to demonstrate products in practice will be given to producers of ingredients and raw materials at the booth for master classes "New products for

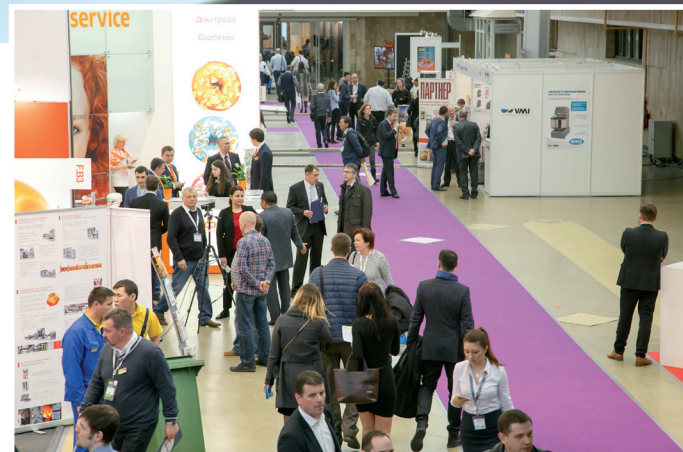


ingredients and raw materials market". During four exhibition days, special

area of master classes and demonstrations from key market players of ingredients and raw materials of bakery and confectionery industries will be in work. This option was tested in 2016 and it was a success. Many companies wanted to take part in it to use an opportunity to show their products in practice.

## All topics from around the world

Key companies from around the world will represent complete range of equipment, raw materials and ingredients for the production of bakery and confectionery during four exhibition days in Moscow. Among them are not only widely known producers and dealers of bakery and confectionery but also many small and middle-sized companies with innovative solutions for the industry. The exposition will be targeting professionals, who are responsible for production and purchases, bakery plant direc-



tors and technologists, top-level and middle-level managers, representatives of retail and HoReCa. Wachtel, Berner Ladenbau, Koenig Maschinen, Voskhod, J4, Rondo, Debag, Miwe, Nizhegorodskiy Khleb, Leipurien Tukku, Rademaker and many other industry leaders confirmed their participation in 2017.

## Facts and figures 2016

During the four days 14 382 professional visitors managed to see the products, presented by 201 exhibitors from 18 countries. Among the exhibitors were 122 Russian and 79 international companies. 🏠

More on Modern Bakery at [www.modern-bakery.ru](http://www.modern-bakery.ru)