

Agroprodmas – East European leader

AgroProdMash has completed another successful event as the most important East European exhibition of machinery, equipment and ingredients for the food processing industry.

By Robert Vink



This year's exhibition saw more than 750 exhibitors, with more than a third being foreign companies. Altogether, the show enjoyed participation of companies and organisations from 31 countries. More than 17,000 people visited the show's various pavilions.

Agroprodmas is a unique multi-sector event in Russia that allows an integrated demonstration of the latest

technical and technological solutions for the food processing and selling industry. The show features every sector of the food processing industry under one roof. The traditional division of the exhibition into thematic sections yet again proved very useful with new sectors and feature areas emerging. This year saw the expansion of the key sections and, along with them, thematic salons, such

as: Sanitation Equipment; Production Automation; Refrigeration and Freezing Equipment; and Packing and Packaging Equipment.

The annual Agroprodmas Exhibition reflects the development rate of the Russian agriculture business and gives comprehensive information on domestic technology and equipment.

The show provided an effective environment for business meetings and professional interaction, and this year saw further development of the Agroprodmas business programme, covering every sector of the agricultural business.

The show is supported by the Ministry of Industry and Energy, and the Ministry of Agriculture of the Russian Federation. The exposition is part of Russia's overall strategy to support agri-businesses,

which includes the agri-sector development programme and the country's "National Project" intended to revive the domestic livestock industry and attract young specialists to the agri-sector. Additionally, the Russian Ministry of Agriculture organised a seminar during the business programme that discussed attraction of investment into agri-businesses.

Focus on agri-careers

For the first time, the show had a Career Centre dedicated to solving the shortage of skilled experts in food processing. Along with the usual postings of vacancies, there was information on the educational programmes of leading Russian agriculture and food science institutes. In addition, the Centre offered a seminar on professional training for small and medium food processing companies. **MI**



Jan Kampstra, Operational Manager CFS CIS, says if you want to be a player in the Russian market, then Agroprodmas is an absolute must to exhibit your products.