

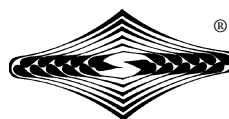
### Review of the results of the Fair

The XXIII International Industrial Trade Fair “MVC: Cereals – Mixed Feed – Veterinary - 2018” took place at VDNH in pavilion № 75 in Moscow, from January the 30-th till February the 1-st, 2018. 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
2017	427	303	124	27
2018	437	305	132	25

MVC



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*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)*



**XXIII INTERNATIONAL INDUSTRIAL TRADE FAIR**

**CEREALS – MIXED FEED – VETERINARY**



**January 30 – February 1, 2018, Moscow, VDNH, pav. № 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.

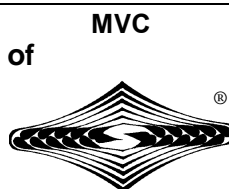
On the 31-th of January, 2018, a grand opening took place with ribbon cutting ceremony. Special welcomes were sent by President of FEFAC Ruud Tijssens; Deputy Minister of Agriculture of the Russian Federation I.V.Shestakov; first Deputy Head of “EDINAYA ROSSIYA” N.V.Pankov; first Deputy Chairman of the Agrarian Committee of the Duma V.N.Plotnikov; Chairman of the Committee on the policy in agriculture and nature of the Parliament of the Russian Federation M.P.Schetinin; Head of the Federal Agency on supervision in sphere of protection of the rights of consumers and well-being of men A.Yu.Popova; Director of the Federal Service on veterinary and phytosanitary supervision S.A.Dankvert; first Deputy Chairman of education and science of the Government of the Russian Federation G.G.Onischenko; President of Russian Poultry Union V.I. Fisinin; Director of FGBNU “VNII of feeds named after V.R.Wiliams” V.M.Kosolapov; President of Russian Grain Union A.L.Zlochevsky; President of Union of Feed Manufacturers V.A.Afanasyev; Chairman of the Board of the Union of Sugar Producers A.B. Bodin; Chairman of the Board of Association of Fisheries V.D.Gluschenko; General Director of National Union of Pig Breeders Yu.I.Kovalev; Executive Director of Russian veterinary association S.V.Lakhtyukhov; Chairman of the Board of National Union of milk producers A.L.Danilenko; Chairman of “Delovaya Rossiya” A.V.Danilov-Danilyan; President of organization “OPORA ROSSII” A.S.Kalinin; President of Moscow Chamber of Commerce V.M.Platonov; Minister of Moscow Government, Head of the Department of sales, A.A.Nemeryuk and President of Marketing Centre “Expokhleб” Yu.M. Katsnelson.



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**XXIII INTERNATIONAL INDUSTRIAL TRADE FAIR**

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This year the fair occupied more than **23.000 m<sup>2</sup>** and hosted **437 companies from 24 countries**: Austria, Azerbaijan, Belarus, Belgium, Bulgaria, Canada, China, Czech Republic, Finland, France, Denmark, Germany, Great Britain, Italy, Korea, the Netherlands, Poland, Serbia, Slovenia, Spain, Switzerland, Turkey, Ukraine, USA, as well as 46 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 % (69 Russian and 23 foreign) new exhibitors at the fair, average stand size was 30,0 m<sup>2</sup>. For 79 % of the exhibitors, this fair has become a regular event.

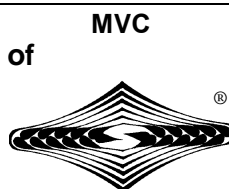
Special business program was announced in the framework of the trade fair. Business program of the trade fair included 17 events such as - V International Conference “Mixed feed production technologies. Sustainable supply of raw materials and evolution of ingredients”, V International Conference “Development of dairy and beef cattle farming”, International Aquaculture Forum, V International Conference “Development of egg and poultry farming”, V International Conference



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“Effective ways to develop pig farming”, III International Conference “Turkey farming in Russia: practical aspects”, International Conference “Standards and technical regulations are means to increase efficiency of agriculture”, International Conference “Veterinary and feeding”, International Grain Forum as well as corporate events of DuPont, Lumex, Aviagen and public meeting of Feed Millers Union. Participants discussed innovations, shared experiences, established business contacts and found reliable partners for new business opportunities and projects.

Speakers from 12 countries made their presentations and about 1100 people attended events of the business program. Media support was provided by more than 50 foreign and Russian magazines and newspapers.

The 10-th Awarding ceremony “Innovations in mixed feed industry” took place during the Fair.

You can find all the information about fair exhibitors and their activities in our official bi-lingual (Russian and English) catalogue (1000 copies, 370 pages each). The catalogue is divided into easily identified sections which are associated with every topic featured by the fair.

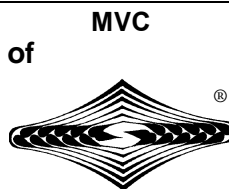
Almost **10.000 professionals** from Moscow, St.-Petersburg, **8 Federal Regions of Russia**, **54 Russian provinces**, **18 republics of Russia**, **9 CIS countries** (Armenia, Azerbaijan, Belarus, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan and Ukraine) and **42 foreign countries** (Austria, Bahrain, Belgium, Bulgaria, Burma, Brazil, Canada, China, Czech Republic, Denmark, Estonia, Finland, France, Germany, Great Britain, Greece, India, Iran, Ireland, Israel, Italy, Hungary, Korea, Latvia, Lithuania, Mali, Monaco, Mongolia, the Netherlands, Poland, Romania, Serbia, South Arabia, Spain, Sri Lanka, Switzerland, Syria, Tunisia, Turkey, Uruguay, USA, Vietnam 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.



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**MVC**  
EXPO**XXIII INTERNATIONAL INDUSTRIAL TRADE FAIR****CEREALS – MIXED FEED – VETERINARY****January 30 – February 1, 2018, Moscow, VDNH, pav. № 75**

The next XXIV International Industrial Trade Fair “MVC: Cereals – Mixed Feed – Veterinary – 2019”, is scheduled for **January the 29-th – 31-st, 2019, Pavilion No 75**. All the information about the next fair is available on our websites: [www.mvc-expohleb.ru](http://www.mvc-expohleb.ru) and [www.breadbusiness.ru](http://www.breadbusiness.ru) or by special request.

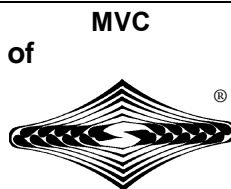
Encl.: Diagrams.



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