



International Trade Fair for Bakery
and Confectionery

21–24/03/2023

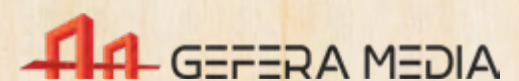
IEC "Expocentre"
Pavilion 2



POST SHOW REPORT

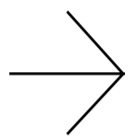
THE EXHIBITION
OF PERSPECTIVES
AND OPPORTUNITIES

Organizer



www.modern-bakery.ru

THE AGE OF PIONEERS: NEW REALITY — NEW SOLUTIONS



The annual meeting of bakery
and confectionery professionals
in the age of global transformation
happened **21–24 March, 2023**

28 SUCCESSFUL YEARS

NEXT EXHIBITION 19–22 MARCH 2024

Moscow, IEC “Expocentre”
Pavilion 2, Halls 1, 2, 3



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AT THE EXHIBITION EQUIPMENT AND INGREDIENTS FOR BAKERY AND CONFECTIONERY PRODUCTION WERE PRESENTED

■ bakery and pastry products

■ chocolate and sugar confectionery



● Food processing and technology for bakery and confectionery industry



● Ingredients, raw materials and additives



● Technologies for chocolate and sugar confectionery



● Ingredients, raw materials and additives



● ● Shopfitting



● ● Cleaning & hygiene



● ● Packaging



● ● Refrigeration technologies



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VISITOR PROFILE

13 592

specialists

+ 17%
comparing
with 2022 year



21 countries

8 federal districts

79 regions of the Russian Federation

48%

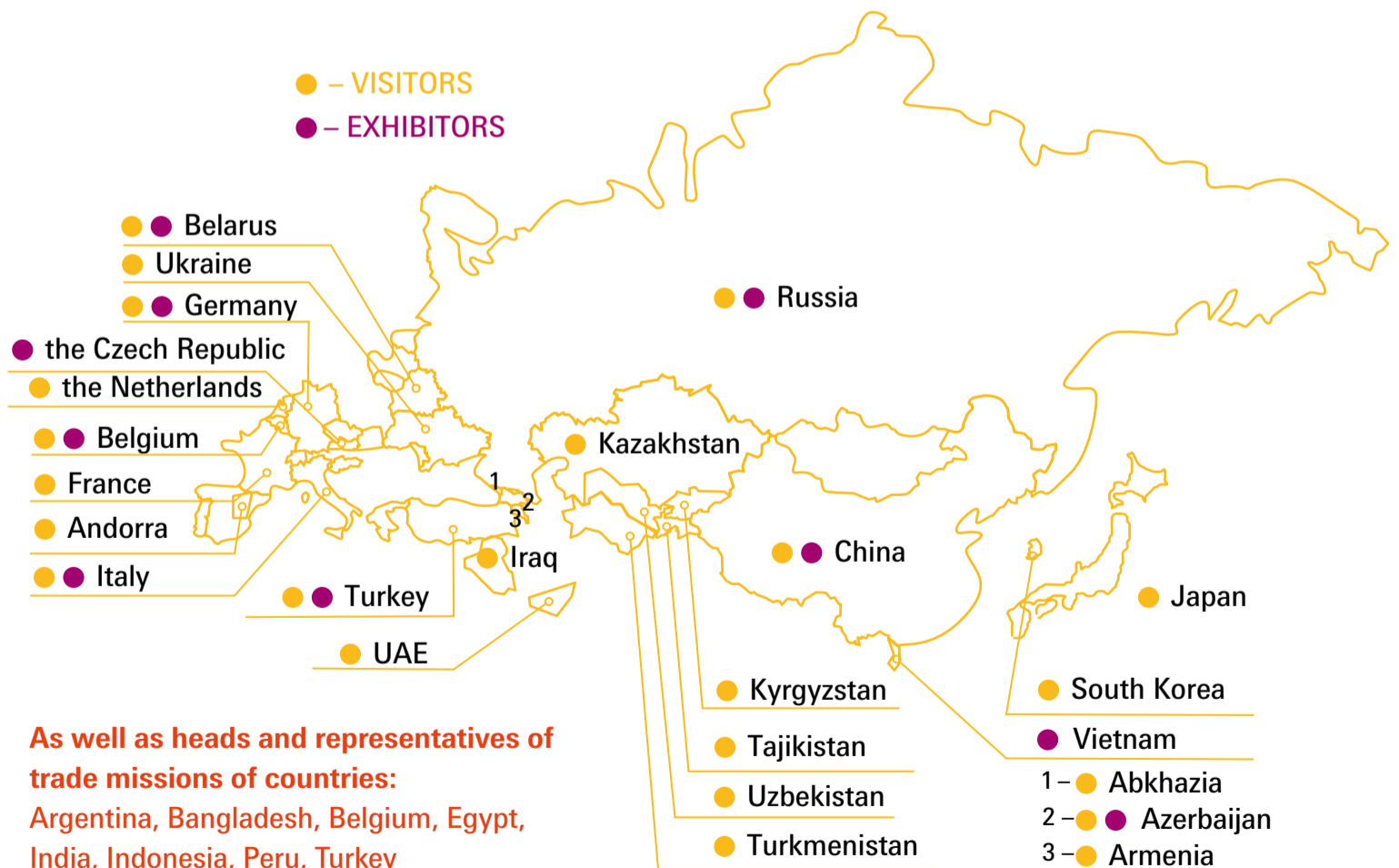
visited the exposition
Modern Bakery Moscow
for the first time

92%

are satisfied with
the trade fair
results



VISITORS, EXHIBITORS AND TRADE MISSIONS OF COUNTRIES:



As well as heads and representatives of trade missions of countries:
Argentina, Bangladesh, Belgium, Egypt, India, Indonesia, Peru, Turkey



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VISITOR PROFILE

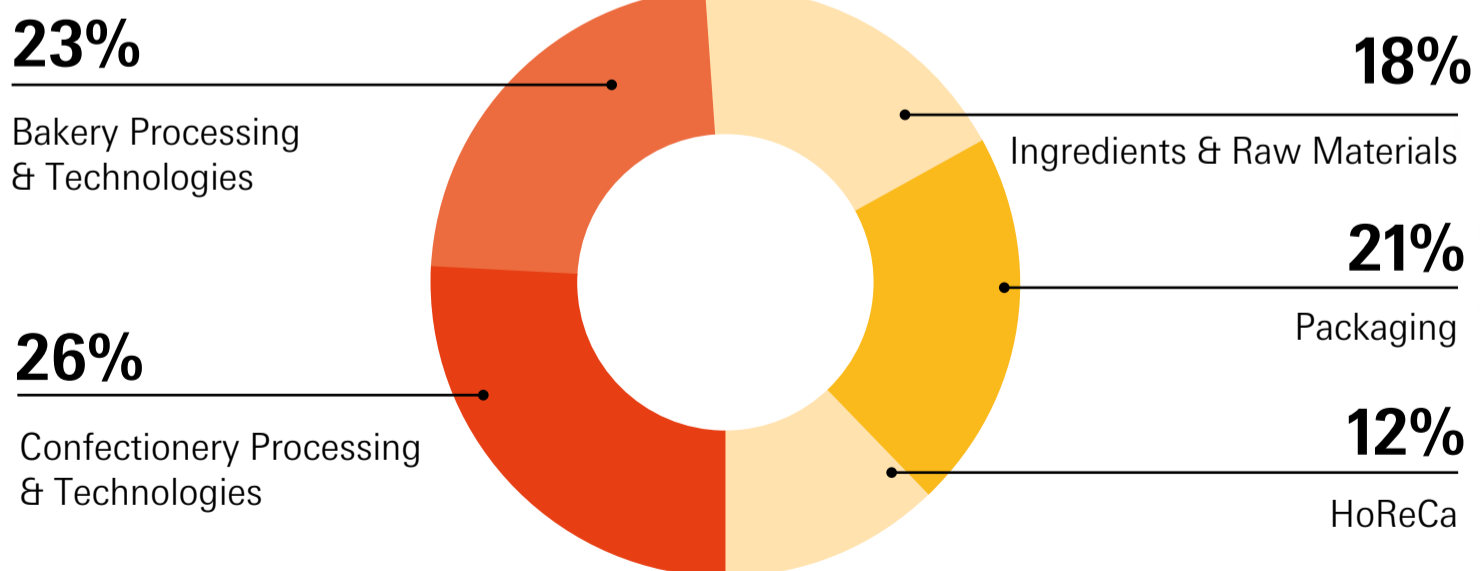
PROFESSIONAL STATUS



SPHERE OF ACTIVITY



TOP-5 INTERESTS OF VISITORS



EXHIBITOR PROFILE

12 796 sq. m.
exposition

179 exhibitors

9 countries

74%
previous years
participants

26%
new exhibitors

87%
plan to participate
in 2024



TOP-3 BUSINESS GOALS ACCOMPLISHED

81% Company / new products presentation

79% Strengthening existing business contacts

75% Searching new clients / business contacts



PERMANENT PARTICIPANTS



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EXHIBITOR PROFILE

86% are satisfied with the trade fair results:

” Abat
The fair program is packed, which never ceases to amaze us. Thanks to the organizers for this opportunity, for the customers who are ready to perceive something new.



” Lesaffre
A lot of visitors with plenty professional inquires. So many master classes, that everyone can find a relevant topic and business idea for developing.



” Rusimex
There is a lot of visitors. We had numerous fruitful negotiations and successfully closed a significant number of deals on the first day. The whole team and I are very happy. Here we can talk to clients face-to-face, understand their pain points and current needs - a very important thing these days.



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CONFEX. CONFECTIONERY EXPERTISE



Pavilion of technologies
for chocolate
and sugar confectionery



EXHIBITORS FEEDBACK



Alke Machinery

We are taking part in the trade fair for the first time. It is interesting for us that there is a thematic exposition for confectionery industry here, since we are manufacturers of equipment for confectionery market. This trade fair is more specialized and professional – it is definitely an advantage for us.



Polo AG

There is a lot of partners at the trade fair: both existing and new ones. The negotiations are going really well, we are very satisfied. This trade fair is crucial for maintaining relationships with our customers and exploring new business opportunities. Every time we participate in the exhibition, it opens up new paths for our growth and development.



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CONFEX. CONFECTIONERY EXPERTISE



International business forum for owners and top managers of confectionery enterprises

2 days

4 sessions

26 speakers

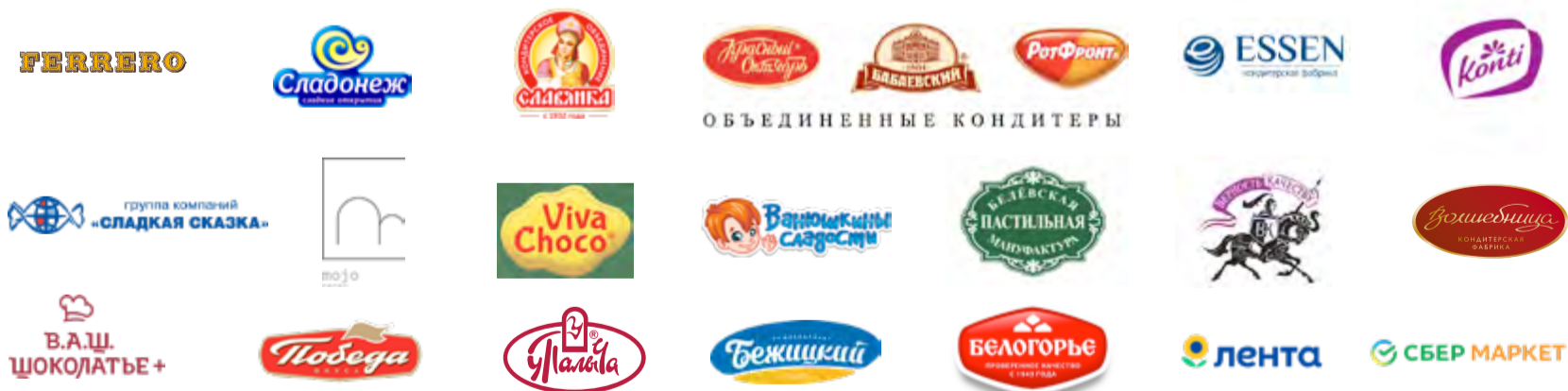
78 anti-crisis ideas for business development

417 exhibitors

44% visited the exposition
Confex for the first time



VISITORS OF THE PAVILION AND BUSINESS FORUM 2023



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FEEDBACK OF THE BUSINESS FORUM SPEAKERS

” Evgeny Leibovich, General Director of the Confectionery factory “Sladonezh”
Such events offer not only the opportunity to listen to speakers, but also to engage in professional communication with colleagues, which enables us to jointly develop solutions in the current market conditions.

” Pavel Kuzyakov, co-founder of Vanyushkin’s Sweets Confectionery factory, founder of the Vivachoco chocolate factory
I found the event to be quite informative and interesting, and gained a few insights that I intend to implement in my own business.

” Kirill Lebedev, Head of the STM department LCC “Confectionery factory “Pobeda”
The conference was very interesting, and I particularly liked the professional audience and the speakers. The event was fascinating and we were impressed by the professionalism of the team that develops the trade fair.



BUSINESS PROGRAM HIGHLIGHTS

14 business events

3227 visitors

MASTER CLASSES

“Masters of bakery and confectionery art”

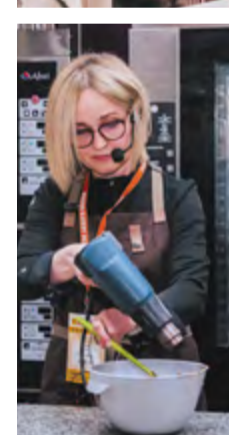
2 zones

4 days

20 master classes

1852 visitors

Moderators of master classes – acknowledged bakery and pastry chefs: Alexander Bakanov, Ahmed Ali-Zade, Alla Borisova, Anna Gribanova, Anton Isenin, Asya Motina, Alyona Ofitserova, Vitaly Lunin, Denis Mosolov, Dmitry Sosunov, Lisa Batt, Marina Sinitskaya, Olga Peniosa, Polina Andrianova, Sergey Fetisov, Yulia Posazhennikova and other experts.



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BUSINESS PROGRAM HIGHLIGHTS

MASTER CLASSES “Novelties of ingredients and raw materials market”



Traditionally, the exhibitors held informative master classes for industrial and artisan manufacturers:

The specialists of Lesaffre, Vitaly Lunin, Denis Mosolov and Dmitry Sosunov, outlined effective ways of developing artisan bakeries, told about technological life hacks in production and demonstrated trending bakery products that attract the attention of customers.



The chief technologist of CSM Ingredients, Sergey Fetisov, presented mixes for the preparation of Italian Panettone and a European bestseller – “Tiger Pasta” for bakery product decoration. The exhibitor also demonstrated a new trending cubic shape of desserts, which will be the highlight of any showcase.



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BUSINESS PROGRAM HIGHLIGHTS

“SCHOOL OF MODERN BAKER & CONFECTIONER PROINGREDIENTS”

68 graduates received a state-issued diploma and a certificate of course completion

26 topics **3** days **28** lecturers-experts

Lectures, workshops and laboratory sessions allowed participants to receive comprehensive information on standardization, identification and labeling of bakery and confectionery products, the use of food ingredients and the end product quality management.



The solemn award ceremony of the XIV ALL-RUSSIAN CONTEST “THE BEST BREAD OF RUSSIA – 2023”

161 samples of bread and bakery products

31 enterprises **20** regions of Russia

Organizers:
the Russian Bakers Union and the International Industrial Academy



The symposium “PRO BREAD”

Organizer
Research Institute of the Bakery Industry



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BUSINESS PROGRAM HIGHLIGHTS

Public talk

“BUSINESS OF BAKERIES AND PATISSERIES”

FEEDBACK OF THE BUSINESS PROGRAM VISITORS

” Alexander Kurella, founder of the BioBrot bakery
Modern Bakery Moscow | Confex, and especially public talk, is the place where you can come, watch, gain experience, learn successful cases of other enterprises and apply these strategies in your company. This trade fair and event are worth their weight in gold.

” Oleg Borodin, founder of the bakery “Familnaja Pekarnya” and “Pizza Gus”
Modern Bakery Moscow | Confex is almost the only trade fair that is a must-see for all bakeries owners. There is no cooler trade fair! The public talk is a platform for exchanging useful experience as the organizers choose professionals in their field as speakers.

” Olga Kuznetsova, co-owner and brand chef of La Poste bakery
Events like this one lead to a market situation where many cool projects coexist and support each other within the industry community. The public talk is a place where large companies can share their experience, and start-ups can draw on it and adopt ideas for their business.



BUSINESS PROGRAM HIGHLIGHTS

the Business Club “BEST REGIONAL PRACTICES OF RUSSIAN NATIONAL BAKERY”

Organizer
St. Petersburg Institute of Management
and Food Technology



The conference “IN-HOUSE PRODUCTION AS A COMPETITIVE ADVANTAGE OF A RETAIL NETWORK”

Organizer
Retail.ru



The symposium “BREAD IS THE BASIS OF A HEALTHY DIET”

Organizer
the International Industrial Academy



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BUSINESS PROGRAM HIGHLIGHTS

The briefing “FROM THE POINT OF CREATION TO SYSTEMATIC IMPLEMENTATION”

Organizer
the Russian Bakers Union



Workshop “RETAIL PURCHASES BREAD”

Organizer
LLC “Vatel Consulting”



The seminar “BAKING BUSINESS IN QUESTIONS AND ANSWERS”



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THE EXHIBITION AND BUSINESS EVENTS ARE VISITED BY

Bakery enterprises



Confectionery enterprises



Retail and HoReCa



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MANY THANKS TO ALL EXHIBITORS 2023: Abat — Agro-Prom-Holod — AIR-BAKE — Aksoid — Alke Machinery — Altervia — Amitechmash — Angel Yeast Rus — ANKE — APM AZIM — Arcxo Group — Aromatik Art-Co — Bang & Bonsomer — BASIS — BEGARAT — BERTA Scientific Production Enterprise — Betaform — Bioinvest — Biscuit Pro — Bogorodskoe moloko — Brabender — Bühler — Business Russia — Canol s.r.l. — CARIA FOODS — COPVEST — CSM Ingredients — Datajet — DEBAG — Derun — DITOGROUP — DIVO — DUDENKO Architecture of retail areas — Emulsol — Etronis — Export Support Center of the Krasnodar Territory — EYWA-PRO — F-IMPORT — Food Plant — FOOD TECHNOLOGIES — FOODMIX — ForGenika — Forma Makina — GAMMI — Girisim Makina — GIVMANN — Gocmen Machine — GOST-market — Gostol-Tecnopool — Grainrus — GURUHLEB — HANDTMANN — Integral+ — Invi — Irin — IRTYSH, “ONIIP” — Italika-Trading — ITECA — J4 s.r.o. — JSC KUKMORSKY ZAVOD METALLOPOSUDY — KADZAMA — Kardesan Bakery Equipment & Industrial Coating — KB-NS — KESKIN — Kolodkina and Titukhina — Krasnodar plant of boiler and power equipment — Kumkaya — LESAFFRE — Levant Rus — LIBERECKE STROJIRNY S.R.O. — Liga-Pak — KHAL’DE RUS — Production — Lumex — Makiz-Ural — MECON — Memak — Milorada — MİRPAİN — Modern Bakery Technologies — MP-Technology — M-TECHNOLOGIES — Neos Ingredients — New Line — NHL Corporate Group — NHL-Retail — Nord Ingredients — NPF LPK — NPO ECO OIL — “Odoyevsky” bread workshop — OMAKS — Organic Farm “Black Bread” — Osnovnoy product — OZKÖSEOĞLU — OZTIRYAKILER — Partner-M — Pek Makina — PISHEPROMPRODUCT — POLAIR GROUP — Polo Handels GmbH — Pomegranate juice — Porlanmaz Bakery Machinery — Praktika — ProfEnzym — PromTech — PROTEC — Qingdao Kesong — RBC Technology — Refrigeration Equipment Atelier / GLACIER INDUSTRIAL — Rocintechinvest — Roll-Line — RONDO RUS — Roskholod — Rosprinter — ROZGRAND — Rusimex — Russkaya Bronya (trademark AMOTEK) — RUSSKAYA TRAPEZA — RVK — SANEQ Technology — Scale Enterprise — Scorpio-Aromat — SEMZ — Sever-Metropol — Shanghai Hi-Road Food Technology — Shebekinsky Machine-Building Plant — Shenzhen Nha Machinery Equipment — Silico — SK Leningradsky — SL-group — Spika — Staratel — Starooskolskii mechanicheskii zavod — START TRADE — Sunshine Bakery Packaging — SVEBA DAHLEN RUS — SVITBIOFUD — TAN NHAT HUONG — Techno Koleso — TECNOPOOL S.P.A — Tecnopool-R — TEHLEN — TehnohleB — Tensor, SABY PRESTO — Tomsk product company SAVA — Trial Market — Tulatorgtehnika — Unifood — Unitex — Voskhod, JSC SPE Firm — Werner&Pfleiderer — WIESHEU GMBH — Wild Plants of the big country — Wuxi Bakeware — YGMAK — ZELAIETA RUS — JSC “KHP” Tikhoretsky” — Pishchmashservice



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THE EXHIBITION WAS SUPPORTED:



the State Duma



the Government
of Moscow



the Ministry
of Agriculture
of the Russian
Federation



the Russian
Bakers
Union



National
Bread Bakers
Union



Food Ingredients
Producers
Union



Research Institute
of the Bakery
Industry



All-Russian
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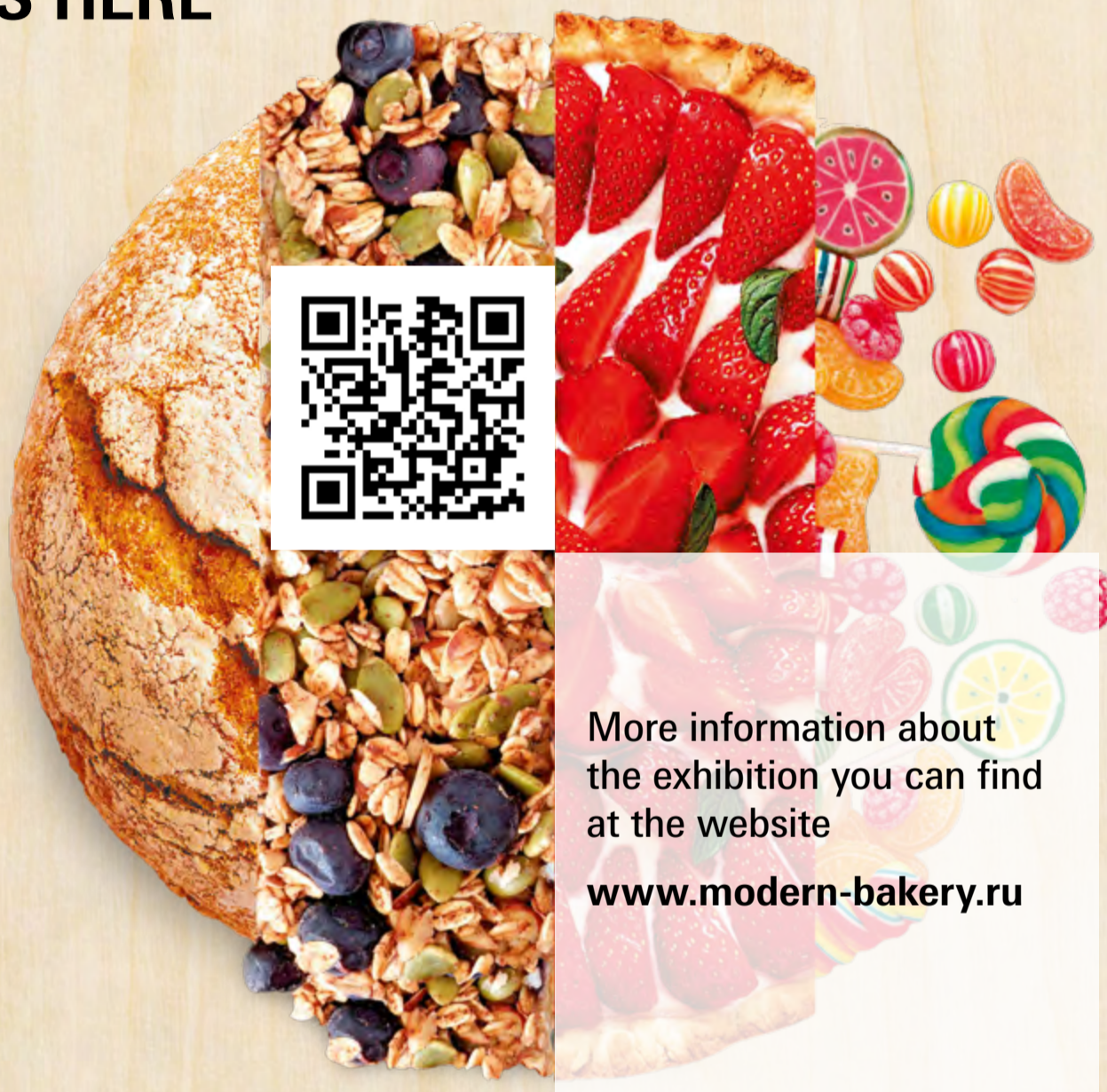


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SEE YOU 19-22/03/2024

PROJECT SUCCESS STARTS HERE



More information about
the exhibition you can find
at the website

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