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.

<table>
<thead>
<tr>
<th>YEAR</th>
<th>NUMBER OF EXHIBITORS</th>
<th>NUMBER OF COUNTRIES</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
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The fair was organized by Marketing Center “Expokhleb” - 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 26th 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 “Expokhleb” Yu.M. Katsnelson.
This year the fair occupied more than 20,000 m² 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 m². 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
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

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

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

- Seminar “Mixed feed and diets for poultry farming”

- 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”

- 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.
- Seminar “Prevention and treatment of mastitis and endometritis”, sponsored by Zoetis
- 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”
- 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.
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 Federals 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, CzechRepublic, 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** or by special request.

Encl.: Diagrams.
Diagram 1. Geography of the visitors

- Moscow: 32.36%
- Central Region: 17.37%
- Privolzhsky Region: 10.14%
- Moscow Region: 8.37%
- CIS countries: 7.45%
- Foreign Countries: 4.75%
- North-Western Federal Region: 4.07%
- Siberian Federal Region: 3.80%
- Southern Federal Region: 3.65%
- St.-Petersburg: 2.92%
- Urals Federal Region: 2.82%
- North Caucasian Federal Region: 1.57%
- Far Eastern Federal Region: 0.47%
- Krym Federal Region: 0.25%
Diagram 2. Business activities of the visitors

- Production: 48.96%
- Wholesale: 25.09%
- Retail: 9.45%
- Service / maintenance: 7.51%
- Development and research: 3.54%
- Scientific / educational bodies: 2.88%
- Mass media / Internet / consulting: 1.40%
- State departments: 1.17%
Diagram 3. Position / occupation of the visitors

- Senior executive officer / Director: 49.06%
- Specialist / technologist: 24.24%
- Businessman: 7.30%
- Scientific worker: 4.29%
- Teacher: 2.78%
- State employee: 2.33%
- Other: 10.00%

Percentage distribution of visitors' positions and occupations.
Diagram 4. Main product of the visitor's company

- Finished products: 33.03%
- Raw materials, ingredients: 26.38%
- Equipment, materials: 18.08%
- Scientific researches: 5.01%
- Information / Systems of automation: 4.39%
- Other: 13.11%
- None: 0.00%
Diagram 5: Visitor's interests at the exhibition

- Feeds: 28.28%
- Veterinary: 18.15%
- Grain, Grain products: 17.43%
- Animal husbandry: 16.81%
- Plant production, Agricultural chemistry: 9.63%
- Bio fuel, Wastes recycling: 4.20%
- Aquaculture: 3.20%
- Pets: 2.30%
Diagram 6. Reasons of the visits

- Looking for supplies: 20.66%
- Looking for new business contacts: 17.03%
- Looking for new customers: 16.28%
- Looking for new products: 15.98%
- Looking for new solutions: 13.85%
- Looking for new partners: 12.91%
- Other: 3.29%