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Approved
Event

worldfood
UKRAINE



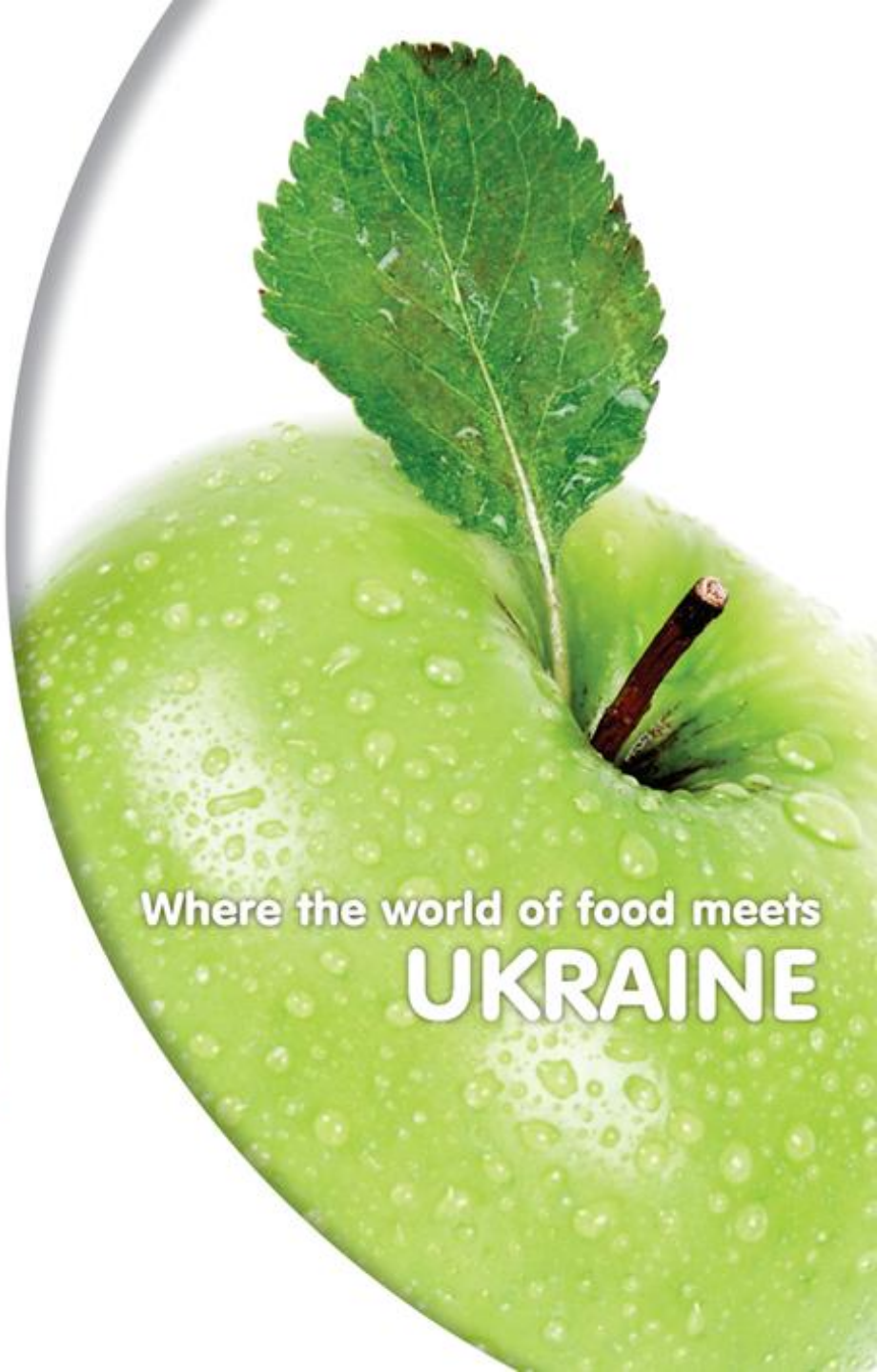
14-th International Food & Drinks Exhibition



25-27
October 2011

IEC
Kyiv, Ukraine

Post Show Report



Where the world of food meets
UKRAINE



Dates – 25-27 October 2011

Venue – International Exhibition Centre, Kiev, Ukraine

Alongside



Exhibition area – 4 100 m²

Visitors – 6 127 (87% specialist)

Exhibitors – 229 companies

Countries – 29 (Argentina, Austria, Belarus, Belgium, Bulgaria, UK, Germany, Greece, Egypt, India, Italy, Canada, China, Lithuania, Moldova, Netherlands, Poland, Russia, Serbia, Singapore, USA, Thailand, Turkey, Ukraine, France, The Czech Republic, Sri Lanka, South Korea, Japan.)

WorldFood Ukraine 2011 business programme focused on the most relevant topics of the food market.

For the first time the exhibition hosted the **Retail Centre**. At the event food and drink manufacturers and suppliers held business meetings with representatives of procurement departments from major retail chains and supermarkets located throughout Ukraine to enable selecting new products and, to update and expand their product range. The following chains from all Ukraine were present: Furshet, Eco Market, Karavan, Brusnitsya, Absolyut, Obzhora, SPAR Lugansk, ManDariN, Tavriya V, Kosmos, Barvynok, etc.



In 2011 there were **87 items** of food and drinks submitted for the **World Food Ukraine Tasting Contest**.

According to the results of the Contest 13 items were awarded **Grand Prix, 49 Gold medals, and 21 Silver medals**.



The next year dates
9 October 2012



All-Ukrainian conference «**TechnologyMaster-2011. Realization of 100% of production's reserves**» revealed / described extremely actual subject – searching the practical solutions for technological processes optimization of industrial companies.

During the Conference experts in optimization and top-managers of leading production companies for the first time not only in Ukraine, but also in former USSR have gathered together for finalising practical solutions for production optimization.



Questions of the Organic food market development were the main theme at the international conference **ORGANIC PROCESSING AND TRADE** organised by the BIOLan Ukraine Association, FiBL, Switzerland and the Netherlands Embassy in Ukraine together with Premier Expo.

GrimkoTrade Holland also held a seminar on «**Preparing a grocery service for Euro 2012**»

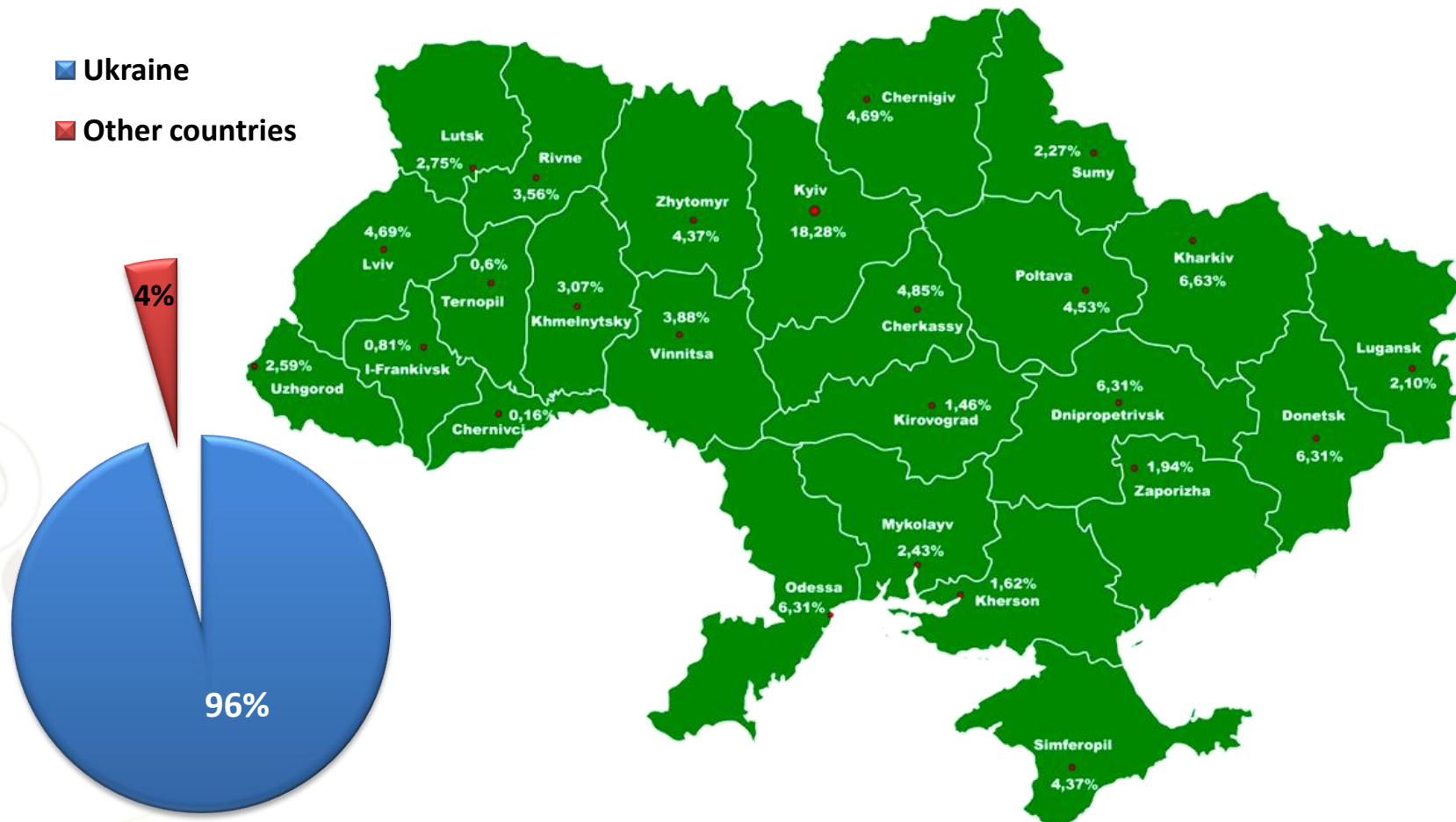
The participants of «**Mushroom Industry. Food Technology**» conference, organised by the Association of mushroom producers in Ukraine NGO, discussed the production of fungal protein as an alternative to the animal one.



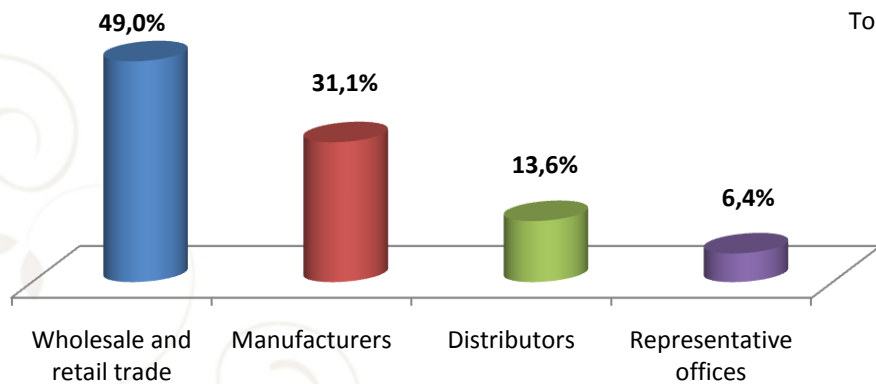
WorldFood Ukraine 2011 was visited by countries:

- Cyprus
- Finland
- Slovenia
- Austria
- Azerbaijan
- Belarus
- Bulgaria
- China
- Czech Republic
- Georgia
- Germany
- Greece
- Holland
- Hong Kong
- Hungary
- Iran
- Israel
- Italy
- Korea
- Latvia
- Moldova
- Norway
- Pakistan
- Poland
- Russia
- Spain
- Sweden
- Turkey

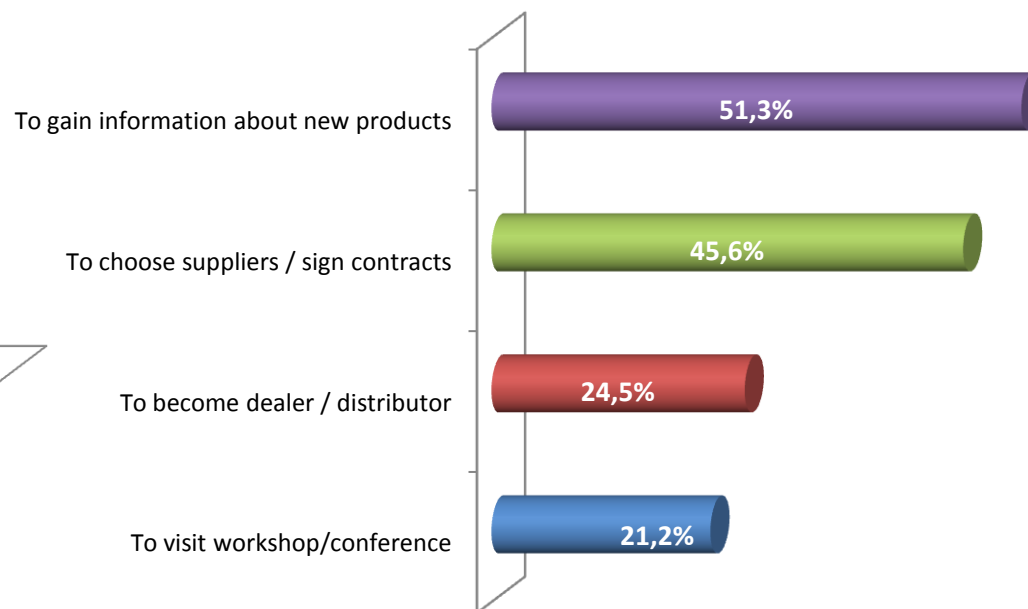
WorldFood Ukraine 2011 was visited by representatives of every region of Ukraine.



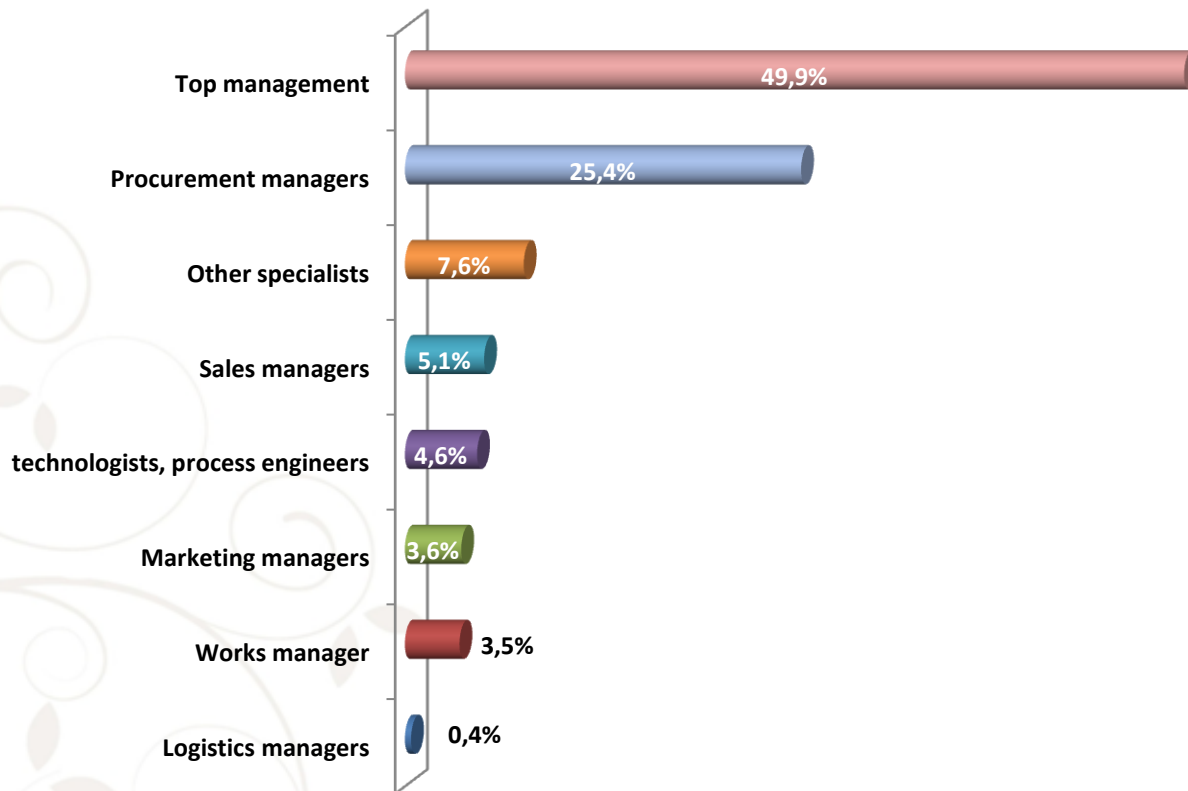
Visitor breakdown by company type, %



Reasons for visiting the exhibition, %



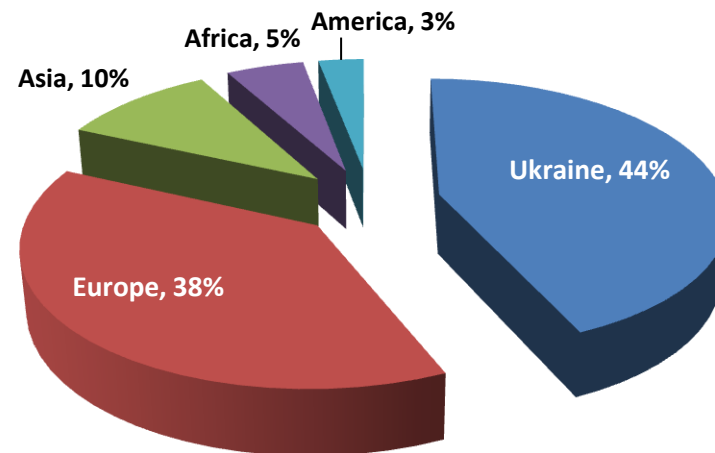
Position in company, %



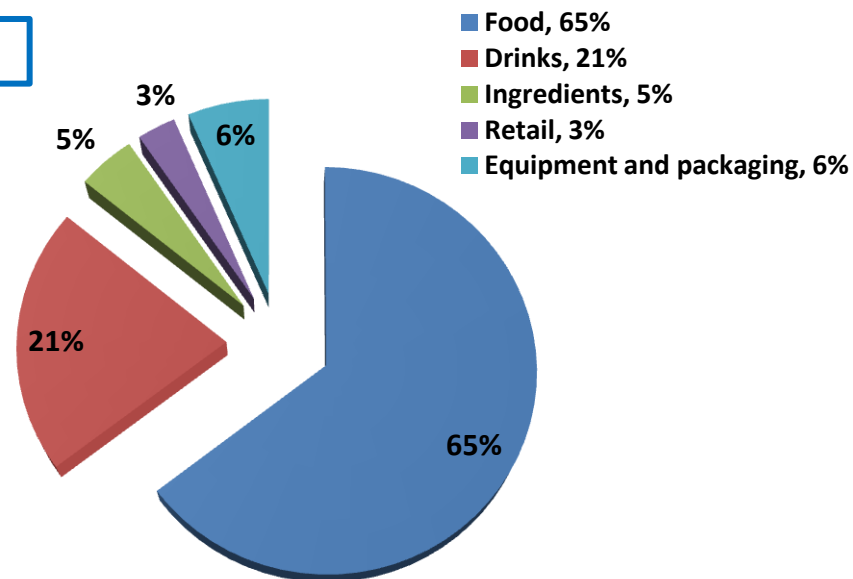
229 exhibitors
29 countries



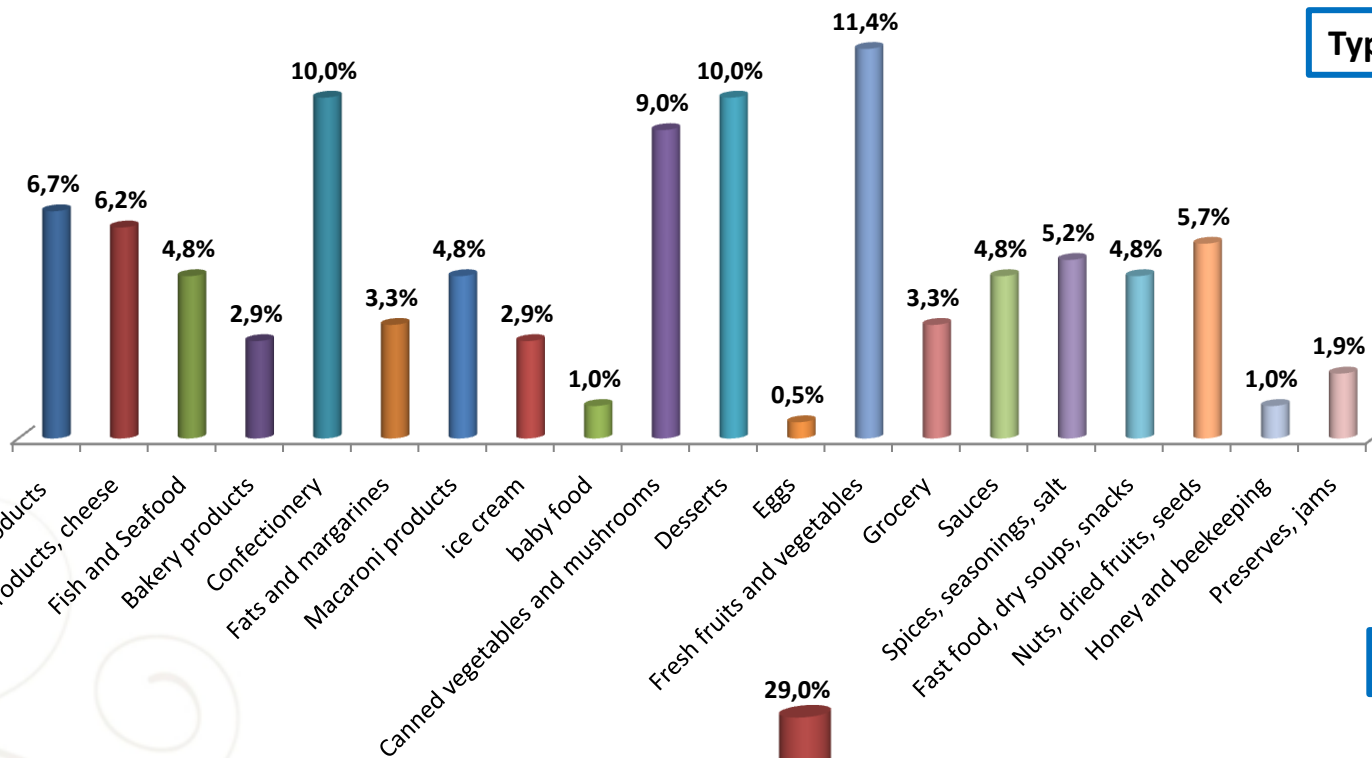
Regions represented



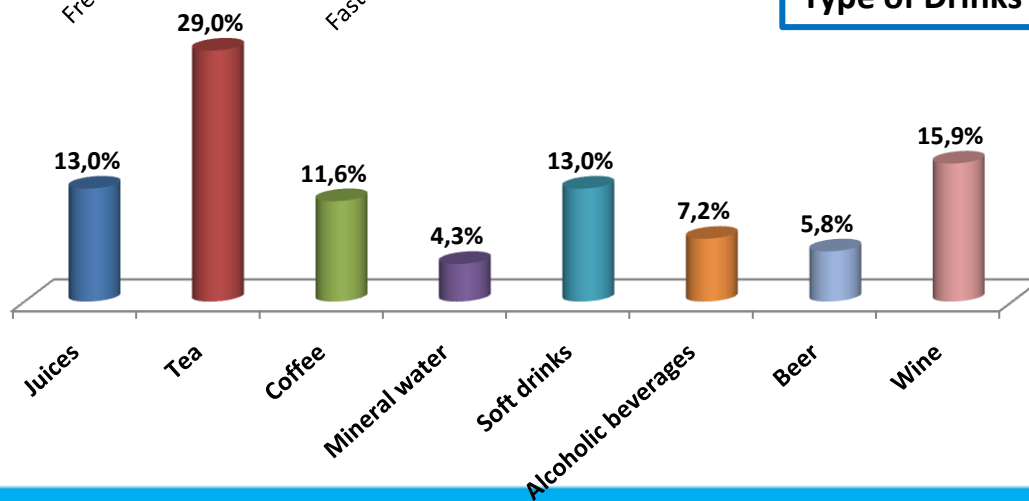
Field of industry



Type of Food Products



Type of Drinks



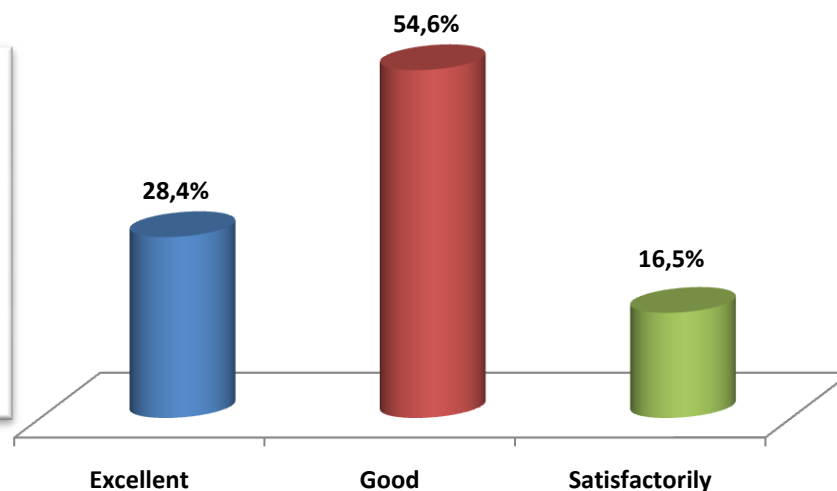
Exhibitors:

- ✓ 87% of exhibitors - found new customers at the exhibition & signed contracts after the exhibition
- ✓ 85% of exhibitors – plan to take part in WorldFood Ukraine 2012
- ✓ 86% of exhibitors – consider WorldFood Ukraine 2011 an important event for the development of their business

Visitors:

- ✓ 45% of visitors - found new suppliers
- ✓ 65% of visitors - saw new products
- ✓ 22% of visitors – signed new contracts
- ✓ 39% of visitors – found solutions to their business problems

Rate the quality of the visitors



Kristina Romanovskay, commercial director, **Dobra Vecherya TM** (Beglov A., PE, Nikolaev)

We are satisfied with Exhibition in general. It is definitely increased in comparison with the last year, there are a lot of importers among participants. We were trying to find distributors, wholesale suppliers and buyers for restaurants' networks and hotels at World Food Ukraine 2011. We successfully conducted all meetings we had planned.

We were very pleased to know that our production won the recognition at Tasting Contest, we surely take this new opportunity for further development. New technological inventions of the company was represented at the conference, dedicated to the optimization of technological processes in production "Technology Master" and got a lot of useful information.

Tatiana Uhaneva, director of **Kalamata company**, Sevastopol

We have achieved our main target of participation at the Exhibition - to promote our own trade mark. During exhibition we had spread information, were holding presentation of our production at our stand, had found potential partners, established contacts with representatives of small-batch niche. Participation at Retail-center was very effective and useful for us.

Valery Novak, director of the **Ukrainian representative office of PRYMORSK FOOD COMPLEX Ltd**, Saint Petersburg, Russia

At the Exhibition we have monitoring of consumer demand, presented our production to distributors. There were established new business contacts. Many trade visitors, were interested in our production, met us at World Food Ukraine.

Jury Harmash, the head of marketing department, **Lasochka TM**, Kharkov (Alekseevsk Food Factory)

We have done a lot of effective work during Retail Center. Have talks with all companies we had planned. We think the idea of Retail Centre is very considerable and useful. Our enterprise offers quality product at an adequate price. And usually it is very difficult to reach potential customer, to organize the whole process of negotiations. The organizers of World Food 2011 had simplified this mission by gathering representatives of retail under one roof, combined this project with exhibition. There were really substantial auditory at the Exhibition, we have enough amount of business useful contacts. The only problem was – we had not enough time to communicate with all our visitors and potential clients.

Svetodar Ignatov, marketing director of **KEN company**, Bulgaria:

Thank you very much for the perfect organization. The Exhibition was organized and held at European level!

Olesya Silchenko, commercial director, **Lan Impex, Ltd., Ice Food and Lab Weston TM**

At the Exhibition company have conducted negotiations with it's clients – representatives of restaurant's networks, coffee bars, hotels. During the World Food we have presented our production (fresh frozen products: fish and seafood, potato snacks and other), established contacts of partners, distributors and have found new clients.

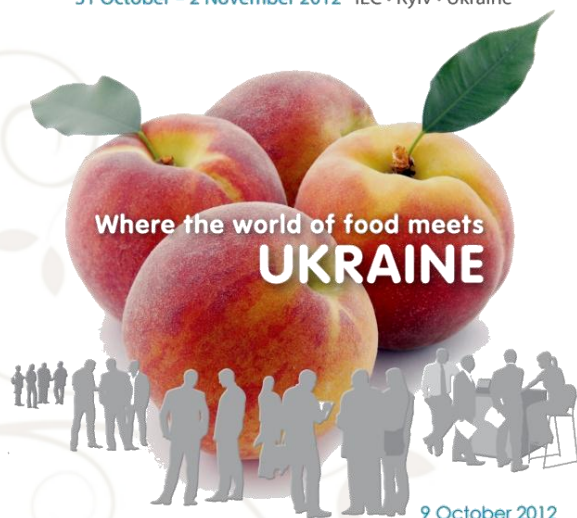
Andrew Torop, the senior manager, **Zlatomed TM** (Koshlaty Ya., PE, Kirovograd)

Our company singles out World Food Ukraine amongst the other exhibitions and pays special attention to it. In 2011 we have found here experts and distributors for our production, have arranged for potential agreements.

Production of the company was presented at the Tasting Contest in the frames of World Food Ukraine 2011 – nomination WORLD SWEETS UKRAINE. Participation at the Contest for us is the sign of stability of TM and company in general.



31 October – 2 November 2012 IEC • Kyiv • Ukraine



www.worldfood.com.ua



See you at the WorldFood Ukraine 2012 ! 31 October – 2 November

Please select the relevant office

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Organisers

