

MODERN BAKERY MOSCOW 2011 – so much more than just baking

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Nürnberg /Moscow, 3rd of November 2011. On the 13th of October MODERN BAKERY MOSCOW ended its 17th International Trade Fair for Bakery and Confectionary, boasting new record attendance figures. MODERN BAKERY MOSCOW offered its 16,570 professional visitors an increase of about 14 % in the exhibitor segment and, what is more, this year too it succeeded in proving itself the most important meeting point for the bakery and confectionary branch within Russia and the neighbouring countries.

Valuable contacts: numerous decision-makers attend the trade fair

The increased quality of the professional visitors did not only become apparent when looking at the answers of a survey conducted with the exhibitors at the trade fair: according to the survey evaluation, the visitors gave both the number as well as the quality of the visitors a consistently positive rating. In this year, MODERN BAKERY MOSCOW once again succeeded in attracting numerous decision-makers to the trade fair.

Made in Germany: stronger than ever before

Working together with the VDMA (German Engineering Federation), the GERMAN PAVILION succeeded in attaining record figures in 2011: with 39 companies, Germany's representation at this year's MODERN BAKERY MOSCOW was stronger than ever before. Exhibitors such as Aichinger, Anton Ohlert, Berner Ladenbau, Fritsch, GfB, Mühlenchemie, Riehle, Versell, Wachtel or Werner & Pfleiderer were also represented with a booth this year. However, there also were numerous new exhibitors who, within the context of the GERMAN PAVILION, ventured the step to attend the MODERN BAKERY MOSCOW for the first time. Apart from the sectors "technologies for the bakery industry, confectionary, cooling technology and packaging" the professional visitors could also gain information on topics concerning consultation in the bakery sector and laboratory technology.

Conference programme: subject areas of trade fair are reflected

Numerous presentations were made by international professional experts within the context of the conference programme, which lasted 3 days. They discussed the current developments within the Russian bakery and confectionary markets. One of the key themes of this year's event was the entire segment concerning deep-freezing in the production of breads and pastries: according to experts, the demand for frozen foods and thus also for the corresponding technology is rising continually in Russia. For this reason this topic was also discussed in great detail in specialist lectures held within the context of the trade fair's supporting programme. Numerous well-known companies such as FRITSCH, Heinen Freezing, Lantmännen, Mecatherm, Werner & Pfleiderer, as well as Wiesheu also gave a report on the current developments within the cooling technology segment.

In addition to this, the 4th International Bread Forum took place within the framework of the 17th MODERN BAKERY MOSCOW and in cooperation with the Moscow International Industrial Academy (MPA). Prominent representatives from business and the Russian as well as international Federation of Bakers met at the trade fair in order to discuss the current issues and challenges of the baking industry. Among the participants of the event the following persons were, among others, represented: the Deputy Minister of Agriculture, Mr Chernogorov, the president of the International Foodstuff Academy Prof. Butkovskij and the president of the Russian Bakery Association, Dr. Kosovan. Numerous delegations of directors of important bread factories in Russia and the CIS countries accepted the invitation of the organisers to gain a deeper insight into the world of "modern baking".

More international flair than ever before: here you will find exhibitors from all over the world

Once again in 2011, Russia, Germany, Italy and the Netherlands were the most strongly represented countries, and they have seen clear growth with regard to the number of exhibitors. However, exhibitors from the Czech Republic, France, Turkey and China are also continuing to catch up. Not least with companies such as Reading Bakery Systems from the USA and Mackies from Australia, this year's MODERN BAKERY MOSCOW had the greatest international appeal ever.

Outlook 2012: enormous potential for increased utilisation of market potential

Next year the 18th MODERN BAKERY MOSCOW will take place from the 13th to the 15th of June 2012. Numerous companies have already confirmed their participation. Apart from the traditional topics such as bakery and confectionary, at next year's trade fair the professional visitors can also find out about the latest developments in the sectors of cooling technology and packaging, shopfitting and product presentation in cafés and HoReCa.



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With 222 exhibitors and 16,570 expert visitors in 2011 the MODERN BAKERY MOSCOW is the most important information and contact platform for the Russian baked goods market. The key aspects of the trade fair are machinery for bakery and confectionery, raw materials, shop fitting as well as refrigeration and packaging technologies.

MODERN BAKERY MOSCOW moreover offers a wide-range conference programme on current issues of the Russian industry.



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