

Food Technologies

Modern Bakery Moscow – launch of the 2021/ 2022 trade-fair season for the global food industry

Frankfurt am Main. With Modern Bakery Moscow, Messe Frankfurt successfully held its first live trade fair in 2021 in Europe. Other trade shows for the global food industry are already in preparation. Process Expo in Chicago is still being planned for this year. Meat Pro Asia is due to be held in Bangkok at the beginning of 2022, followed by Tecnofidta in Buenos Aires and the leading trade fair, IFFA, in Frankfurt in the first half of 2022.

Following the raising of the ban on congresses and exhibitions in Moscow, Messe Frankfurt's Russian subsidiary organised the first physical trade fair of 2021 in Europe. Two years after the last edition, the leading CIS-wide trade fair for bakery and confectionary technology, Modern Bakery Moscow, opened its doors from 23 to 26 March. 214 exhibitors from 15 countries and 17,309 visitors met up at the event to establish business contacts and to collect wide-ranging information about the market and the prospects for the sector. Also part of the show was a German pavilion, sponsored by the German Ministry for Economic Affairs and Energy, with seven companies from the food machinery manufacturing sector. Because of the travel restrictions currently in force, the German participants were represented by their Russian subsidiary companies.

Kerstin Horaczek, Group Show Director Technology at Messe Frankfurt, was very pleased: "Amid the persisting difficult conditions, Modern Bakery was a huge success and a positive sign for a new start on the international trade-fair scene. Both exhibitor and visitor numbers were at pre-crisis levels. In 2021 and 2022, we are looking towards further buoyant events in the field of food technology, which seem to be dovetailing seamlessly with the positive economic climate that existed before the pandemic."



Modern Bakery Moscow 2021 Source: Messe Frankfurt RUS

After many trade fairs have had to be cancelled or postponed over the past months, because of the coronavirus pandemic, Process Expo 2021 will be one of the world's first major trade fairs for the food and drinks processing and packaging industries. It will be held for the first time from 2 to 5 November as a joint venture between Messe Frankfurt and the American industrial association, the FPSA.

Messe Frankfurt has a presence for the global food industry at six events on four continents. These international exhibitions provide stimulus for the sector, showcase innovations and link experts from all over the world. Planned for November 2021, there is the special interest event, Salon du Chocolat, in Moscow. The trade-fair calendar for 2022 begins with Meat Pro Asia, a joint project with exhibition organiser VNU Asia Pacific, from 12 to 14 January in Bangkok. Followed by Tecnofidta in Argentina, which will take place from 22 to 25 March in Buenos Aires. From 14 to 19 May 2022, the leading international trade fair, IFFA, will assemble all the sector's major players in Frankfurt am Main. At the upcoming edition, this leading world trade fair for the global meat industry will be extending the product headings and will, in future, include technologies and solutions for plant-based meat substitutes and alternative proteins.

The live fairs are accompanied by various digital formats and link the sector from year to year. They include, for example, the online panel relating to the Future Meat Factory, which Messe Frankfurt organises with its partners Builtworld, and the digital discussion forum Tecnofidta Conecta.

Information on all the trade fairs for the food industry can be found at:

www.food-technologies.messefrankfurt.com

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020, following sales of €738 million in 2019. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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 2020