



# XXI INTERNATIONAL INDUSTRIAL TRADE FAIR

## CEREALS – MIXED FEED – VETERINARY



January 26-28, 2016, Moscow, VDNH, pavilion № 75



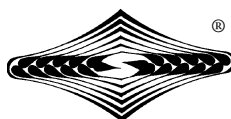
### Review of the results of the Fair

The XXI International Industrial Trade Fair “MVC: Cereals – Mixed Feed – Veterinary - 2016” took place at VDNH in pavilion № 75 in Moscow, from January the 26th till January the 26th, 2016. It gathered professionals in grain processing and mixed feed industries from all over the world. Today, it is the largest professional forum in the world on grain processing and mixed feed production. Since 1996 “MVC: Cereals – Mixed Feed - Veterinary“ Trade Fair has become an undisputed authority and the largest professional international forum where experts gather to share and exchange new ideas and knowledge, to build long-term relationships and sign contracts.

### Development of «MVC: Cereals-Mixed Feed-Veterinary» exhibition.

YEAR	NUMBER OF EXHIBITORS			NUMBER OF COUNTRIES
	TOTAL	RUSSIAN	FOREIGN	
1996	40	31	9	5
1997	80	67	13	14
1998	150	81	69	19
1999	100	55	45	16
2000	100	64	36	16
2001	116	84	32	14
2002	157	91	66	16
2003	178	128	50	15
2004	215	152	63	18
2005	227	147	80	18
2006	245	175	70	21
2007	255	185	70	21
2008	270	193	77	23
2009	273	189	84	23
2010	289	217	72	23
2011	305	226	79	24
2012	335	242	93	27
2013	364	259	105	28
2014	360	260	100	25
2015	403	282	121	30
2016	421	300	121	25

MVC



Member of the Global Association of Exhibition Industry (UFI)

Member of Feed Millers Union

Member of Russian Grain Union

Pavilion “Khleboprodukty” (No 40), VDNH

P.O.Box 34, Moscow, 129223, Russia

Tel.: + 7 (495) 755-50-38, 755-50-35

Fax: + 7 (495) 755-67-69, 974-00-61

E-mail: [info@expokhleb.com](mailto:info@expokhleb.com)

Internet: [www.breadbusiness.ru](http://www.breadbusiness.ru)



# XXI INTERNATIONAL INDUSTRIAL TRADE FAIR

## CEREALS – MIXED FEED – VETERINARY



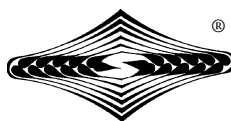
January 26-28, 2016, Moscow, VDNH, pavilion № 75






The fair was organized by Marketing Center “Expokhleб” - member of the Global Association of Exhibition Industry (UFI) with special support of European Feed Manufacturers’ Federation (FEFAC), Russian Grain Union, Union of Feed Manufacturers, Association of Fisheries, Union of Zoobusiness Enterprises, Russian Poultry Union, Union of Sugar Producers.

On the 26<sup>th</sup> of January, 2016, a grand opening took place with ribbon cutting ceremony. Special welcomes were sent by President of FEFAC Ruud Tijssens; Minister of Agriculture of the Russian Federation N.V.Fyodorov; Deputy Chairman of the Government of the Russian Federation G.G. Onischenko; Director of the Federal Service on veterinary and phytosanitary supervision S.A. Dankvert; Head of the Federal Agency on supervision in sphere of protection of the rights of consumers and well-being of men A.Yu.Popova; Chairman of the Committee on the policy in agriculture and nature of the Parliament of the Russian Federation G.A. Gorbunov; Chairman of the Agrarian Committee of the Duma N.V. Pankov; Deputy Minister of Agriculture of the Russian Federation - Head of Federal fishery agency I.V. Shestakov; Vice-President of Chamber of Commerce of the Russian Federation A.M. Rybakov; Chairman of “DelovayaRossiya” A.V. Danilov-Danilyan; President of organization “OPORA ROSSII” A.S. Kalinin; President of Russian Poultry Union V.I. Fisinin; President of Russian Grain Union A.L. Zlochevsky; President of Union of Feed Manufacturers V.A. Afanasyev; Chairman of the Board of Association of Fisheries V.D. Gluschenko; General Director of National Union of Pig Breeders Yu.I.Kovalev; Chairman of the Board of the Union of Sugar Producers A.B. Bodin; Executive Director of Russian veterinary association S.V. Lakhtyukhov; Chairman of the Commission of Chamber of Russian Federation of the development of agriculture E.Yu. Uvarkina; Head of the Department of sales, A.A. Nemeryuk and President of Marketing Centre “Expokhleб” Yu.M. Katsnelson.

MVC



 Member of the Global Association of Exhibition Industry (UFI)  
 Member of Feed Millers Union  
 Member of Russian Grain Union

*Pavilion “Khleboprodukty” (No 40), VDNH  
P.O.Box 34, Moscow, 129223, Russia  
Tel.: + 7 (495) 755-50-38, 755-50-35  
Fax: + 7 (495) 755-67-69, 974-00-61  
E-mail: [info@expokhleб.com](mailto:info@expokhleб.com)  
Internet: [www.breadbusiness.ru](http://www.breadbusiness.ru)*



# XXI INTERNATIONAL INDUSTRIAL TRADE FAIR

## CEREALS – MIXED FEED – VETERINARY



January 26-28, 2016, Moscow, VDNH, pavilion № 75



This year the fair occupied more than **20.000 m<sup>2</sup>** and hosted **421 companies from 24 countries**: Austria, Azerbaijan, Belarus, Belgium, Bulgaria, Canada, China, Czech Republic, France, Denmark, Germany, Great Britain, Italy, Korea, the Netherlands, Poland, Serbia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, USA, as well as 47 regions of Russia.

Exhibitors presented mineral fertilizers and plant protecting products; technologies and equipment for growing, collecting, transporting, storage and processing of grain and grain products; raw materials, technologies, and equipment for mixed feed production; grain mills; mixed feed for agricultural and farm animals, poultry, and fish; sorting, measuring, packing materials and equipment; loading, measuring, controlling and laboratory equipment; computerized management systems and software; veterinary products, instruments and services.

The importance of the fair for development of Russian market of grain, grain products, mixed feeds and veterinary preparations was evident because of participation of the leading Russian and foreign companies.

We are also very pleased with increased participation, compared to previous years, of large Russian grain and mixed feed processing plants as well as baking plants. In addition, every year we receive several new applications to exhibit at the fair. This year, there were 21 % (66 Russian and 23 foreign) new exhibitors at the fair, average stand size was 28,0 m<sup>2</sup>. For 79% of the exhibitors, this fair has become a regular event.

Special business program was announced in the framework of the trade fair. Business program consisted of 20 conferences; total visitation was about 1800 delegates from 22 countries and 53 regions of Russia. Topics of some conferences are traditional - plants selection, agricultural chemistry, storage and grain processing, feed production, veterinary, animal farming, aquaculture, processing of



Member of the Global Association of Exhibition Industry (UFI)

Member of Feed Millers Union

Member of Russian Grain Union

MVC



Pavilion "Khleboprodukty" (No 40), VDNH

P.O.Box 34, Moscow, 129223, Russia

Tel.: + 7 (495) 755-50-38, 755-50-35

Fax: + 7 (495) 755-67-69, 974-00-61

E-mail: [info@expokhleb.com](mailto:info@expokhleb.com)

Internet: [www.breadbusiness.ru](http://www.breadbusiness.ru)



# XXI INTERNATIONAL INDUSTRIAL TRADE FAIR

## CEREALS – MIXED FEED – VETERINARY



January 26-28, 2016, Moscow, VDNH, pavilion № 75



agricultural wastes and by-products. Some conferences took place for the first time – turkey farming conference and agricultural congress.

- International Conference “Processing of wastes and use of by-products in agriculture”

Delegates – 53 people. Speakers – 9 people (1 foreign).

- Seminar “Hygiene and epizootic safety in pig farming”, sponsored by Hipra

Delegates – 35 people. Speakers – 9 people.

- Seminar “Mixed feeds and genetics – main factors that lead to increase of productivity in pig farming”

Delegates – 39 people. Speakers – 13 people (4 foreign).

- Seminar “Veterinary and hygiene in poultry farming”, sponsored by Zoetis

Delegates – 63 people. Speakers – 11 people.

- Seminar “Mixed feed and diets for poultry farming”

Delegates – 46 people. Speakers – 12 people (2 foreign).

- Workshop: Realization of the project “Russian Village” of the All-Russia political party “EdinayaRossia”

Delegates – 60 people. Speakers – 9 people.

- Cargill and Diamond V Seminar: New technologies and solutions in cattle feeding”

Delegates – 55 people. Speakers – 3 people (2 foreign).

- Round Table “Russia – Latin America: perspectives of cooperation in agriculture”

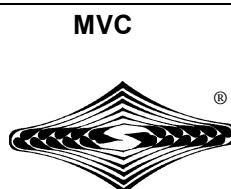
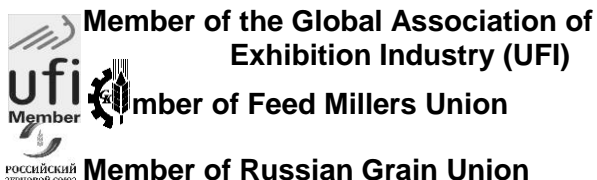
Delegates – 39 people.

- III International Conference “Innovations in feeding technologies and commercial fish farming”

Delegates – 146 people. Speakers – 11 people (2 foreign).

- All-Russia Agricultural Congress, organized by the Ministry of Agriculture of the Russian Federation

Delegates – 800 people. Speakers – 10 people.



**Pavilion “Khleboprodukty” (No 40), VDNH**  
**P.O.Box 34, Moscow, 129223, Russia**  
**Tel.: + 7 (495) 755-50-38, 755-50-35**  
**Fax: + 7 (495) 755-67-69, 974-00-61**  
**E-mail: [info@expokhleb.com](mailto:info@expokhleb.com)**  
**Internet: [www.breadbusiness.ru](http://www.breadbusiness.ru)**

- Seminar “Prevention and treatment of mastitis and endometritis”, sponsored by Zoetis  
Delegates – 57 people. Speakers – 10 people.
- Seminar “Modern technologies of feed production in ruminant animal farming”, sponsored by MUSTANG Nutrition Technology  
Delegates – 33 people. Speakers – 12 people (1 foreign).
- III International Conference “Innovations in feeds and veterinary preparations production for pets”  
Delegates – 37 people. Speakers – 4 people (1 foreign).
- III International Conference “Technology and equipment for storage and processing of grain”  
Delegates – 50 people. Speakers – 10 people (3 foreign).
- III International Conference “Technologies of mixed feed production”  
Delegates – 71 people. Speakers – 9 speakers (1 foreign).
- III “International Conference “Healing power of rye – modern approach to selection, processing and usage of winter crops”  
Delegates – 102 people. Speakers – 12 people.
- International Conference “Future of turkey farming in Russia”, sponsored by VETPROM  
Delegates – 41 people. Speakers – 12 people (1 foreign).
- Seminar “New Innovative Combination Vaccine Porcilis PCV M Hyo – “One Vial, One Injection – Double Protection”, organized by MSD  
Delegates – 35 people.
- Business panel of exporters, poultry, feed and premixes producers “Poultry production: from import substitution to export expansion”, organized by Danisco Animal Nutrition, UK  
Delegates – 72 people.

The 9-th Awarding ceremony “Innovations in mixed feed industry” took place during the Fair.

Media support was provided by more than 70 foreign and Russian magazines and newspapers.

**MVC**



**MVC**  
EXPO**XXI INTERNATIONAL INDUSTRIAL TRADE FAIR****CEREALS – MIXED FEED – VETERINARY****January 26-28, 2016, Moscow, VDNH, pavilion № 75**

You can find all the information about fair exhibitors and their activities in our official bi-lingual (Russian and English) catalogue (1000 copies, 400 pages each). The catalogue is divided into easily identified sections which are associated with every topic featured by the fair.

Almost **10.000 professionals** from Moscow, St.-Petersburg, **9 Federal Regions of Russia, 53 Russian provinces, 20 republics of Russia, 9 CIS countries** (Armenia, Azerbaijan, Belarus, Kazakhstan, Kyrgyzstan, Moldova, Tajikistan, Uzbekistan and Ukraine) and **34 foreign countries** (Algeria, Australia, Austria, Belgium, Bulgaria, China, Cyprus, Czech Republic, Denmark, Finland, France, Georgia, Germany, Great Britain, India, Iran, Israel, Italy, Hungary, Japan, Korea, Latvia, Lebanon, Lithuania, Mongolia, the Netherlands, Norway, Poland, Serbia, Slovakia, Spain, Tunisia, Turkey, USA) visited the fair this year, which represented equipment manufacturers, developers of new technologies and materials, entrepreneurs, managers of large grain processing and mixed feed plants, veterinarians, businessmen, trade organizations and farmers.

The next XXII International Industrial Trade Fair “**MVC: Cereals – Mixed Feed – Veterinary – 2017**”, is scheduled for **January the 31st – February the 2nd, 2017, Pavilion No 75**. All the information about the next fair is available on our website: [www.breadbusiness.ru](http://www.breadbusiness.ru) or by special request.

Encl.: Diagrams.

**Member of the Global Association of  
Exhibition Industry (UFI)****Member of Feed Millers Union****Member of Russian Grain Union****MVC****Pavilion “Khleboprodukty” (No 40), VDNH  
P.O.Box 34, Moscow, 129223, Russia  
Tel.: + 7 (495) 755-50-38, 755-50-35  
Fax: + 7 (495) 755-67-69, 974-00-61  
E-mail: [info@expokhleb.com](mailto:info@expokhleb.com)  
Internet: [www.breadbusiness.ru](http://www.breadbusiness.ru)**

Diagram1.Geography of the visitors

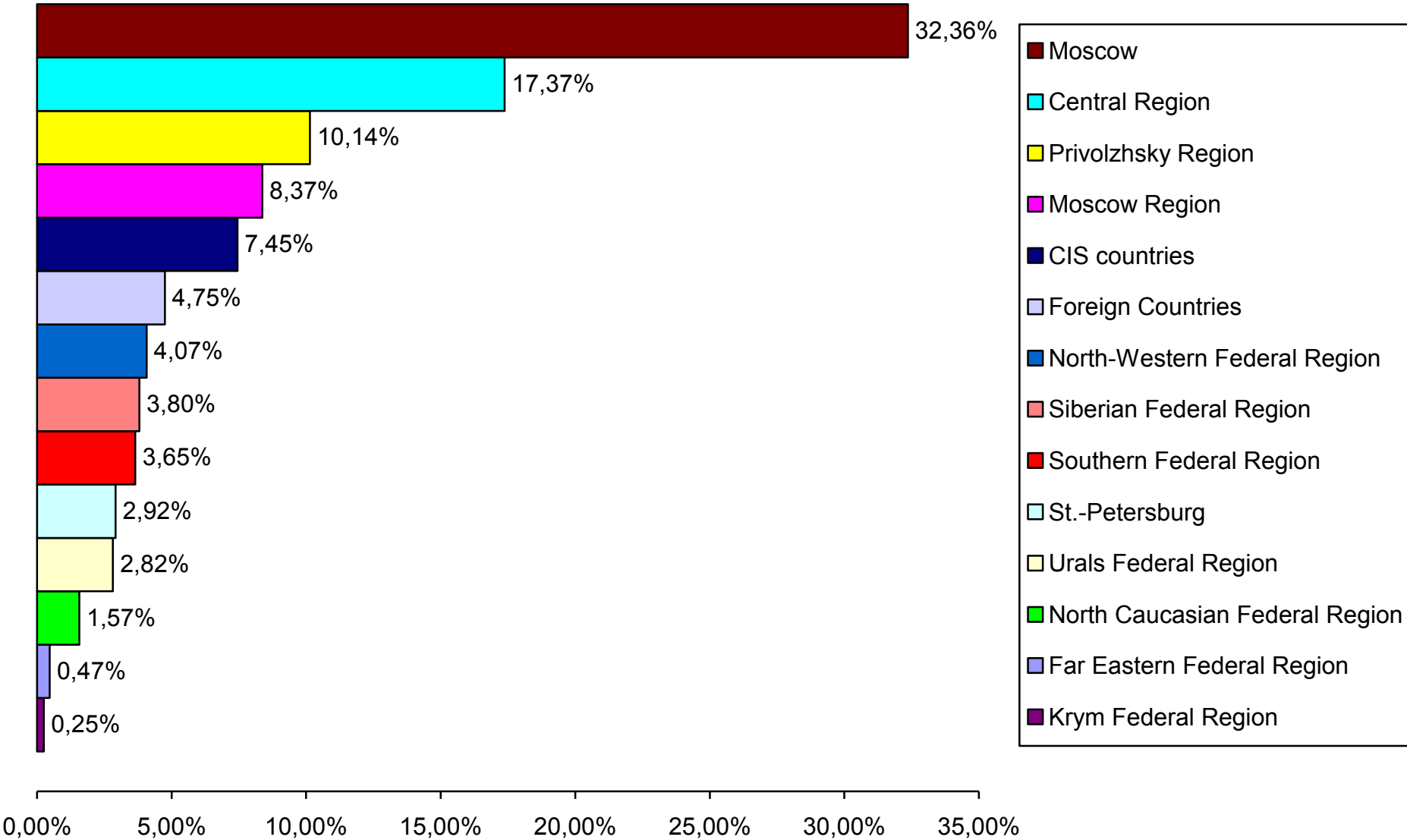


Diagram2.Business activities of the visitors

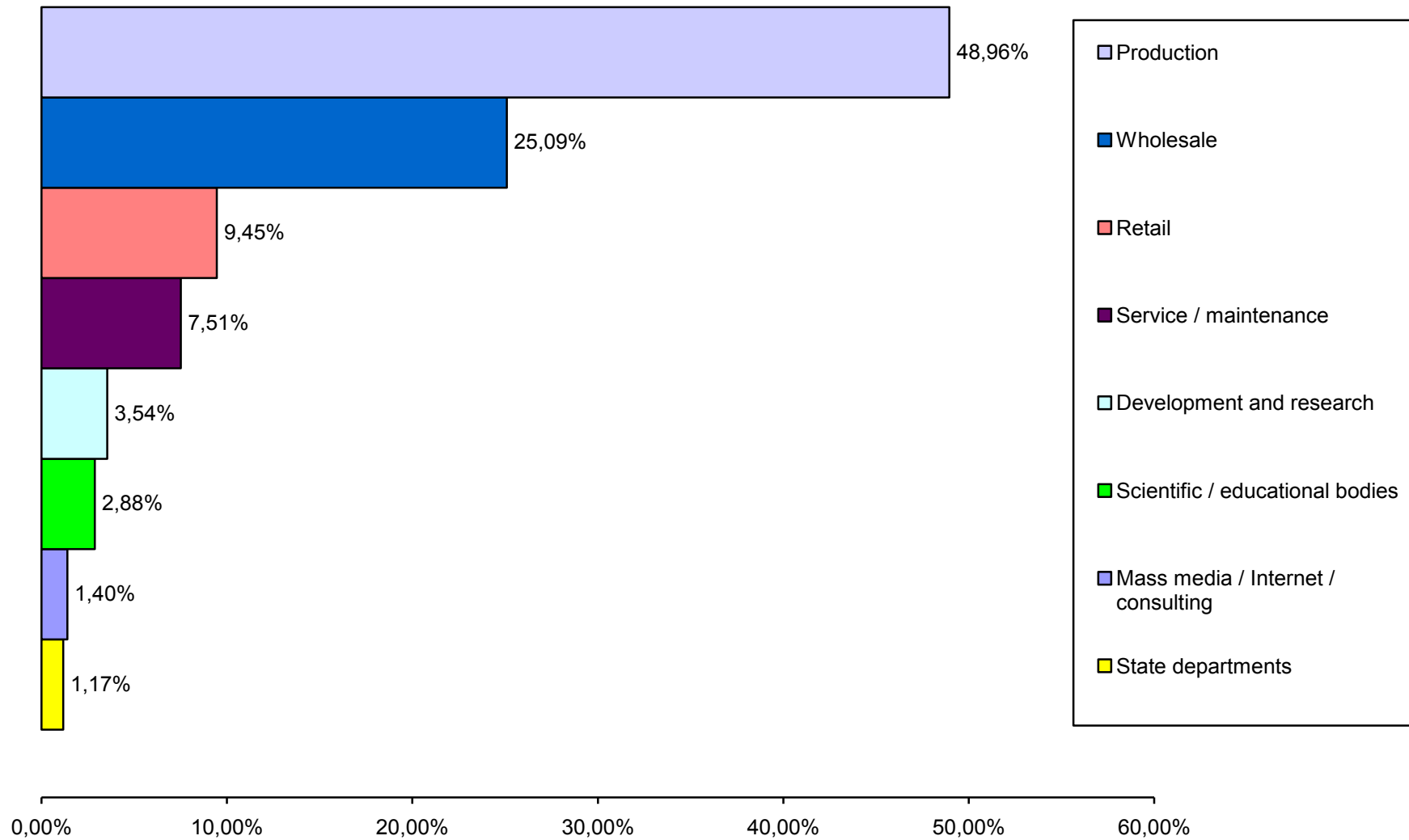




Diagram3.Position / occupation of the visitors

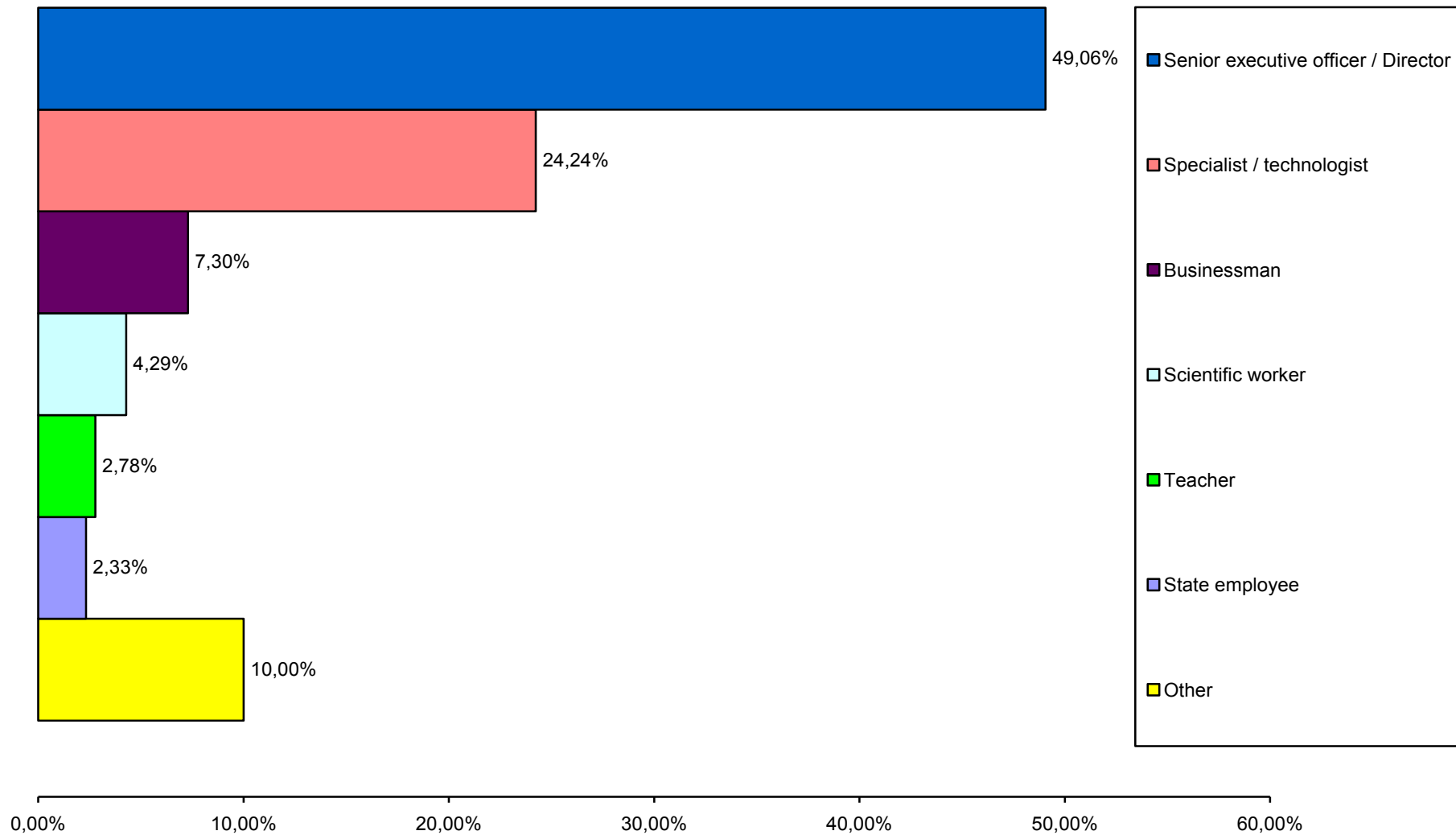


Diagram4.Main product of the visitor's company

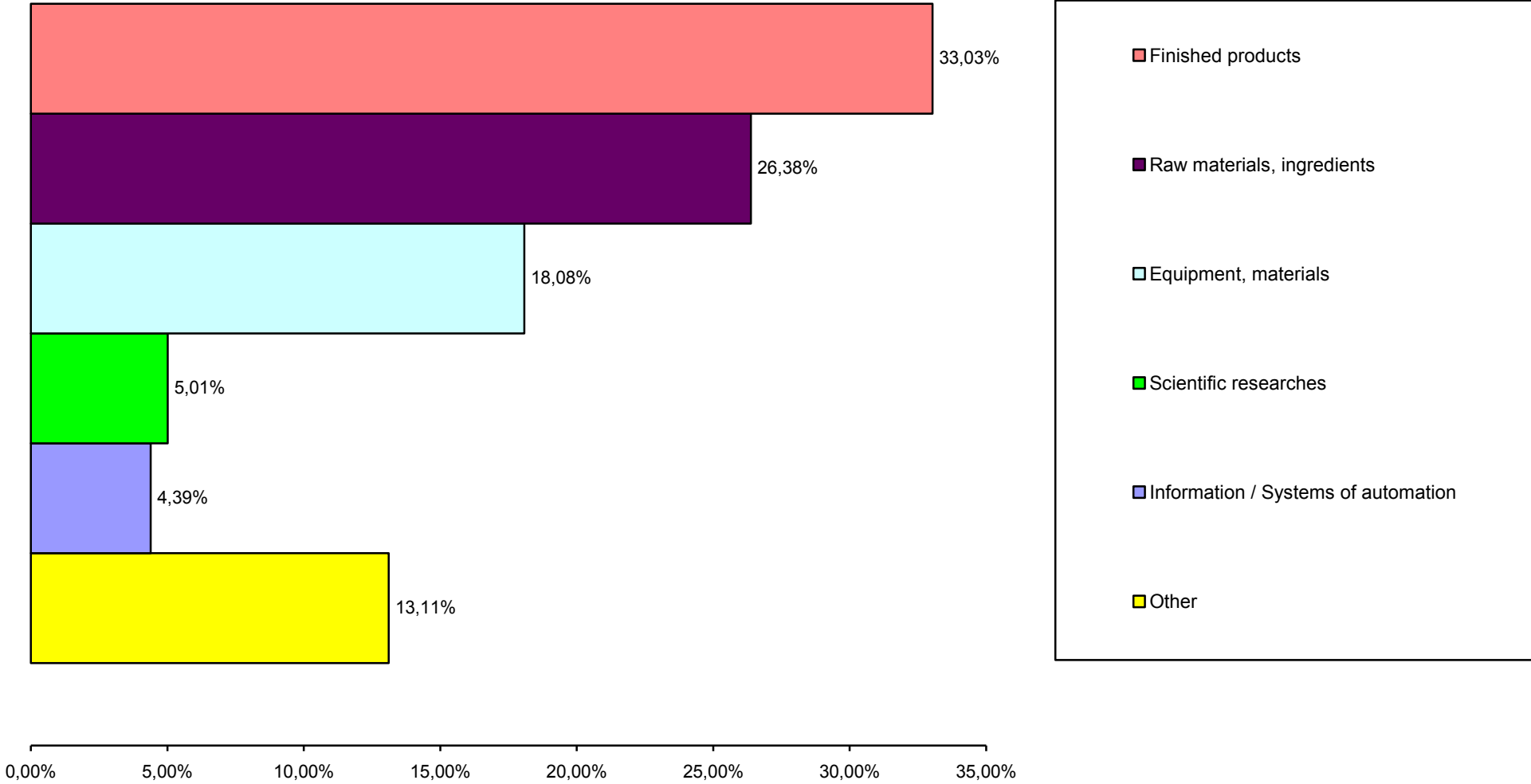


Diagram5.Visitor's interests at the exhibition

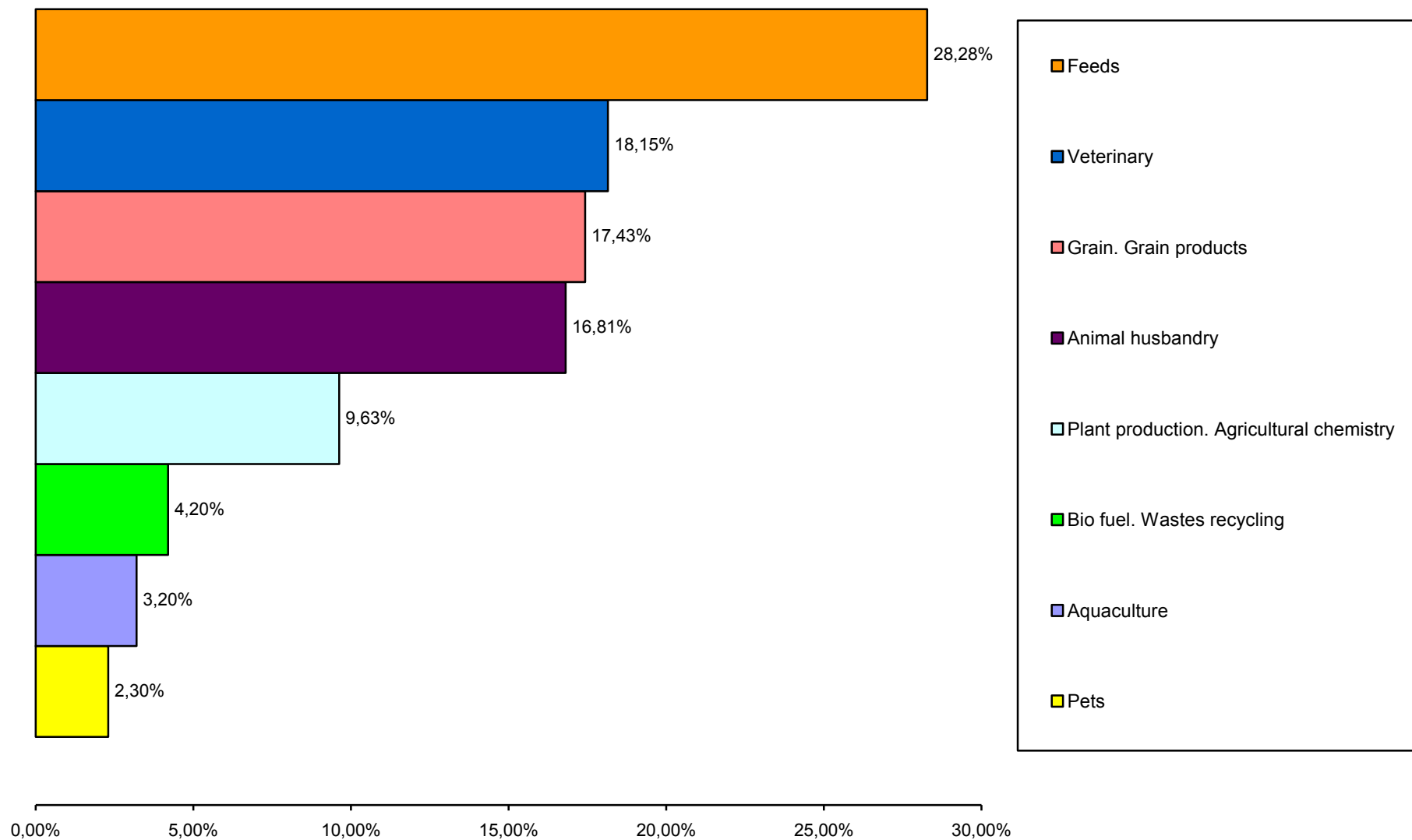


Diagram6.Reasons of the visits

