

Daybreak on the Russian Market

AFTER MORE THAN TWO YEARS, THE CLIMATE FOR INVESTMENTS IN THE BAKED PRODUCTS INDUSTRY IN RUSSIA IS WARMING UP. MODERN BAKERY 2010 CLOSED WITH RECORD-BREAKING VISITOR NUMBERS



++ figure 1
In the supporting program: the Lesaffre Cup



++ figure 2
With a stand under their own flag for the first time: CSM

++ figure 3
As at many other trade fairs, the typical backaldrin stand is also one of the attractions in Moscow

++ figure 4
Diosna and Miwe have worked the Russian market together for 13 years already

For the trade fair organizer OWP the upturn has already happened. According to its figures, visitor numbers were up 31.6% compared to the previous year at the Modern Bakery trade fair held on the Expocentre trade fair site in the centre of Moscow from 11 to 14 October. This equates to 15,770 visitors visiting the exhibition at which 196 exhibitors presented their machines and raw materials. 40.3% of them came from abroad. After almost nothing happened in Russia for a period of two years due to the financial crisis, and the stands had a correspondingly modest appearance and so the exhibitors were favourably surprised by this

year's response. Not only distinctly more visitors had travelled to the banks of the river Moskva, but they had also come with concrete investment plans, and on many a trade stand a binding signature was put on this or that project which had previously been on hold.

Although Modern Bakery still remains a Russian trade fair, the proportion of trade visitors from abroad is growing, and this year it was already up by 8.5%. They came mainly from Belarus, the Ukraine, the Baltic States and Russia's neighbours in Asia.

The next MODERN BAKERY MOSCOW will take place from 10 to 13 October 2011. +++

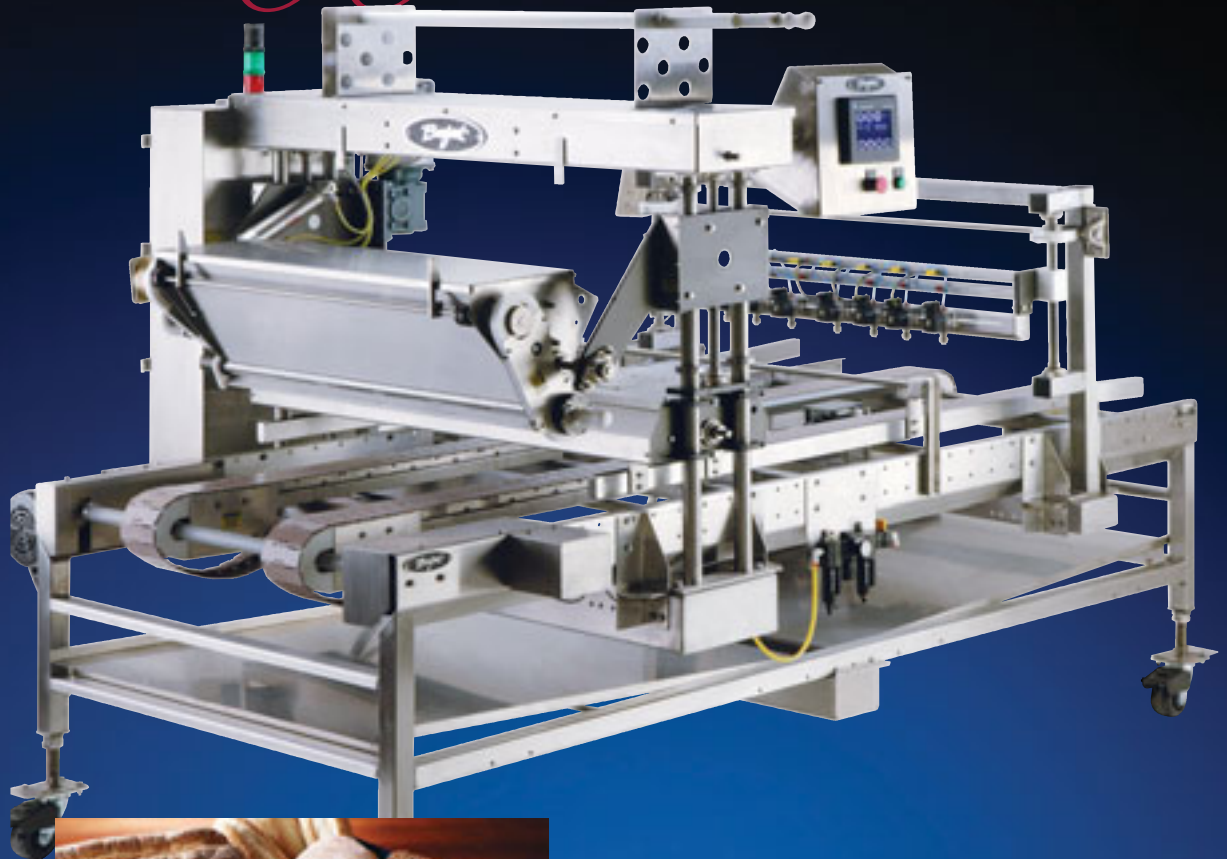


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