

Transfer of ideas

SNACK ACADEMY, A NOVEL INFORMATION FORUM, WILL TAKE PLACE AT THE MODERN BAKERY SHOW 2005 IN MOSCOW

snack academy
2005

organized by

Chleb + Wipetschka



++ Are you interested in participating in this presentation? Please contact baking+biscuit international's editor-in-chief Ms. Hildegard Keil
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+ The editor of baking+biscuit international, f2m foodmultimedia GmbH, is organizing a novel information forum at this year's Modern Bakery Show. The exhibition will take place between October 3-7 in Moscow.

The new forum is offering a new way to transfer ideas which will include technology, processes, marketing and know-how. A number of companies, among them Rheon, Tonelli, WP, Unifine, Hiestand, He-Schu, UG-Consulting and Opelka have joined under the umbrella of Snack Academy to convey ideas.

The following areas will be covered:

- + Raw materials
- + Technical features
- + Technology
- + Production
- + Refinement
- + Marketing concepts

Examples of different kinds and degrees of manufacture will be demonstrated. Their common denominator is that they are suitable

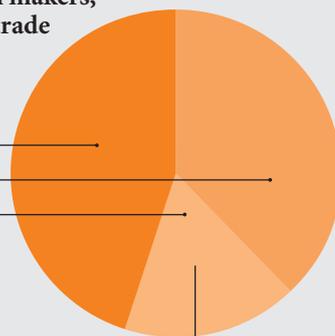
to be consumed as snacks. Examples include the pound cake with sauce as well as deep-fried balls with a sweet or savory filling, frozen dough pieces as well as chocolate cups shaped like flowers which can be filled at site with delicious crème just like cream puffs.

All products will be presented with recipes and processing information but also with packaging ideas and written marketing concepts. Modern Bakery takes place for the 11th time this year. It is the most important exhibition for the baking industry in Russia and all other republics from the former Soviet Union. For the first time, two halls at the Krasnaja Presnja fairgrounds in Moscow will be occupied, halls 3 and 7. This exhibition is supported by the Russian Union of the industrial associations of the agar-economical complex of the Russian Federation, by the Russian bakery association, Moscow, and the Russian association of mills, Moscow. The exhibition is open from October 3-5, 2005, from 10 am to 6 pm, and on October 6 from 10 am to 4 pm. +++



According to the information provided by the exhibitor, decision makers, purchase managers and trade visitors came from

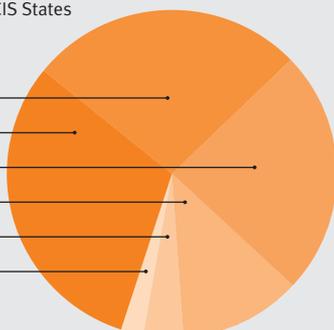
- 45 % all over Russia
- 38 % from the Moscow region
- 17 % from the other CIS States



It was a very interesting mix of trade visitors

Trade visitors from Russia and the CIS States came from the following industries:

- 31 % private bread factories
- 27 % bakeries and pastry shops
- 24 % specialized bakery outlets
- 12 % state-owned bread factories
- 4 % hotels and catering service
- 2 % others



... of these most were from the following CIS states

- 45 % Ukraine
- 29 % Baltic States
- 17 % Belarus
- 9 % other CIS States

