



Press release
Immediate release

A World of Flavours meets in Moscow

This year's World Food Moscow welcomed a host of new national exhibitor groups who all looked to the exhibition to expand their business interests and exports to the world's largest country. World Food Moscow celebrated its 20th anniversary from 13th -16th September 2011 at the Expocentre, Moscow with over 55 national and regional groups, and 1420 exhibitors from 65 countries.

The new national groups included: Chilean Seafood, Taiwan Frozen Seafood, Citrus Growers of South Africa, Paiz, Estonia, German Meats, Singapore Food Manufacturing Association and the Indonesia Ministry of Industry. All who used World Food Moscow as a vital platform to communicate directly with potential customers and importers, and gain a greater foothold in the Russian market.

Over the 4 days of the exhibition, 44,971 people including wholesalers, distributors, retailers and restaurateurs visited the exhibition to taste, touch and smell the latest food and drink products that are available to the Russian market. As the Russian economy continues to grow (predicted to be 4.4% in 2011) so does the nations appetite for a greater variety of products; equally as an increasing amount of Russians are travelling abroad their awareness and demand for foreign food products is increasing. (Russian tourists took a record 60 million trips abroad in the first half of this year).

A schedule of events took place alongside the exhibition, which included various roundtables on meat and dairy, seafood and fruit and vegetables in the Russian market. A Tasting Contest, the 5th Russian Food Forum and the New Product of the Year competition all added to the comprehensive schedule, and recognised the best products available at the exhibition. The winner of the new product of the year was a Lithuanian cheese, Dziugas Cheese.

Tony Higginson, Head of Sales, ITE Group commented, "For international companies the Russian market represents a wealth of opportunity and this is reflected in the growth of national groups who are participating at World Food Moscow. This exhibition is a fantastic platform to get feedback on how products are likely to be received and to learn about the Russian market place. Now in its 20th edition, World Food Moscow really does represent the world of food in one exhibition".

World Food Moscow Exhibitor, Olivera Curcin Andjelic, Export Promotion Adviser, Serbia Investment and Export Promotion Agency, "We have been exhibiting since 2006, it's our traditional event and we have been very satisfied with the results over the past years. We have had a high demand from the Serbian companies to exhibit and we have stands in the various pavilions. The Russian market is very important to Serbia; there are lots of possibilities to place our products here".

World Food Moscow Exhibitor, Daniel Soares, Responsible Marketing Export, Interfel "We exhibit for one reason, the Russian market is our primary market for exporting to. This is our 5th year of participating at World Food Moscow; we get to represent France here and met Russian importers. We will be here next year".

World Food Moscow Exhibitor, Jacques Pomerleau, Canada Pork International, "World Food Moscow is one of the best trade shows to meet all the Russian buyers. The show has been so far amazing, it has been very busy since this morning and our stand is full. We need to be present here as Russia is our 3rd largest market".

The next edition of World Food Moscow will take place on 17th – 20th September 2012 at the Expocentre, Moscow.

Notes to Editors

The Organiser

World Food Moscow is organised by ITE Group Plc, a leading organiser of international exhibitions and conferences in fast-developing and emerging markets. The Group comprises 25 offices worldwide and organises over 200 events every year in 12 countries. For more about ITE, please see the website:

www.ite-exhibitions.com.

ITE's portfolio of food exhibitions includes events in the following countries: Russia, Ukraine, Kazakhstan, Azerbaijan, Uzbekistan, India and Turkey. For more information about any of these events, please see the website: www.food-exhibitions.com.

World Food Moscow:

Date: 13-16 September 2011

Venue: Expocentre, Moscow, Russia

Edition: 20th

Frequency: Annual

Exhibitors: 1,420

National & regional groups: 55

Countries represented: 65

The exhibition is divided into the following product sectors:

Meat and Poultry:

Fish and Seafood:

Fruit and Vegetables:

Confectionery and Bakery:

Groceries

Oils, Fats and Sauces

Frozen Products

Preservation

Dairy

Tea and Coffee

Drinks

Equipment & packaging

Frozen foods

Halal food products

Kosher food products

Organic & health foods

Tinned foods

Tobacco

Private label, private label goods
Services, trade promotion organisations

For more information about this news release, including photographs and quotes, please contact us:

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