

## Presse

Messe Frankfurt  
Food Technologies

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### Modern Bakery Moscow 2017 a success

#### Messe Frankfurt offers trade fairs for the food industry on four continents

The 23<sup>rd</sup> edition of Modern Bakery Moscow, International Trade Fair for Bakery and Confectionery for Russia and the CIS, closed its doors after recording a significant increase in the number of visitors. Altogether, 16,016 visitors from 42 countries made their way to the IEC Expocentre in Moscow from 13 to 16 March, an increase of eleven percent over the previous event last year. 205 exhibitors from 22 countries (2016: 201 exhibitors) presented their new products and solutions for the fields of bakery / confectionery equipment and machines, accessories, bread improvers, additives, flavouring agents, spices, refrigeration and deep-freeze equipment for commercial purposes, packaging machines and materials as well as shop-fitting.

Ruth Lorenz, Vice President, Technology, Messe Frankfurt: "Modern Bakery Moscow has been part of our portfolio of trade fairs for the food industry since 2014. It has developed very well and, against the background of the difficult economic situation in Russia, this year's increase in the number of visitors is extremely encouraging."



Modern Bakery Moscow

Messe Frankfurt Exhibition GmbH  
Ludwig-Erhard-Anlage 1  
60327 Frankfurt am Main

## **High demand for products ‘made in Germany’ among Russian trade visitors**

With thirteen exhibitors, the German pavilion under the aegis of the Federal Ministry of Economics and Energy (*Bundesministerium für Wirtschaft und Energie – BMWi*) was one of the biggest foreign participations. The exhibitors included Aurora Bakery Equipment, Brabender, CSB-System, Daxner, GfB, Heuft, iceCool Systems, Anton Ohlert, Sollich, Treif, Wiesheu and Zeppelin. Additionally, nine other German companies took part with individual exhibition stands. Ortwin Fink of the VDMA Food Processing and Packaging Machinery Association (*VDMA Fachverband Nahrungsmittelmaschinen und Verpackungsmaschinen*) spoke with some exhibitors and summarised his impressions as follows: “Most of the German companies rated their participation as having been good. Despite the tense economic situation, trade visitors were extremely interested in their products. Several exhibitors said they had held excellent discussions and mentioned specific investment projects that had previously been postponed due to the devaluation of the rouble. Now, because the situation has improved somewhat, orders were actually taken in certain cases. Many exhibitors emphasized the importance of showing the flag, especially when the economic climate is inclement.”

As always, this year’s Modern Bakery Moscow was rounded off by a comprehensive complementary programme of events. More than 20 seminars, master courses, competitions, special exhibitions and discussions attracted numerous visitors. The next Modern Bakery Moscow will be held from 12 to 15 March 2018. Further information at: [www.modern-bakery.ru](http://www.modern-bakery.ru)

## **Trade fairs for the food industry: business field with a great potential for growth**

In addition to Modern Bakery Moscow, Messe Frankfurt holds other fairs for the food industry and is currently accompanying the continuous process growth in the global meat industry with three fairs in Germany, China and Argentina. The first edition of IFFA, the leading international trade fair for the meat industry has taken place in Frankfurt am Main in 1949. Held every three years, IFFA focuses on innovative and creative solutions for the safe, efficient and economic production of meat and meat products. The other two fairs are Tecnofidta powered by IFFA in Argentina and Meat Expo China in Changsha.

Via a strategic marketing partnership, Messe Frankfurt is also associated with the US Food Processing Suppliers Association, organiser of Process Expo. The aim of the cooperation is to generate synergistic effects in the international growth market of the food industry. The next Process Expo takes place in Chicago from 19 to 22 September.

Further information about all events in the Food Technologies Business Unit can be found at:

[www.food-technologies.messefrankfurt.com](http://www.food-technologies.messefrankfurt.com)

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With some 2,400 employees at 30 locations, the company generates annual sales of over €640 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

Further information on the company can be found at: [www.messefrankfurt.com](http://www.messefrankfurt.com)