

# The biggest show in Moscow

MODERN BAKERY MOSCOW IS TO SUBSTANTIALLY EXTEND ITS POSITION THIS YEAR AS THE FLAGSHIP EVENT FOR THE FOOD INDUSTRY IN RUSSIA



**+** The Russian Federation is one of the 21st century's biggest markets for the future. The country has 143 million inhabitants – 25 million of them in Greater Moscow – this offers huge potential demand. It is an extremely attractive growth market, particularly for exporters.

People do not live on bread alone – and consumers in Russia are also developing exclusive tastes, ranging from sweets, cakes, chocolate and to the pleasures of coffee. The increased spending power of the Russians and a great business climate have both had a strong positive effect on the market for bakery industry products. Variety and high quality are in demand from Russian consumers; there is also enormous interest in organic products. In addition, Russia is now a front runner as one of the most attractive markets for packaged foods. This market sector also includes baked goods which saw a 13 percent growth in 2006. The café business, in particular, is a new and booming field: Chain groups such as Le CROBAG, „Coffee Bean“ and „Coffee House“ plan extensions to their networks this year;

Starbucks is also on the point of taking its first steps into the Russian market in 2007.

At this year's Modern Bakery all the well-known suppliers to the baking industry will be presenting their products. Many countries, including Germany, are planning national pavilions. The exhibits will include bakery machines, bakery and confectionery equipment, chocolate manufacturing machines, chocolate processing machines, laboratory equipment & quality assurance, shop-fitting, coffee & tea (equipment, accessories, catering), coffee & tea from origin (export and trade), organic products, functional food, raw materials and ingredients.

At last year's exhibition, 147 companies were present which attracted about 21,000 visitors, most of them owners, production managers and technologists from the Russian baking industry.

This year, the exhibition will be even more attractive, for several reasons. First of all, the development of the domestic market is escaping from the clutches of wild privatization that came along with the political changes. At ►



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# Sticks & Co.

There are always new challenges – with the production of “sticks” for example. We have tried everything: long or short, thick or thin, classic or filled (what with?), salted or spiced (how?), straight, twisted or tied. With crisps, crackers and biscuits it is no different! In any case, when the point is to create industrial production processes that really work you should always talk to us, to **WP Industrial Bakery Technologies**. There is no problem in the area of baking that we cannot tackle because all of the companies in the **WP BAKERYGROUP** with their combined knowledge are behind us.

It's worth it. Always. +49 (0) 7141-2020





the same time the concentration process is accelerating, caused by the fast-paced entry of international trade chains into the Russian food market. The trade chain products of Western European origin are coming into the country with large companies from Western Europe about to break into the market, either with their own subsidiaries or by acquiring or participating in Russian companies.

The competition, as a result is more professional and much tougher. Consequently, the interest in modern production technology and in process and product quality is high, as these are the prerequisites for establishing a strong market position. Last year, the exhibition was held in the shadow of iba, but this year it will enjoy the undivided attention of the Russian industrial representatives. +++

### Modern Bakery

13. International Trade Fair for Bakery  
Equipment & Food Ingredients  
**October 15 – 18, 2007, Moscow**  
»Expoentr« Fairgrounds, Hall 7

#### Organizer

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#### Supporters

- + Russian Bakery Association
- + Union of Flour Mills and Cereals Plants
- + RF State Bakery Institute
- + International Industrial Academy
- + Institute of Nutrition RAMS
- + SRC of Confectionery Industry of the RAA

### Events at Modern Bakery

Lectures :

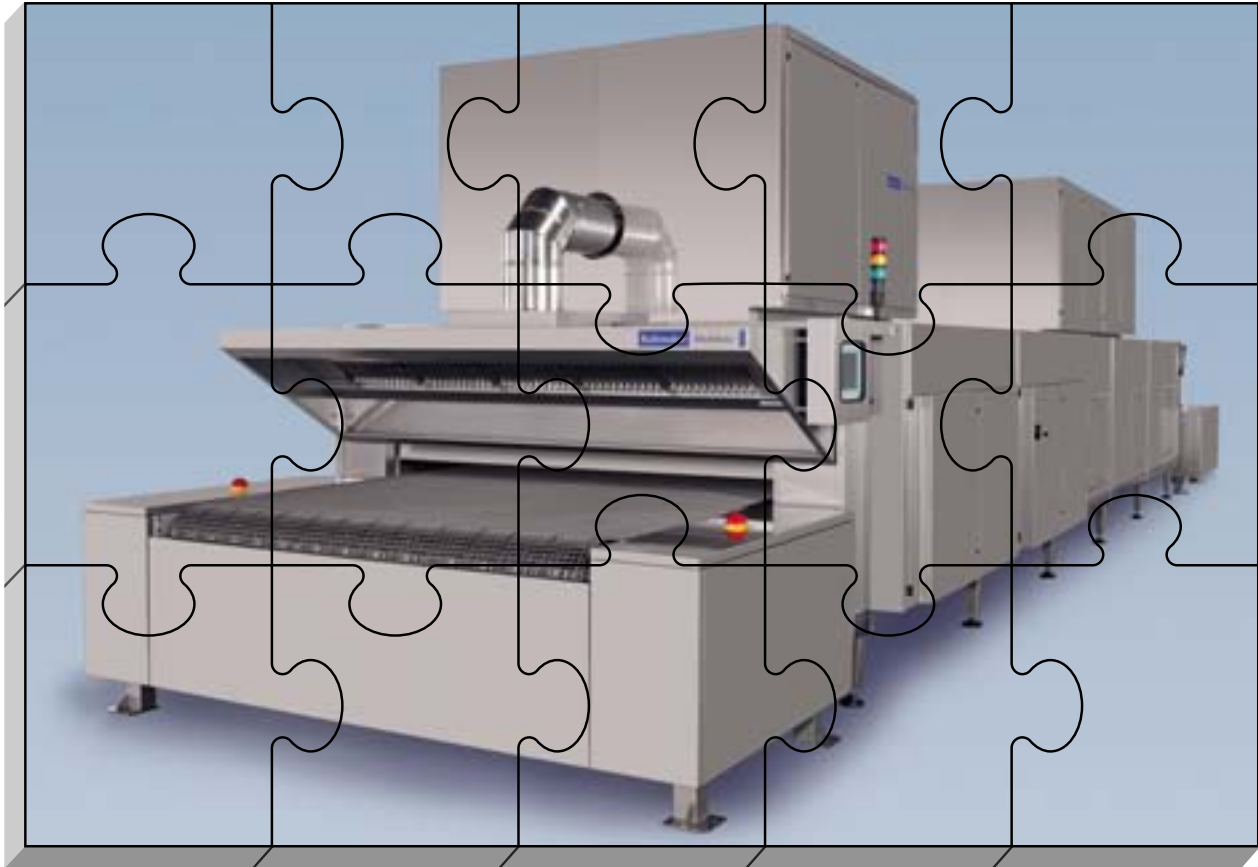
- + The Russian baked goods' market
- + Coffee roasting, shop roasting
- + Sweet baked goods and confectionery: current trends and innovations
- + Temperature control technology
- + Advice on plant financing

In collaboration with the specialist bakery publisher **f2m food multimedia**, the SNACK ACADEMY will be held for the second time, showing trends in the Western European baking industry, highlighting issues such as health and wellness and organic and functional ingredients and their implementation into novel baked goods.

The MB COFFEE & TEA ACADEMY premieres with coffee tasting & roasting demonstrations.

Advice on software, logistics and financing from the MB Consulting Center. +++

# *Our solution for your puzzle...*



## *The Rademaker Multibake<sup>®</sup> Ovens The perfect balance*

*A specialized process like baking is not easy to automate. Building a complete oven for a variety of products calls for more than just knowledge of construction and process controls. It demands intelligence and skill, a feeling for the process of baking, and a world of experience. These are the strengths of Rademaker, and they have been brought together in a new line of ovens:  
**The Rademaker Multibake<sup>®</sup> Line.***

*Four oven types in a modular system*

### **Rademaker Multibake<sup>®</sup> D**

*The Rademaker Multibake<sup>®</sup> D is a directly heated oven, equipped with modulating burners.*

### **Rademaker Multibake<sup>®</sup> I**

*The Rademaker Multibake<sup>®</sup> I (impingement) is an indirectly heated oven.*

### **Rademaker Multibake<sup>®</sup> R**

*The Rademaker Multibake<sup>®</sup> R (radiant) is an indirectly heated oven that operates on the cyclotherm principle.*

### **Rademaker Multibake<sup>®</sup> H**

*The Rademaker Multibake<sup>®</sup> H is a hybrid variant of the Rademaker Multibake<sup>®</sup> Line.*

*We completed our puzzle, now it's up to you!*



**Rademaker** Multibake<sup>®</sup>

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