

Press Release

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Messe Frankfurt to organise the Salon du Chocolat in Moscow

Antje Schwickart
Tel. +49 69 7575-6474
Antje.Schwickart@messefrankfurt.com
www.messefrankfurt.com
salon-du-chocolat.ru

Messe Frankfurt is expanding its portfolio of trade fairs for the food industry and will organise the Salon du Chocolat Moscow under licence for the sector's leading organiser, Chocoloco International SA. The trade fair is devoted primarily to chocolate and the raw materials for the production of cocoa, chocolate and confectionery. The Salon du Chocolat Moscow will open its doors from 19 to 21 March 2020.

Suppliers of cocoa and ingredients, chocolate manufacturers, retailers and customers from the hospitality industry meet at the Salon du Chocolat Moscow, the international trade fair for chocolate and confectionery. Private chocolate lovers are also welcome on the public day. The Salon has been held in Russia since 2006 and both representatives of artisan chocolate makers and the sector's major players have been showing increasing interest in this annual sector event.

“The Salon du Chocolat is currently the only event in Russia devoted to the production of cocoa, chocolate and confectionery. At the same time, the market is developing in an extremely dynamic way”, says Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt. Chocolate making has a long tradition in Russia with over 70 percent of the market being held by big domestic manufacturers.



Salon du Chocolat Moscow / Source: Messe Frankfurt RUS

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

Eugen Alles, Managing Director of the Russian subsidiary of Messe Frankfurt, adds, "Parallel to the growth registered by the big manufacturers, the segment of artisan manufacturers has also grown rapidly. The fall in cocoa bean prices had a positive impact on market developments in 2018. At present, we see that the sector is recovering slowly but surely from the crisis and I am confident that all market participants will be represented at our event. We invite everyone to take part in our festival of chocolate!"

The Salon du Chocolat in Paris celebrated its 25th anniversary in November, this year. Since the première, a total of 237 fairs have been held throughout the world. At present, the Salon is represented in 17 countries and 34 cities, including Paris, Lyon, Beirut, New York, Seoul, Hong Kong and Brussels. Gérald Palacios, CEO of Chocologo International SA, welcomes the new partnership with Messe Frankfurt: "We are very proud to be cooperating with Messe Frankfurt in Russia, which is extremely well established in this market. Worldwide, the cocoa and chocolate market is growing. Therefore, our aim is to build up a global network covering all key markets and thus offer well known and lesser known brands better access to markets all over the world. Thanks to our profound knowledge of the market and sector, we can provide an unrivalled and wide-ranging platform offering both specialists and consumers a comprehensive trade-fair experience and introduce them to the various facets of this wonderful product."

Chocologo International SA supports Messe Frankfurt RUS with international marketing activities and new conceptual approaches. Both partners aim to contribute to the development of the sector in Russia. The next edition of the Salon du Chocolat Moscow under the auspices of Messe Frankfurt will be held at the IEC Expocentre in Moscow from 19 to 21 March 2020, concurrently with Modern Bakery Moscow, which opens its doors from 17 to 20 March 2020.

Further information can be found at www.salon-du-chocolat.ru

Messe Frankfurt organises trade fairs for the food-processing sector worldwide. These events are bundled together in the 'Food Technologies' Business Unit. At present, there are four events in this portfolio. In addition to the Salon du Chocolat, they are Modern Bakery Moscow, International Trade Fair for Bakery and Confectionery, IFFA, Leading International Trade Fair for the Meat Industry in Frankfurt am Main, and Tecno Fidta, International Food Technology, Additives and Ingredients Trade Fair in Argentina.

Further information about the events of Messe Frankfurt in the field of food processing at: www.food-technologies.messefrankfurt.com.

Salon du Chocolat Moscow

Moscow, 19 to 21 March 2020



Salon du Chocolat Moscow / source: Messe Frankfurt RUS

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,600* employees at 30 locations, the company generates annual sales of around €733* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com

* preliminary figures 2019

Salon du Chocolat Moscow

Moscow, 19 to 21 March 2020