

FROM FEED TO FOOD

The complete overview
of the Russian meat
and poultry market
from feed to food

**20-22
MAY
2024**

Russia, Moscow
CROCUS EXPO



**INTERNATIONAL
EXHIBITION & SUMMIT**
Meat and Poultry Industry Russia

Supported by



ONE OF THE LEADING INDUSTRY EVENTS IN RUSSIA

Meat and Poultry Industry Russia is an international trade-show that covers meat and poultry production sector attracting trade buyers from Russia, CIS countries, Middle-East and Europe. It represents feed milling, breeding and hatchery, meat, pig, poultry and eggs production and processing, packaging, sales, transportation, cold chain, retail and marketing process. Meat and Poultry Industry Russia is the most complete show to explore the latest solutions from Feed to Food.

The exhibition is held since 2001 in Moscow and is supported by VIV Worldwide since 2004.



THE COMPLETE OVERVIEW OF THE RUSSIAN MEAT AND
POULTRY MARKET
FROM FEED TO FOOD



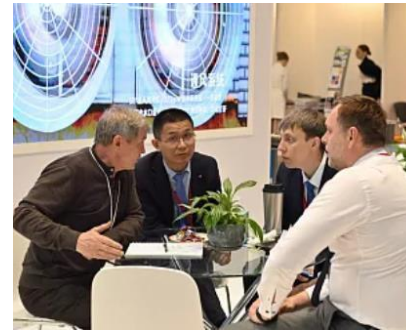
ONE OF THE LEADING INDUSTRY EVENTS IN RUSSIA

RefCold Russia is represented by a separate exposition demonstrating modern technical solutions of the Russian and international refrigeration market:

- REFRIGERATION AND CLIMATE CONTROL EQUIPMENT
- HEAT PUMPS, REFRIGERATION EQUIPMENT
- COMPONENTS
- ENERGY-EFFICIENT SOLUTIONS
- COLD STORAGE
- LOGISTICS, REFRIGERATED TRANSPORT/ REFRIGERATED CONTAINERS,
- INSTRUMENTATION
- CONTROL AND AUTOMATION SYSTEMS, REFRIGERATION AND AIR CONDITIONING SERVICES
- COLD CHAIN INFRASTRUCTURE PRODUCTS FOR THE AGRICULTURAL SECTOR.



INTEGRATION OF THE
REFRIGERATION INDUSTRY INTO THE
AGRICULTURAL INDUSTRY TO ENSURE
FOOD SAFETY OF THE COUNTRY



ONE OF THE LEADING INDUSTRY EVENTS IN RUSSIA



Meat Battle. Interactive platform for product presentations.

The project's goal is to show, tell and give ideas to manufacturers about the features of the HoReCa segment, to reveal the potential of each product for ordinary consumers.

Product Battle is more expanded concept – the full production cycle - from growing technologies and production of raw materials to the finished gastronomic dish.

- INTERACTIVE DEMONSTRATION
- CHEF'S INTRODUCTION
- PRODUCT PLACEMENT
- PRODUCT PRESENTATION TO THE HORECA SEGMENT
- CONDUCT OF NEGOTIATIONS
- PRESENTATION OF NEW PRODUCTS
- WORKING WITH PROFESSIONAL CONSUMERS
- WORKING WITH THE END CONSUMER
- PRODUCT COMPETITIONS



BUSINESS PROGRAM

SUMMIT

Meat & Poultry • Fish & Seafood

Summit is a unique platform for complete education and networking experience with industry stakeholders and think tanks. During the days of its work, plenary sessions and meetings are held to discuss state policy issues on supporting and developing the agricultural complex in current conditions, working towards a consolidated position of government and business on issues related to state support for meat and poultry production, as well as an outlook for the development of agriculture in the context of bio-security, food safety, product quality and export potential of the industry.



THE DELEGATES OF THE SUMMIT:

- C-LEVEL MANAGEMENT AND SPECIALISTS OF AGRICULTURAL HOLDINGS
- RUSSIAN STATE AGRICULTURE AUTHORITIES AND REGULATORY ENTITIES
- INDUSTRY ASSOCIATIONS AND UNIONS, THINK TANKS
- EXPERTS, DATA ANALYSTS, INVESTORS, ENTREPRENEURS
- TOP MANAGERS WORKING IN THE AGRICULTURAL SECTOR.

During the course of Summit will be organize **specialized sessions** for turkey breeding, poultry farming, pig breeding, feed production, farm animal health, as well as on eco-and biologically active food products.



WHY EXHIBIT

- 

The Exhibition brings together targeted professional audience from: feed mills, poultry and pig plants, cattle and dairy farms, meat and dairy processing plants
- 

World leading industry brands attract selected buyers
- 

Extensive worldwide promotion through diverse promotional channels for better connection of our exhibitors and visitors before, during and after the show
- 

Excellent Business and Educational Program including Meat and Poultry Industry Summit
- 

The Exhibition offers full access to the market opportunities in Russia and CIS region
- 

Asti Group and VNU Group are professional show organizers with abundant resources. The companies are well-known for organizing meat and poultry trade shows worldwide
- 

The Exhibition offers the entire animal protein production chain from Feed to Food including packaging, logistics and cold chain for all animal species including pigs, poultry broilers, layers and cattle
- 

Russian Government, Industry Associations and Unions' official support
- 

80+ supporting industry Media

MAP RUSSIA ENABLES YOUR BUSINESS TO

- ✓ **Boost** your company brand awareness
- ✓ **Generate** new and qualified leads from Russia and CIS
- ✓ **Meet** your existing clients and the industry experts
- ✓ **Present** your products and innovations to the market
- ✓ **Get** feedback from the market
- ✓ **Network** with industry leaders, press and the media

CUSTOMIZED MARKETING OPPORTUNITIES

Promotion before, during, after the show is extremely important. Maximized brand exposure is possible via the multiple marketing items for online and onsite boosting.



HERE ARE SOME OPTIONS

- LOGO ON LANYARDS
- ONSITE BANNERS
- SEMINARS ROOM SLOT
- LOGO ON WWW.MEATINDUSTRY.RU
- SOCIAL MEDIA EXPOSURE
- E-NEWSLETTER HIGHLIGHTS
- CORPORATE NEWS AT WWW.MEATINDUSTRY.RU

EXHIBITOR PROFILE



- DESIGNERS, MANUFACTURERS, SUPPLIERS OF FOOD PROCESSING AND REFRIGERATION EQUIPMENT, COMPONENTS
- INDUSTRIAL DEVELOPMENT SPECIALISTS
- PARTICIPANTS IN THE TRANSPORT AND LOGISTICS SYSTEM
- REPRESENTATIVES OF REGIONAL AGRICULTURAL CLUSTERS
- DEVELOPERS OF AGROINNOVATIONS, TECHNOLOGIES AND PRODUCTS FOR GROWING, PROCESSING, AND LIVESTOCK PRODUCTS



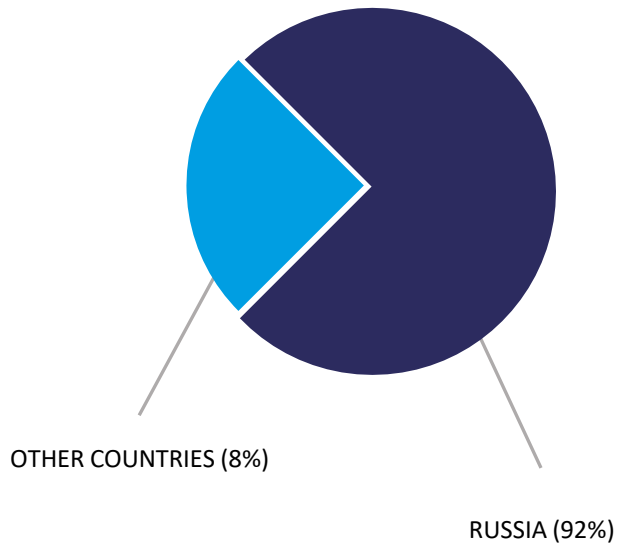
THE EXHIBITION IS DIVIDED BETWEEN TWO MAIN SECTIONS:

Meat and Poultry Production	Meat and Poultry Processing
Feed production	Quality control
Animal health and genetics	Automation, smart production
Breeding, rearing, care	Cold chain
Hatching egg	Recycling. Disposal. Ecology of production
Equipment for slaughter and processing of meat and poultry	Logistics
Weighing and packaging equipment	Lending. Consulting
Industrial hygiene	Ready-to-cook, pre-cooked and ready-to-eat foods

VISITORS PROFILE



WHERE VISITORS COME FROM

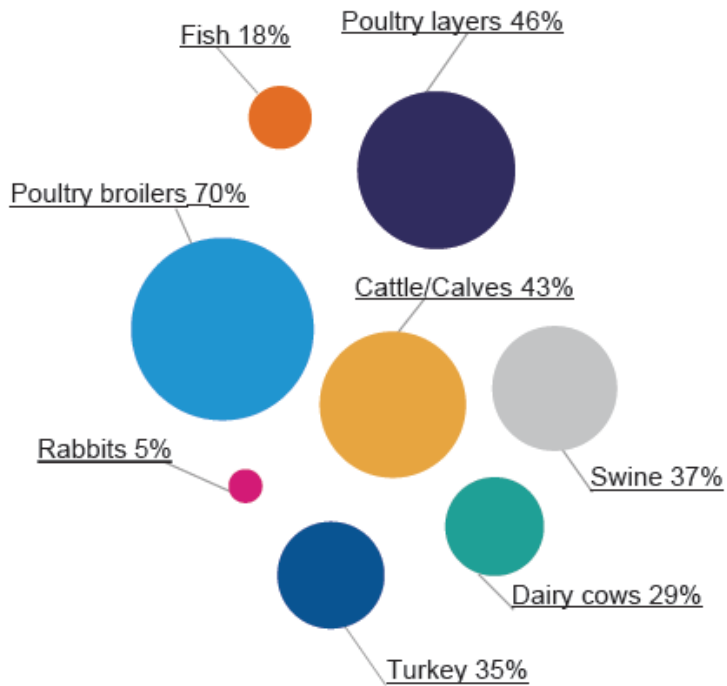


VISITORS BY RANGE OF INTEREST

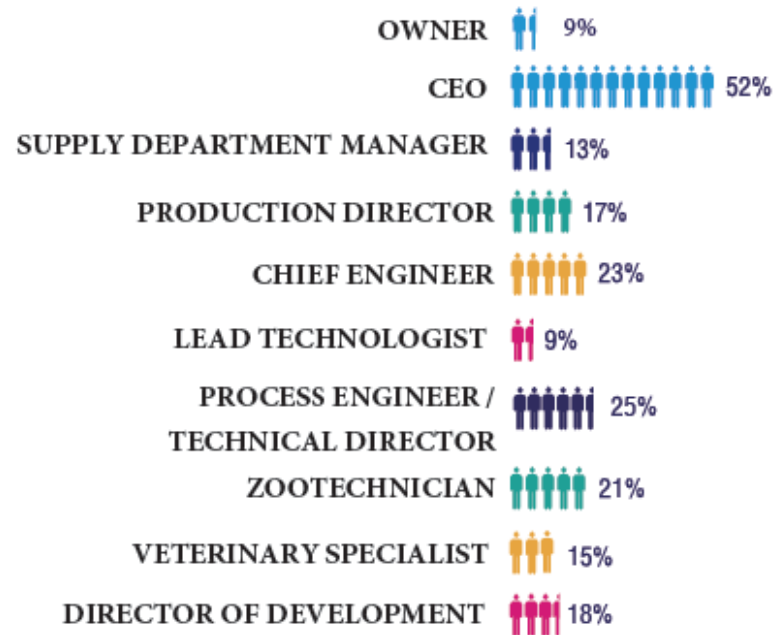


VISITORS PROFILE

VISITORS BY SPECIES



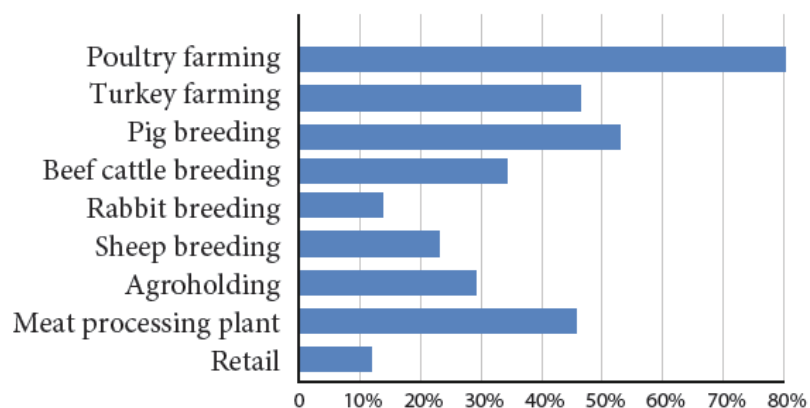
VISITORS BY JOB TITLE



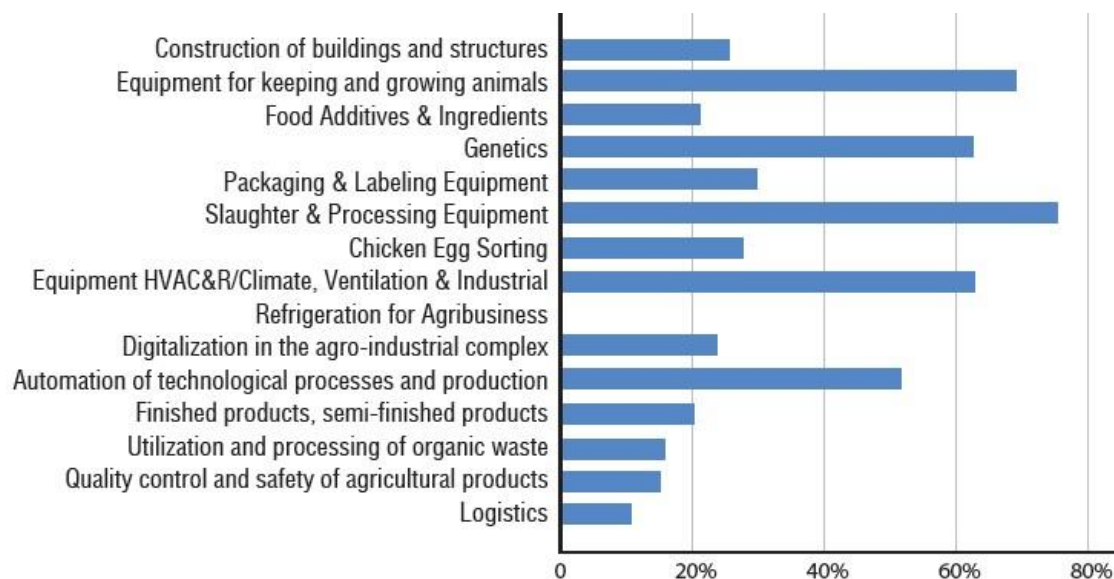
VISITORS PROFILE



VISITORS BY COMPANY ACTIVITY



SECTORS OF INTEREST



EXHIBITORS' QUOTES



Once again our company took part in the exhibition. At our stand we presented equipment for meat processing and production of semi-finished products, which has **proven to be durable and functional among our customers**. We emphasize our focus and stable work with European partners with our participation.



We are participating in the exhibition for the first time and have already noted our enormous potential - a lot of new clients have shown up; **we entered into 5 contracts in the first two days of the exhibition**.



The prospects at the exhibition are, of course, wonderful - the Russian market is large, production is not decreasing, so a replacement is required for existing European companies: our company is ready to implement this.



We are glad to participate in the exhibition, and also conduct sessions on digitalization for agricultural holdings, **which are of great interest to specialists**, because enterprises are faced with the challenges of fundamental digitalization, taking into account key enterprise, production, warehouse and logistics management systems.



This is the first time we participate in the exhibition. **Our company's goal is to develop our domestic solutions** that are not inferior in quality to European analogues over a 5-year horizon.



Our experts are participating in the exhibition for the second time to share experience at the Summit. Participation exceeded our expectations. **Despite the fact that our company is just entering the Russian market, we held many fruitful negotiations at the exhibition**.

EXHIBITORS' QUOTES



Thanks to the organizers for providing the opportunity to showcase the diversity of our products at the exhibition. We also took part in the MeatBattle, a unique gastronomic project at the exhibition: we included our products in master classes that took place at the chefs' event. [This project will allow us to establish business connections in the HoReCa segment.](#)



[We got a lot of new clients at the exhibition](#), since Russian market is promising for us, thanks to every partner for visiting our stand.



Our main goal for the current year is to introduce Russian consumers to our company's equipment. [This goal was realized at the exhibition.](#)



The exhibition is interesting for us. According to the results of the meetings held at the stand, [we were once again convinced that it was important for Russian companies to increase quality and production outputs](#), moreover they should open up the areas that are currently closed due to the departure of foreign suppliers..



[This year we were very pleased with the level of activity. Lots of visitors, lots of communication.](#) The first day was very eventful up until the end of the exhibition working day.

FOR FURTHER INFORMATION
PLEASE CONTACT



Asti Group
Exhibition company

Asti Group Exhibition company

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