



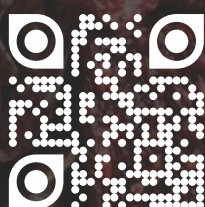
PROD EXP 2023

XXIX INTERNATIONAL SPECIALIZED
WHOLESALE EXHIBITION

REPORT ABOUT THE EXHIBITION PERFORMED

14-17 November, 2023

Pobediteley ave., 20/2 Minsk
(Football Arena)



prodexpo.by



TASTEFULLY DONE

XXIXth International specialized wholesale exhibition «ProdExpo — 2023» was arranged in Minsk from 14 to 17 November. This is a highlight forum for the food industry in Belarus, because it unites the professionals of industry and representatives of the relevant ministries, business, research, commerce as well as foreign guests.

Compared to 2022, the exhibition area has increased by 18% as the number of exhibitors has grown. 131 companies from Belarus, Vietnam, Uzbekistan, Russia, Turkmenistan presented its products here. Participants brought to Minsk both new products and beverages, as well as absolute sales hits in meat, dairy, confectionery, bread and other industries. Much of this could not only be seen, but also tried on the main gastronomic site of the year, which was located in the Football Arena.

Each day there was a large-scale business program full of different events. During the manufacturers of food have taken part into the negotiations with the representatives of commercial retail chain services the grated guests and visitors of ProdExpo expanded their gastronomic knowledges. It was useful and educational. Honored confectioners and chefs introduced to exotic cuisine, held master classes and evaluated the work of competitors. The competition of culinary specialists, confectioners and bakers captivated the audience as well as the best TV shows where they taught to cook not only delicious but beautiful.





During the opening ceremony of the exhibition Deputy Minister of Agriculture and Food of the Republic of Belarus Vladimir Grakun noted that Belarusian products are recognized and popular.

— Despite international events Belarus delivers products to more than 100 countries worldwide, — said Vladimir Grakun. — I hope, that Belarusian enterprises enter into a good supply contract during the exhibition.

He also added that the event will feature products from other countries. And noted that this product can also take a worthy place on the Belarusian counters.

Nadezda Lazarevich, First Deputy Chairman of the Ministry of Economic Development, paid special attention to «ProdExpo».

— We are glad that the exhibition is held in the territory of Minsk. «This event is traditionally in great demand among the citizens and visitors of the capital», - she said. — All of our guests from friendly countries will greatly enjoy getting to know our consumers, and we will glad to taste their products too.

Chairman of concern «Belgospisheprom» Oleg Zhidkov noted that the manufacture is focused on import substitution today.

— Every year we set our enterprises the target to increase volumes for this area, thereby reducing the currency pressure on the economy of our country and filling the shelves of Belarusian shops with quality products, - he said.

According to Oleg Zhidkov, «Belgospisheprom» pays great attention to ensuring food security of Belarus, so the main volume of produced products is delivered to the domestic market, it is a strategic task.





SALES GEOGRAPHY

Over the years of operation, the international specialized exhibition fair «ProdExpo» has proven itself as a business venue where the interests of manufacturers, wholesalers and trade networks converge. This year, the terms of contracts, volumes of deliveries, logistics nuances and other business issues were discussed in B2B format within the framework of the program «Retail&Food».

The main deal of event — to help the manufacturers to find new trading partners and expand sales geography. On the first day of the business program «Retail&Food» was as a business negotiation of the food industry professionals with the commercial services of external trade networks. In this meeting took part the companies from Russia, Kazakhstan, Kirgizia, Uzbekistan and other. On the second day the manufacturers could discuss the work items with the national representatives and the biggest regional retail chains of Belarus. In total, 35 networks from CIS countries took part in the talks with exhibitors of this year's exhibition. In B2B format, more than 1500 business contacts were made.

Lilia Shamardinova, Deputy General Director for Commercial Affairs of JSC «Minsk Dairy Plant N 1»:

— During the exhibition we negotiated with Russian networks, with which we are already working. Received feedback from them. Met with the potential partners from Mongolia. They paid attention to our oil with Provence herbs, milkshakes, cheeses and other products. Discussed the ongoing questions with the representatives of Belarusian networks.





Svetlana Solovyeva, Deputy General Director for development of JSC «NewBio» (Russia):

— Introducing the Russian starch industry. We are a young enterprise, working in the market for three years, the production complex is located in the Volgograd region. Thanks to high-tech equipment we were able to quickly conquer the Russian market and export. We specialize in the production of starch and sugared starch products, which are widely used in almost all food industries. We deal with such Belarusian companies as «Bellakt», «Red Mozyryanin». In Minsk we are for the first time. It was important to meet our Belarusian partners. We also saw the high interest from news clients. Therefore, the exhibition is quite active and productive for us.

Vitaliy Aleshko, Head of marketing department of JSC «Volkovyzsky meat factory»:

— This year, the exhibition was visited by representatives of various companies from Azerbaijan, Mongolia, China, Kazakhstan, Russia and other countries. So we are happy with our participation, actively working, negotiating. We talked with representatives of the wholesalers who are oriented to export raw materials, as well as potential partners who are interested in selling our finished products.

Michael Voronov, Head of sales department of LLC «Old baker» (Russia):

— Our enterprise works in the Russian market for 22 years, producing gingerbread, dough products, oriental sweets. In Minsk at the exhibition we are for the first time, introducing Saratov region. We want to increase the recognition of our products in Belarus, so are interested in contacts. In B2B format we talked with representatives of network trading companies from Russia, Turkmenistan.





WORLD CUISINES

The festival «World cuisines» added the international program of the exhibition, where Heads and representatives of diplomatic missions of Pakistan, Uzbekistan, Armenia, Vietnam and Indian Cultural Center took part. Each country prepared the presentation which was concluded with a tasting of national dishes.

Tasting and presentation of novelties were held for all day during the exhibition. So everyone could discover new tastes.



HIGH GRADE

The educational program of the exhibition included various master classes for confectioners, packaging designers and marketers.

The titled Russian confectioner Eugenie Voloshina shared experience in creating antigravity cakes. Their distinctive feature - the illusion of instability. Intricate designs, adorned with chocolate and whipped cream, look as if the laws of physics do not exist. But they do.



About how packaging can increase the recognition of product and attract new customers, said graphic designer Anastasia Initskaya.





FOOD LIKE ART

The competition program brought together those who aim to improve in professions. There were: Republican quality review of bakery and confectionery products «SMAKOTA», International competition for the best packaging «SmakArt», International culinary cup, contest of professional craftsmanship of confectioners «High fashion in confectionery art», International Pastry Championship.

So 50 enterprises from all the regions of Belarus took part in the competition «SMAKOTA», they introduced 225 product samples. The jury has determined the winners in 21 nominations.

The international culinary cup competition was held in two nominations. Participants of the first one prepared in individual boxes in front of the jury. The second one was named «Art-class». The skill of preparing snacks and the festive menu was evaluated here. The winners of this competition proved that could turn a three course meal into an art.

The International Pastry Arts Championship traditionally involves both experienced craftsmen and those who are only studying a profession, or simply passionate about creating art-cakes. This year the jury evaluated 120 works of participants from Belarus, Russia, Kazakhstan.



**PROD
EXP**

2023

ТРАДИЦИИ. КАЧЕСТВО. ИННОВАЦИИ

4-17 ноября

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THE BEST OF THE BEST

Food and beverage producers have become participants of the international food quality tasting competition «ProdExpo-2023: TRADITIONS. QUALITY. INNOVATION».

It is conducted by the Scientific and Practical Center of the National Academy of Sciences of Belarus on Food with the support of the Ministry of Agriculture and Food of the Republic of Belarus, the State Enterprise «BelExpo» and the Concern «Belgospischeprom».

Its objectives include the identification of the best samples of food products and their producers, the stimulation of the development of high-quality competitive products; definition of the latest trends in the development of the domestic market of food products; strengthening the export potential of Belarus and promotion of products in domestic and foreign markets.



THE WINNERS WERE AWARDED:

79

**GRAND
PRIX**

110

GOLD

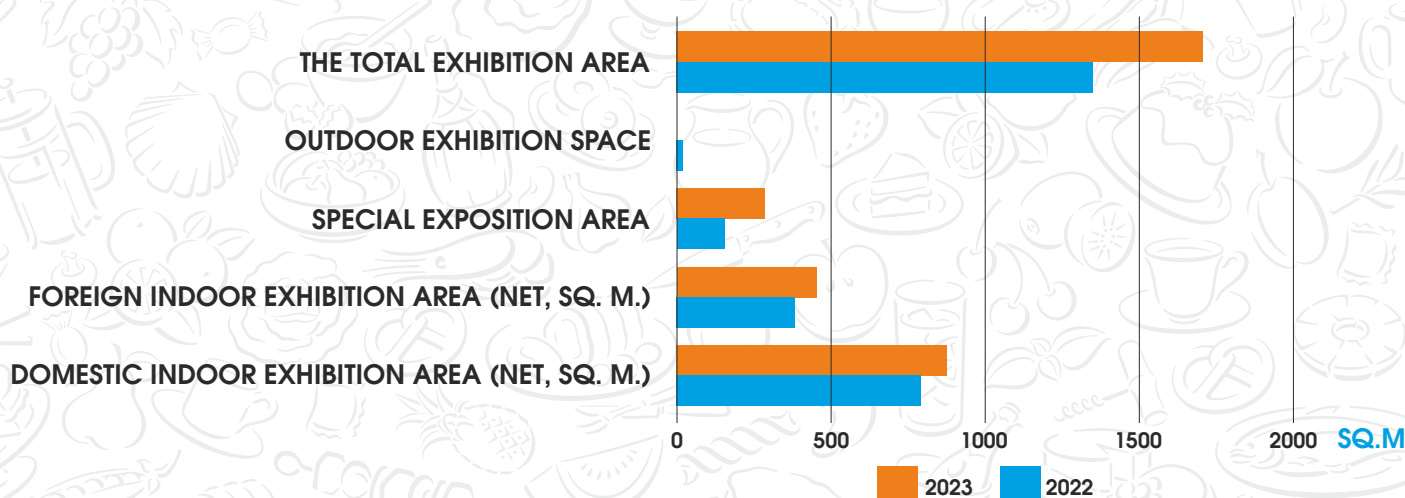
70

SILVER

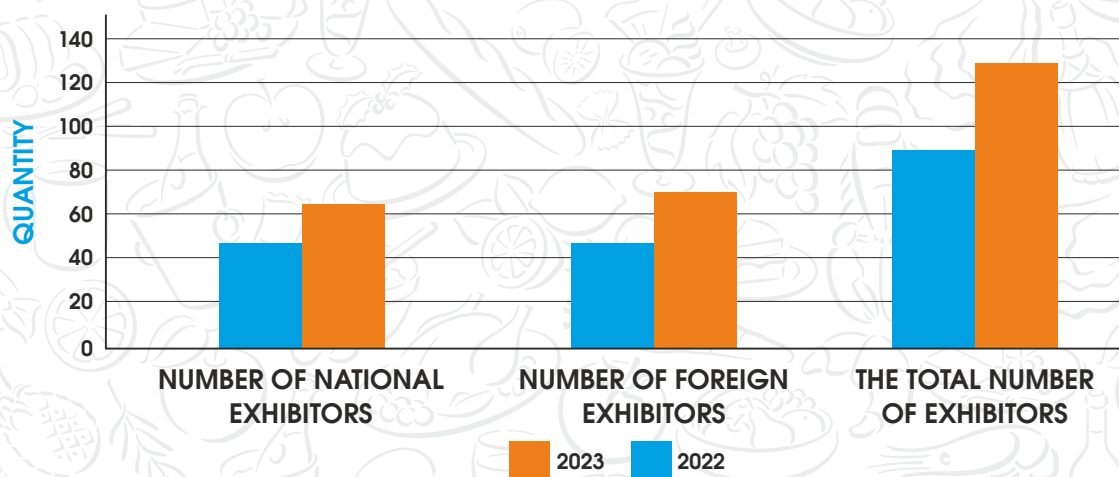


EXHIBITION SPACE (INCREASE ↑ 19,5%)

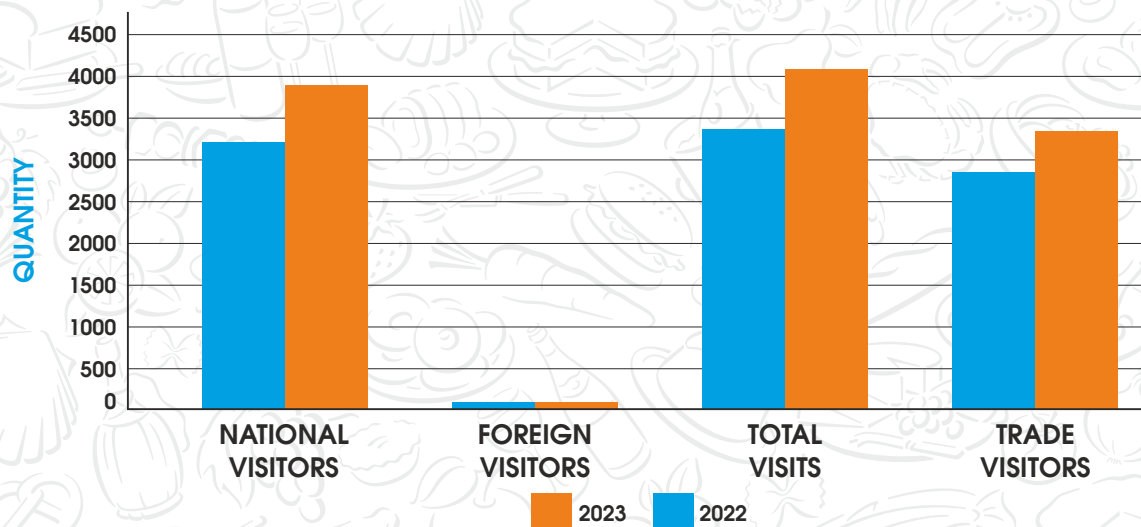
EXHIBITION SPACE



EXHIBITORS (INCREASE ↑ 18%)



VISITORS (INCREASE ↑ 23%)





PROD EXP 2024

XXX ANNIVERSARY INTERNATIONAL SPECIALIZED WHOLESALE EXHIBITION

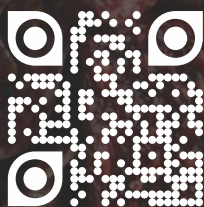
Summing up the above, analyzing numerous feedback from participants and visitors, as well as based on the quantitative indicators of the exhibition «ProdExpo-2023», it is possible to state with confidence that the main event in the food industry of the Republic of Belarus was held with great success and expected for all interested results. The prominent events of the business program were marked by the prominent events and meetings.

The exhibition has fundamentally and extensively reaffirmed its status as an international, effective interactive presentation platform for specialists and professionals of the industry.

Welcome 30th anniversary exhibition «ProdExpo-2024»
See you in Minsk!

12-15 November, 2024

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