Post-show report Interfood Ural 2016

Exhibition Results

On April 19-21, 2016, the second food and food processing equipment exhibition in the Ural region InterFood Ural took place in the International Exhibition Center “Yekaterinburg-Expo”, Yekaterinburg. The exhibition was organized by ITE Ural.

Exhibitors

Thirty-five manufacturers and suppliers of food products and food processing equipment from Moscow city, Sverdlovsk, Chelyabinsk, Leningrad, Omsk, Novosibirsk, Tula and Rostov regions, as well as from Altay Krai, Republic of Buryatia, Bashkortostan, and Primorsky Krai took part in the exhibition.

The exhibition was hosted on the total floor area of over 1,000 m². The following products were represented at the exhibition floor: wide range of frozen and chilled fish, meat products, poultry, dried fruits, nuts, snacks, canned fish and meat, healthy foods, coffee, juices, beer, and other beverages.

InterFood Ural Exhibition provided a possibility to food products and equipment manufacturers and vendors to announce their names and to present their products to food market players of the Sverdlovsk and Ural regions. For example, a wide range of products produced by Crimea manufacturers was displayed at the exhibition for the first time – pasta, confectionery products, drinks, canned goods. SibSavageAgro from Novosibirsk provided an opportunity to exhibition visitors to taste its products: croutons with many different tastes, peanuts, potato chips, dried salted beef, pork, veal, horse meat, and poultry.

IntrerFood Ural 2016 also featured some new specialties – Far Eastern fish and seafood delicacy presented by PRZ-DV. An extensive range of products by fishing vendors of the Crimean Peninsula was displayed at the stand of Chernomorets Company. One of the foreign manufacturers (DEZHI FOODS GROUP, China) presented frozen vegetables, fruits, berries and mushrooms. Buryatmiasprom brought to the exhibition canned beef, pork, lamb, and venison. For all the three days of the exhibition, visitors were able to taste honey soufflé with berries, nuts and fruits at the stand of Peroni Honey.

Besides food products and beverages, InterFood Ural also featured professional food safety control equipment, storage racks, steel furniture for office premises of manufacturing facilities, components for milk industry, drinks and chocolate production.

OKIL-SATO, Controlling Interest, Print House, Agrotechprom presented a great variety of labels for different types of products. WIAPK, PTK Vacumpack-M, UpackService-N demonstrated different types of packaging for all types of food. Specialists of NOMAS, Tanks & Vessels Plant, TH Hermes were proud to show their brewery and kvass brewery equipment to visitors as well as low alcohol beverages and soft drinks production lines.
Among exhibitors at InterFood Ural 2016, there were WIPAK, Omsk Bacon, NOMAS, DEZHI FOODS GROUP, Inkosproduct, 3M, Duck Farms, BeerFest, Crimean Patio Retail Network, SMEG, Perony Honey, ALLODIS, Controlling Interest, Starinox, Lyubava, Agroteprom, DiKom-Service, Buryatmiasprom, Tanks & Vessels Plant, Fielitz Brewery, Ural Tobacco, and others.

For full list of exhibitors, click here>>

Visitors of InterFood Ural 2016

Over 3 days, InterFood Ural Exhibition 2016 was visited by 1409 specialists. Most guests represented the Sverdlovsk region (89%). Also, there were visitors from Moscow, Leningrad, Chelyabinsk, Tyumen, Kurgan regions, Altay Krai, Udmurt Republic, Bashkortostan, Tatarstan, and other regions of the Russian Federation.

Half of professional guests represented companies engaged in foods and drinks wholesale and retail, and food service industry (49%).

Types of companies represented by InterFood Ural 2016 guests *

*The survey included multiple choice questions.

Among the visitors, a share of chief executives (company owner/CEO) amounted to 28%.

The exhibition visitors were represented by 20 retail networks, both regional and federal, including but not limited to:
Breakdown of InterFood Ural 2016 guests by job position held

- Chief Executive/Owner: 23%
- Deputy Chief Executive: 32%
- Business Unit Manager/Team Leader: 11%
- Manager/Specialist: 6%
- Self-Employed Entrepreneur: 5%

Most visitors were interested in "Food Products" (69%) – 978 visitors, “Packaging Equipment and Materials” (40%) – 568 visitors, “Beverages” (38%) – 542 visitors, “Food Manufacturing & Processing Equipment” (36%) – 513 visitors, “Food Ingredients” (30%) – 428 visitors, “Storage Equipment” (19%) – 263 visitors.
InterFood Ural 2016 sectors of customers’ interest *

<table>
<thead>
<tr>
<th>Sector</th>
<th>Interest</th>
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<tbody>
<tr>
<td>Food Products</td>
<td>69%</td>
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<td>Food Ingredients</td>
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<tr>
<td>Storage Equipment</td>
<td>19%</td>
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<tr>
<td>Other</td>
<td>4%</td>
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</tbody>
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* The survey included multiple choice questions

Major outcomes for InterFood Ural 2016 exhibitors

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Found new customers/partners</td>
<td>60.2%</td>
</tr>
<tr>
<td>Met present customers/partners</td>
<td>46.2%</td>
</tr>
<tr>
<td>Supported company image</td>
<td>65.4%</td>
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<tr>
<td>Increased products/service brand awareness</td>
<td>46.2%</td>
</tr>
<tr>
<td>Analyzed demand for new products/service</td>
<td>7.7%</td>
</tr>
<tr>
<td>Presented new products/service</td>
<td>15.4%</td>
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<tr>
<td>Came to a new market</td>
<td>30.8%</td>
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</tbody>
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Feedbacks of InterFood Ural 2016 exhibitors

“Participation in InterFood Ural was very effective for our company. We have found new partners, successfully presented our products to exhibition visitors, and are planning to sign new partnership agreements”.

Tatyana Brusnitsyna  
General Director  
Crimean Patio

“It was the first time Print House was participating in the InterFood Ural Exhibition. Everything was at its best. We were favorably impressed by the event organization”.

Y.P. Tsvetayeva  
Commercial Director  
Print House LLC
InterFood Ural Exhibition was held to our great satisfaction. New customers became interested in our beer. Right at the exhibition, we signed a few partnership agreements. To sum up, goals are achieved, and objectives are accomplished! We’d like to thank the organisers!"

Irina Viracheva
Manager
Fielitz Brewery

“80% of visitors at our stand are prospective customers”.

O.V. Ivushkina
Head of Marketing and Advertisement
Controlling Interest

“InterFood Ural Exhibition is an opportunity for business development in the new region”.

Pavel Mishkov
General Director
Food Safety Systems

“We loved the InterFood Ural Exhibition because a great number of retail and wholesale market players were there”.

Alla Ovchinnikova
Trade Marketing Manager
Omsk Bacon JSC

Business Program

On the first exhibition day, the 19th of April, a workshop “Science on Hygiene in Food Industry Brought to Life” was held. It was organized by 3M Russia and Vikan companies. Experts, QA/QC and industrial safety directors for different types of food products, representatives of food industry and chief executives of Veterinary and Sanitary Associations for Animal Production took part in the workshop. In their speeches, experts touched upon the subjects related to quality control methods for manufacturing equipment cleaning, contemporary express methods of microbiological analysis of food products, process environment sampling rules, and other issues.

As part of the workshop, Dmitry Koval, a Cryogenic Equipment Sales Manager at Dioksid, presented his speech where he described new methods and technologies aimed to extend food products’ shelf time 7 times while maintaining all their healthy properties.

At the same time, business meetings were held at the InterFood Ural Negotiations Center between exhibitors and buyers representing regional retail store networks. Such negotiations offered to exhibitors by the organiser have become another opportunity for them to demonstrate quality of their products to buyers directly and to sign profitable deals later for supply of foods products and drinks to retail networks. Picnic Retail Network, Yelisey Retail Network, and two retail networks specialized in healthy food (RADA Retail Network and MEDVED Retail Network) took part in the negotiations held at the InterFood Ural Negotiations Center.

Professional Contest “Best Product of InterFood Ural Exhibition 2016”.

The Best Product of InterFood Ural Exhibition 2016 contest was held in the form of an expert judgment. Winners (food products) were selected based on assessment of a committee of experts. Upon results of the contest, diplomas were awarded to 16 products presented by manufacturers from the Sverdlovsk and Omsk regions, Primorsky Krai, Altay Krai, Republic of Crimea, and other regions of Russia.
In the “Best Food Product” nomination, diplomas were given to Buryatmiasprom, Crimean Patio Retail Network, PRZ-DV Vladivostok, SibSavageAgro, and Duck Farms.

In the “Best Packaging and Label for Food Product” nomination, judges have especially marked Controlling Interest company that has presented a creative packaging for different types of food products. The expert committee has noticed reliability, waterproofing and low weight of the packaging as well as quality of manufacture and professional design.

In 2017, InterFood Ural Exhibition will be held on April 18-20 in the International Exhibition Center “Yekaterinburg-Expo”.