

Modern Bakery: first time in April

ONE YEAR BEFORE ITS 20TH ANNIVERSARY, MODERN BAKERY PRESENTED ITSELF AS A TRADE FAIR IN MOSCOW WITH NEARLY 10 % MORE EXHIBITORS THAN EVER BEFORE



++ figure 1

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Bread has a long tradition in Russia, where per capita consumption is approaching ever closer to European levels



++ figure 2

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A.P. Kosovan, President of the Russian Union of Bakers, V.A. Butkovsky, President of the International Industrial Academy (Moscow), A.P. Nechayev, President of SPPI (Union of Food Ingredient Producers) (from left to right)

+ Modern Bakery has developed into the most important trade fair for the bakery and confectionery industry in Russia and the neighboring republics. This year numerous new exhibitors presented themselves for the first time in a large hall in Moscow. The expectation that large-scale government funding for the baked goods industry will be made available in good time before the next elections in Russia motivated many to position themselves on the Russian market in good time. The number of Russian exhibitors this year, 99 out of 243, was also higher than ever. In addition to the established trading companies representing many machine and raw materials manufacturers, mainly western European, there are now also a few machine constructors from neighboring republics exhibiting for the first time at Modern Bakery, including among others an Armenian supplier of plant that can manufacture lavash bread automatically. Lavash is a bread that is traditionally eaten in the entire Near and Middle East as well as in many of the former southern republics of the Soviet Union. It looks like a thin flatbread and consists of a dough that makes do without any raising agent, and has a consistency similar to that of a wrap or tortilla. Another area that has grown considerably compared to previous trade fairs is the proportion of exhibitors dealing with packing, presentation and store construction, and also with the coffee, ice cream, chocolate and snacks business, with the result that the trade fair showed it was concerned not only with the production of bakery and confectionery goods but also with their marketing. The topic of ice cream and chocolate was represented by companies such as Aasted, Bühler, Chocotech, Duyvis Wiener, Master Martini, Pfalzgraf Konditorei, Sollich and Zentis, among others. The framework program was also coordinated with the topical theme by the seminar “Ice cream and chocolate. Delicious, useful and full of opportunity” on the third day of the trade

fair. For example Eleonora Balayants, bronze medal winner at the IKA Culinary Olympics in Erfurt, Germany, in 2012 provided information about development trends on the Russian market for premium chocolates. One important aspect of the trade fair’s framework program was the insight into the latest developments in the area of refrigeration and deep-fried technologies, especially since the market for frozen dough pieces is currently in an expansion phase. There was also room for political and overarching topics. During the “Bread and the health of the planet” event, speakers from the Agriculture and Science Ministries and from the Eurasian Economic Commission supplied information about the important role of the bakery industry in a global context.

Both the exhibitors and the visitors who were questioned gave a basically positive assessment of the re-timing of the trade fair from the fall to April. The immediate proximity to the Orthodox religious festival of Easter was the only thing that nibbled away at this year’s visitor numbers on the last two days. Nevertheless, according to the trade fair event organizer OWP Ost-West-Partner GmbH, Nuremberg, Germany, the total number of visitors was better than in previous years. The figures showed that 14,234 industry specialists visited Modern Bakery. According to OWP, the majority work in business enterprises with 51–500 employees. 18 % came from industrial bakeries, 13 % from smaller bakeries and 23 % from the confectionery and candy industries. Other visitor groups were from the wholesale and retail (9 %), from the bakery machine manufacturing segment (8 %), ingredients (8 %) and the packaging industry (2 %). 48 % said they counted as a decision-maker in their company, and 39.5 % that they were involved in the decision-making process. Moreover, a large proportion of the visitors were attending for the first time. +++

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