



# POST SHOW REPORT

**13<sup>th</sup> Kiev International Exhibition**  
for the Food & Drink Industry



27–30 October 2010  
IEC, Kiev, Ukraine



[www.worldfood.com.ua](http://www.worldfood.com.ua)

PREMIER EXPO is a part of the International Trade Exhibitions Group plc (UK), founded in 1991. With the head office in London, ITE is the leading international exhibition organiser in emerging markets with around 180 events organised each year in 11 countries where 23 offices of the company are presented.

**Among the core shows of PREMIER EXPO there are such famous exhibitions as:**

- UITT / Ukraine International Travel & Tourism Exhibition
- KyivBuild / International Building and Interiors Exhibition
- Aquatherm / International exhibition for Heating Ventilation, Air-conditioning, Water Supply, Sanitary, Environmental, Technology, Swimming pool and Renewable Energies
- Public Health / International Healthcare and Medical Exhibition
- WorldFood Ukraine / International Exhibition for the Food & Drink Industry



PREMIER EXPO organises its exhibitions at the best exhibition hall in Ukraine – International Exhibition Center – the new Ukraine’s biggest and modern venue for international exhibitions, offering 66 500 sq.m of exhibition space and providing exclusive level of services.

The exhibitions of PREMIER EXPO are distinguished by the high international level of organisation that makes them one of the leading events of the proper industries of the Ukrainian economy. They are supported by government and HOA-s for a good reason.

WorldFood Ukraine 2010 was organised by PREMIER EXPO (Ukraine) together with ITE Group Plc. (UK, Russia, Poland), Gima (Germany) and EUF (Turkey).



Premier Expo (Ukraine)  
Business city Forum, 4A, office 21,  
13 Pymonenko street, Kyiv, 04050  
Tel.: +38 044 4968645  
Fax: +38 044 4968646



ITE Group Plc (UK)  
105 Salisbury Road,  
London, NW6 6RG  
Tel.: + (44) 020 7596 5000  
Fax: + (44) 020 7596 5111



GiMA GmbH (Germany)  
Lübecker Strasse 128  
Hamburg 22087  
Tel.: + 49 (0) 40 235 24 0  
Fax: + 49 (0) 40 235 24 400



E Uluslararası Fuar Tanıtım  
Hizmetleri A.S. 19 Mayıs Caddesi  
Golden Plaza Kat:4 Sisli  
Istanbul Turkey  
Tel: +90 212 291 8310  
Fax: + 90 212 240 4381



ITE Poland Sp. z o.o.  
Ul. Wyspińskiego 14/15  
PL - 60-750 Poznan  
Poland  
Tel: +48 61 662 7241  
Fax: +48 61 662 7246



ITE China, Shanghai Office  
Room 201, No.16 Yulan Road,  
Shengdi Building,  
Pudong District,  
Shanghai, China,  
Post Code: 201204  
Tel: +86 021 51908529

## Total expo hall

7 717 sq.m.

## Companies-exhibitors

130

## Countries-exhibitors

22

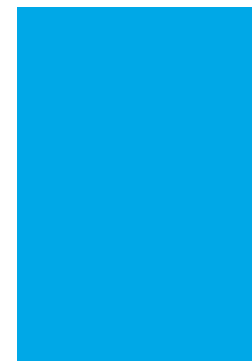
## Visitors

7 750  
among them  
specialists 5919

## Frequency

once a year

## Membership



## Official support

- Ministry of the agriculture Policy of Ukraine
- National Association of meat and meat products – “Ukrmeat”
- Union of Dairy Enterprises of Ukraine
- Ukrainian bakers association
- Assosiation of mushroom producers in Ukraine

The exhibition was visited by deputy minister of agrarian policy of Ukraine Ivan Demchak, the president of the National Association of meat and meat products of Ukraine Ukrmyaso Vladimir Popov, the president of the Union of Dairy Producers of Ukraine Lydia Karpenko, the president of the All-Ukrainian Association of Bakers Vladimir Slabovsky, Argentine Ambassador to Ukraine, Mrs. Lila Roldan Vazquez de Moine, Minister-Counsellor, Head of Trade Office of the Polish Embassy in Ukraine Andrzej Grabowski

WorldFood Ukraine covers all sectors of the food and drink industry. It combines high quality trade buyers and other powerful trade professionals with companies exhibiting independently or as a part of regional or national group.

## Food

- Meats
- Diary products
- Fish and seafood
- Backery foods
- Confectionery
- Frozen foods
- Fats and margarines
- Macaroni
- Baby food
- Ice cream
- Canned products
- Desserts
- Eggs
- Fruit & vegetables
- Cereals
- Semi-finished goods
- Sugar
- Souces
- Spices
- Fast food
- Nuts and dried fruit

## Drinks

- Juices
- Tea
- Coffee
- Mineral waters
- Soft drinks
- Spirits
- Bears
- Wines

## Ingredients

- Additives
- Antioxidants
- Flavorings
- Fats and oils
- Preservatives
- Concentrated products
- Strach
- Sweeteners
- Emulsifiers
- Soya products
- Enzymes
- Yeast and baking powder
- Ferments
- Wheys



Business programme consisted of a lot interesting conferences and seminars. Among them the most popular were:

- international conference «Organic processing and sales. Kiev 2010»,
- round table for mushroom producers,
- seminars on «The most effective methods of using aromatizers in confectionery industry» and «Interconnection of aromatizers and sweeteners in drinks» etc.

Those events have attracted the attention of professionals, who were sharing their invaluable experience and knowledge, which absolutely has made a positive effect on a market development in general.

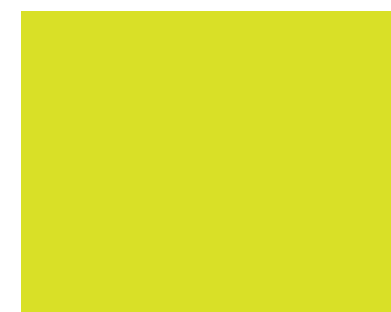
### THE TASTING CONTEST

Traditionally alongside WorldFood Ukraine 2010 an invaluable event of Ukrainian food&drinks market was organised – an independent Tasting contest, which has determined the best producers in several nominations.

### THE RATING OF NATIONAL FOOD AND DRINKS PRODUCERS

For the first time the main event of food industry has happened in Ukraine.

Industrial news Agency and WorldFood Ukraine International exhibition have organised «Rating of national food and drinks producers».



The Tasting Contest furthers the development of food and drinks industry on a high quality level. At the same time it is promoting a healthy life, which is so important nowadays. The winners of the Contest were awarded with gold and silver medals and the best companies have got a grand prize. Companies are permitted to put awards images on winner-products, which is a respectful sign of a quality and success.



## WINNERS OF TASTING CONTEST 2010

### GRAND PRIZE

**Product:** Rich Soursop tea (Exclusive collection, TM AKBAR), Passion Fruit tea (Exclusive collection, TM AKBAR) and Alpine Herbs tea (TM BOUQUET)

**Company:** KORDEX COMPANY Ltd

**Nomination:** WORLD TEA & COFFEE UKRAINE 2010

**Product:** canned pineapples in syrup of TM Lorelle

**Company:** MIRELLE Foods Ltd

**Nomination:** WORLD CANNED VEGETABLES & FRUIT UKRAINE 2010

**Product:** Kotleta po-donbasky and pelmeni Extra

**Company:** Bankor PE

**Nomination:** WORLD SEMI-FINISHED PRODUCTS UKRAINE 2010

### GOLD MEDAL

**Product:** Yodis Myrnenska sparkling water

**Company:** SOTSINNOVATSIYA Ltd

**Nomination:** WORLD AQUA UKRAINE 2010

**Product:** cherry nectar of Nash Sik TM

**Company:** VITMARK -UKRAINE Ltd

**Nomination:** WORLD JUICE UKRAINE 2010

**Product:** TM AKBAR tea Green Gold green leaf and Platinum black with bergamot aroma, Silver black large-leaved and Strawberry Cream (Exclusive collection).

**Company:** KORDEX COMPANY Ltd

**Nomination:** WORLD TEA & COFFEE UKRAINE 2010

**Product:** butter TM Westgold 82,5%

**Company:** MASLYANKA Ltd

**Nomination:** WORLD MILK UKRAINE 2010

**Product:** ice-cream of TM Three Bears - Plombir, 15% and Fistashka

**Company:** THREE BEARS Ltd

**Nomination:** WORLD MILK UKRAINE 2010

**Product:** Lulya-kebab and Syrnyky

**Company:** Bankor PE

**Nomination:** WORLD SEMI-FINISHED PRODUCTS UKRAINE 2010

**Product:** cutlets Firmovi, Homilka farshyrovana and sausage Kovbasa Ukrainska

**Company:** Beglov O. U. Private Enterpreuner

**Nomination:** WORLD SEMI-FINISHED PRODUCTS UKRAINE 2010

**Product:** Don Pizzeron pizza with hamand tomatoes

**Company:** TREE BEARS Ltd

**Nomination:** WORLD SEMI-FINISHED PRODUCTS UKRAINE 2010

**Product:** Spageti

**Company:** CHUMAK CJSC

**Nomination:** WORLD SEMI-FINISHED PRODUCTS UKRAINE 2010

**Product:** TM Pynny NABEER salmon strawed fillet

**Company:** INTERNATIONAL SEAFOOD GROUP Ltd

**Nomination:** WORLD SNACK UKRAINE 2010

**Product:** TM Macho potato chips

**Company:** SNACK EXPORT Ltd

**Nomination:** WORLD SNACK UKRAINE 2010

**Product:** TM Semky sunflower seeds in shells

**Company:** PRODEXPORT 2009 Ltd

**Nomination:** WORLD SNACK UKRAINE 2010

**Product:** Nasinnya sonyashnyka vidbirne sunflower seeds

**Company:** SOLNTSE Trading Company Ltd

**Nomination:** WORLD SNACK UKRAINE 2010

**Product:** Extra Virgin unfiltered olive oil and Extra Virgin filtered olive oil

**Company:** DOLOMIT SPTK Ltd

**Nomination:** WORLD SAUCE UKRAINE 2010

**Product:** Provansal mayonnaise

**Company:** CHUMAK

**Nomination:** WORLD SAUCE UKRAINE 2010

**Product:** TM Hurman-menu products: succulent fillet of escolar with corn and champignons and Salmon steak in caramel-soy sauce

**Company:** INTERNATIONAL SEAFOOD GROUP Ltd

**Nomination:** WORLD FISH & SEAFOOD UKRAINE 2010

**Product:** Milkey caramel on stick

**Company:** VOSTOCHNY PROEKT Ltd

**Nomination:** WORLD SWEETS UKRAINE 2010

**Product:** Krynychka puff biscuit, Romeo fancy biscuit, Bilosnizhka short cake and Stanislavsky pound cake.

**Company:** Dey-Son PE

**Nomination:** WORLD SWEETS UKRAINE 2010

**Product:** canned pineapples of TM Mikado, honey agarics of TM Mikado

**Company:** MIRELLE Foods Ltd

**Nomination:** WORLD CANNED VEGETABLES & FRUIT UKRAINE 2010

### SILVER MEDAL

**Product:** Myrnenska and Myrnenska Yodis Premium still water, Myrnensky zapovidnyk drinking sparkling water; Myrnenska mineral sparkling natural water and Multifrut Myrnenska soft sparkling drink with fruit juice

**Company:** SOTSINNOVATSIYA Ltd

**Nomination:** WORLD AQUA UKRAINE 2010

**Product:** TM AKBAR tea Gold black leaf, Silver black large-leaved and Strawberry Cream (Exclusive collection)

**Company:** KORDEX COMPANY Ltd

**Nomination:** WORLD TEA & COFFEE UKRAINE 2010

**Product:** orange-grapefruit nectar of Jaffa Select TM and Dzhusik TM banana-strawberry nectar

**Company:** VITMARK-UKRAINE Ltd

**Nomination:** WORLD JUICE UKRAINE 2010

**Product:** Batik CTC granular tea, Batik Extra tea and Askold FBOP middle-leaved tea

**Company:** SOLOMIYA Ltd

**Nomination:** WORLD TEA & COFFEE UKRAINE 2010

**Product:** Pelmeni Firmovi

**Company:** THREE BEARS Ltd

**Nomination:** WORLD SEMI-FINISHED PRODUCTS UKRAINE 2010

**Product:** TM Flagman - Herring fillet-bits in oil with fragrant herbs.

**Company:** INTERNATIONAL SEAFOOD GROUP Ltd

**Nomination:** WORLD FISH & SEAFOOD UKRAINE 2010

**Product:** Zoopark candied fruit jellies on stick

**Company:** VOSTOCHNY PROEKT Ltd

**Nomination:** WORLD SWEETS UKRAINE 2010

**Product:** champignons of TM Mikado and pickled cucumbers of TM Mikado

**Company:** MIRELLE Foods Ltd

**Nomination:** WORLD CANNED VEGETABLES & FRUIT UKRAINE 2010

## The winners of the Rating of national food and drinks producers are:

**Company:** International Seafood Group Ltd  
**Nomination:** the most dynamic company

**Company:** Belotserkovsky Dairy plant  
**Nomination:** opening of a year

**Company:** Vilis PE  
**Nomination:** customer choice

**Company:** Agroecoproduct JSC  
**Nomination:** export leader

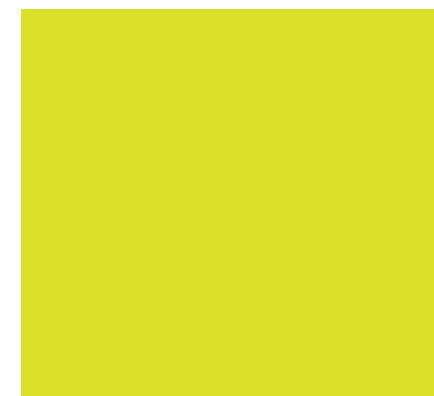
**Company:** Oscar Morshyn Mineral Water Plant  
**Nomination:** export geography

**Company:** USPOT Ltd  
**Nomination:** importer of a year

**Company:** Chumak SJSC  
**Nomination:** new markets

**Company:** Frau Marta JSC  
**Nomination:** sales leader

Winning companies were awarded with special prizes from Industrial News Agency and WorldFood Ukraine: they received 20% discount on participation in the WorldFood Ukraine 2011 International Exhibition and 15% discount on Industrial News Agency services.



130 companies  
22 countries



Argentina



Belgium



China



Cyprus



Estonia



Germany



Great Britain



Greece



Hungary



India



Indonesia



Iran



Korea



Latvia



Malaysia



New Zealand



Poland



Russia



Serbia



Sri Lanka



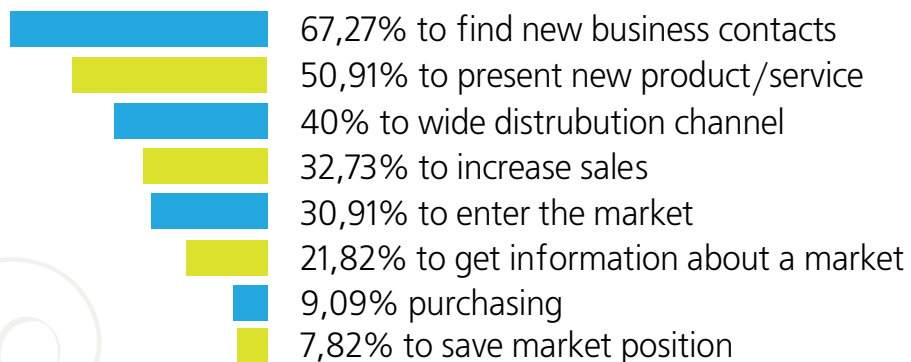
Thailand



Ukraine

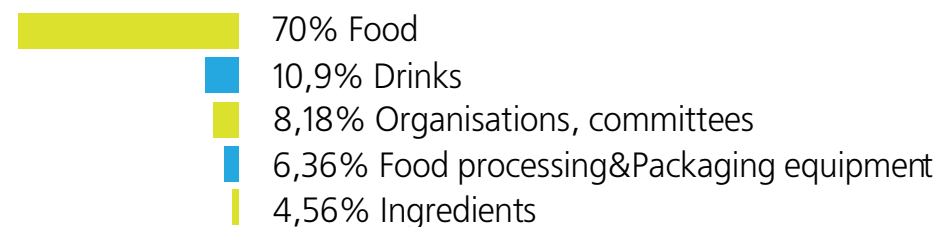


## Aims of participation

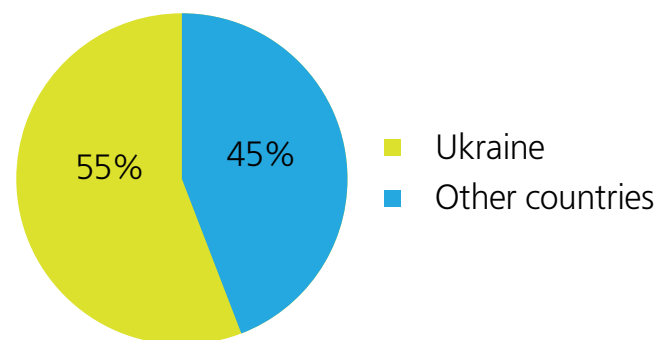


**61,11%** of exhibitors have reached their aims

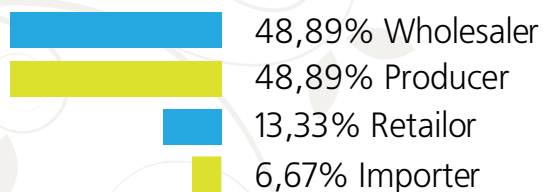
## Company's field



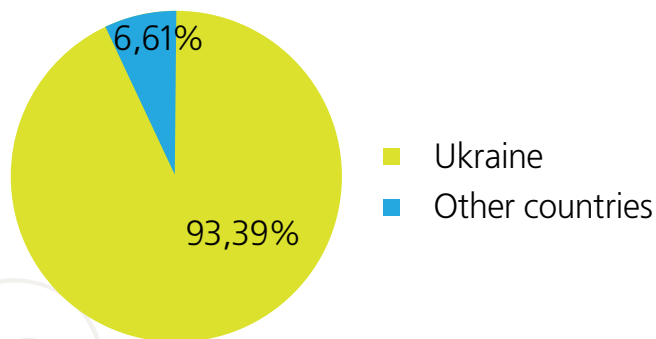
## Countries, represented by exhibitors



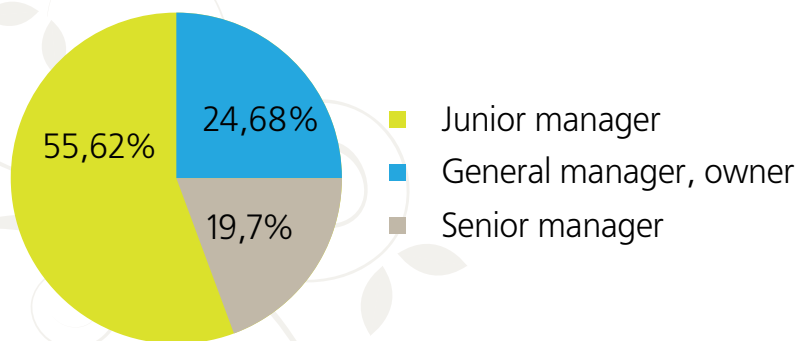
## Company's type



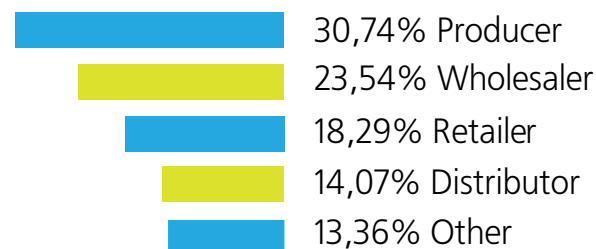
## Countries, represented by visitors



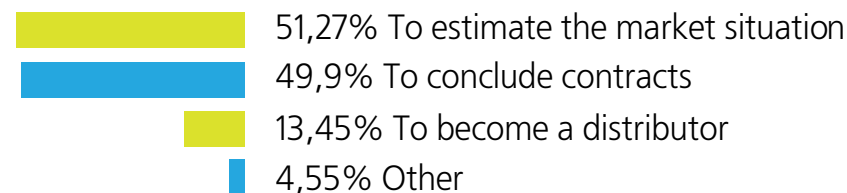
## Visitors position



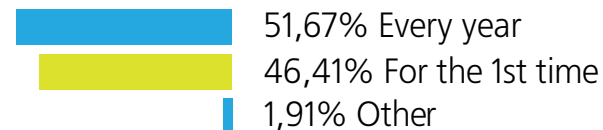
## Company's type



## Reasons for visit



## Visiting frequency



ufi  
Approved  
Event



**worldfood**

Established 1998 – 14<sup>th</sup> edition **UKRAINE**

# 14<sup>th</sup> Kiev International Exhibition for the Food & Drink Industry



25-27

October 2011

IEC  
Kiev, Ukraine

Where the world of food meets

**UKRAINE**

Looking forward seeing you soon!