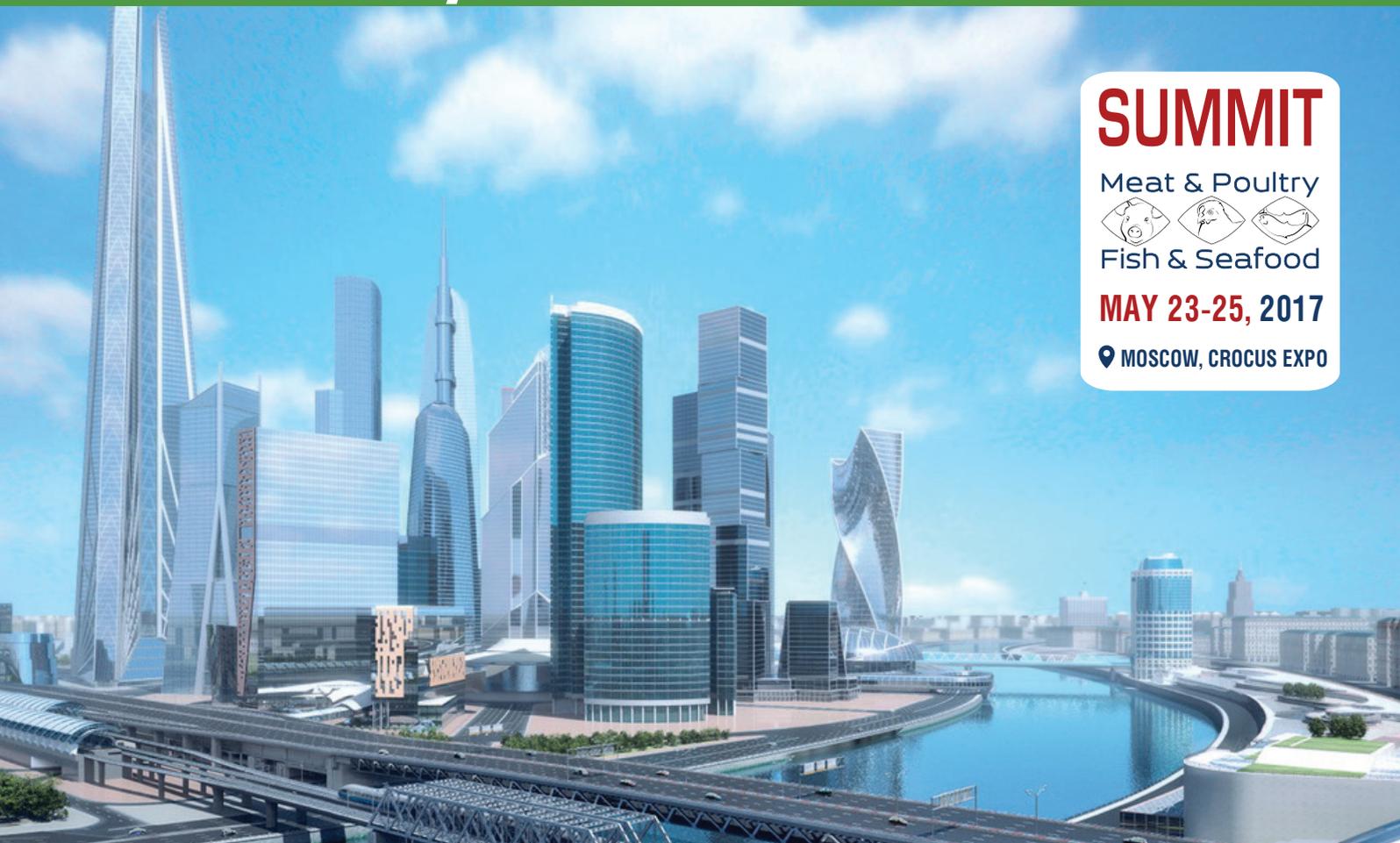


Международная выставка  
**МЯСНАЯ & КУРИНЫЙ**  
ПРОМЫШЛЕННОСТЬ **КОРОЛЬ**  
ИНДУСТРИЯ ХОЛОДА для АПК  
**VIV Russia 2017**

# POST SHOW REPORT

INNOVATIVE SOLUTIONS AND EFFICIENT TECHNOLOGIES FOR AGRICULTURE

**May 23-25 Мая 2017**



**SUMMIT**

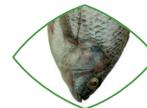
Meat & Poultry



Fish & Seafood

**MAY 23-25, 2017**

📍 MOSCOW, CROCUS EXPO



# Международная выставка МЯСНАЯ & КУРИНЫЙ ПРОМЫШЛЕННОСТЬ & КОРОЛЬ ИНДУСТРИЯ ХОЛОДА для АПК VIV Russia 2017

| May 23-25, 2017 | Moscow, Russia

## Doing business at the Exhibition & Summit

### More than 400 companies, 36 countries

- from Animal breeding, Farm equipment, Industrial feed processing equipment, supplies, raw materials, Animal health sectors.

### Innovative

- equipment and technology

### Effective strategies

- for entering new markets

### Optimisation

- of production processes



### Practical examples

- of production development from global leaders

### Successful practices

- for innovation «from feed to food»

### Developing new areas

- as a step to strengthening leadership position

### Ready-made solutions

- for your business

### Investments and efficiency



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## Facts & Figures (Total visits: 7 392)

Russia	6180
Belarus	128
Uzbekistan	112
Germany	96
Iran	80
China	78
Kazakhstan	76
The Netherlands	45
Turkey	44
Armenia	37
United Kingdom	37
Spain	37
Ukraine	34
Italy	32
Tajikistan	27
South Korea	27
Azerbaijan	25
Israel	23
India	21
Denmark	19
Belgium	17
Lithuania	15
Pakistan	15
Austria	13
Kenya	12
Serbia	12
France	11
Czech Republic	11
Kyrgyzstan	9
Latvia	9
Nepal	9
USA	8
Georgia	7
Turkmenistan	7
Ecuador	6
Kuwait	6
Vietnam	5
Saudi Arabia	5
Switzerland	4
Estonia	4

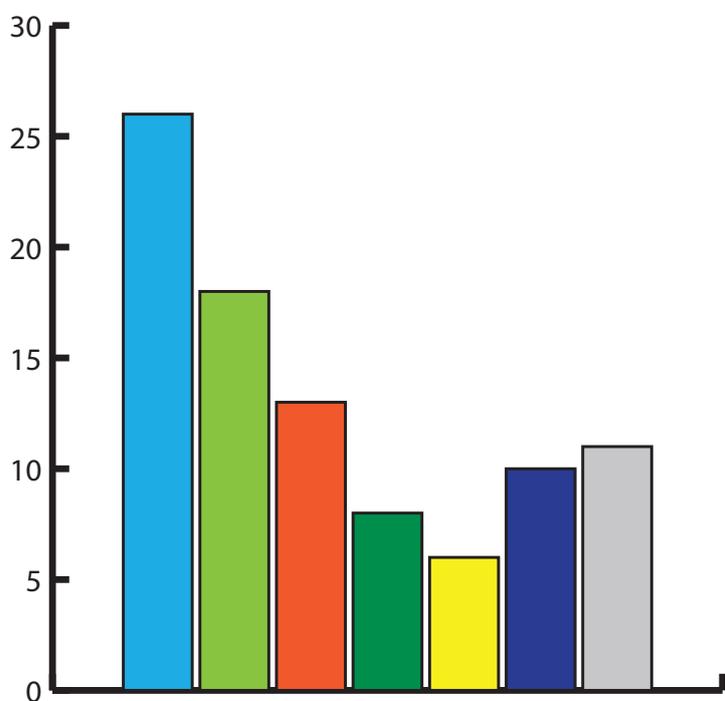
Moscow & Moscow Region	2920
Saint Petersburg /Leningrad Region	109
Voronezh	81
Belgorod	74
Tula	66
Yaroslavl Region	64
Kazan	62
Ekaterinburg	52
Kursk	47
Krasnodar Region	46
Nizhny Novgorod Region	43
Kaluga Region	41
Vladimir Region	39
Izhevsk	39
Bryansk	38
Lipetsk	38
Tver Region	38
Rostov Region	35
Chelyabinsk Region	34
Saratov	32
Ivanovo	31
Novosibirsk	29
Samara Region	29
Vologda	27
Saransk	27
Kaliningrad	26
Omsk	26
Orenburg Region	25
Orel Region	25
Kostroma Region	24
Perm	24
Dagestan Republic	21
Smolensk Region	21
Ufa	21
Novokuznetsk	19
Tambov Region	19
Penza	19
Ryazan Region	18
Naberezhnye Chelny	18
Cheboksary	18



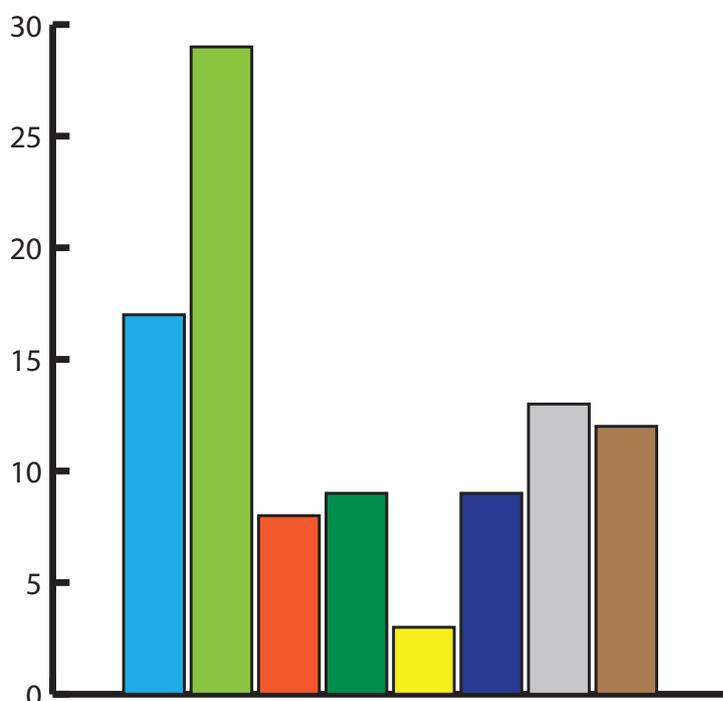
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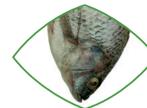
## Job function / Sector



- General Management / CEO – 26%
- Technical Manager / Engineer / Technician – 18%
- Purchasing Manager – 13%
- Veterinarian – 8%
- Nutritionist – 6%
- Production Director – 10%
- Development Department Director – 11%



- Feed mill – 17%
- Poultry farm – 29%
- Pig farm – 8%
- Cattle farm – 9%
- Fish farm – 3%
- Agricultural farm – 9%
- Meat slaughtering company – 13%
- Meat (further) processing company – 12%



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## Attendees' Reactions

### > Musheg Mamikonian, Independent expert of the meat market

This event has become one of the most significant platforms where problems for developing livestock and poultry farming are discussed. When this project started, it wasn't yet clear that poultry farming would play such a key role. Today, all the issues being discussed were very topical and interesting both for the average employee of a company, as well as for company analysts who carry out strategic analysis. So the event, in my opinion, has been very well organised.

### > Aleksey Alekseenko, Assistant to the Head of the Federal Service for Veterinary and Phytosanitary Surveillance (Rosselkhozadzor)

We meet with representatives from various sectors and companies, and all this helps to create general rules for the game. We now create practically new conditions for developing modern concepts of public-private partnerships. We are creating a new matrix which we all will live in.

### > Galina Bobyleva, General Director, Russian Poultry Union

Leading the discussion about exporting products, first of all, competitive prices and production efficiency are necessary. In other words – cost cutting, lower production costs. We can achieve all of this with communication. After this kind of event, we always see the impact it's had.

### > Sergey Yushin, Head of the Executive Committee of the National Meat Association

Being in the thick of events, and aware of the new tendencies in technology, equipment and management is an indispensable tool in this competition. This exhibition is a key aspect of an updated and unified program in the meat sector.

### > Yury Kovalev, CEO of the National Union of Swine breeders

I was surprised by the very high level of reports presented. With the development of livestock as a sector of the agricultural industry, experts in the field of livestock have also developed. Namely, experts today don't just provide figures and growth indicators, for example, but they give their assessments and serious forecasts. All this, of course, is a great help for investors to make key decisions.

### > Daria Snitko, Head of the Center of economic forecasting, Gazprombank (JSC)

I think this business event is very important as a place to discuss current issues, both behind the scenes and at the plenary sessions. It is precisely at these events that we can get a feeling of the market.

### > Tamara Okolelova, Doctor of Biological Sciences, Professor

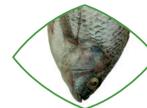
In my opinion, the exhibition gets bigger every year. The main changes that I see are more Russian companies appearing, which is pleasing. The import substitution program is working, and many companies that did not part in these exhibitions before, are now actively participating.

### > Ivan Svinarev, Don State Agrarian University, Doctor of Sc., Professor

I would like for us not to get comfortable, we still have a lot left to do. We have an important goal: to feed people. At the same time, we earn money, but the priority is to feed people.

### > Genrikh Arutyunov, Head of Procurement and Logistics, PRODO Group

The big benefit for private business was the opportunity to hear the opinions of government officials and the industry unions in one place, where there is particular opportunity to openly state the position of business in the current situation. That is something very valuable and useful.



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> **Larisa Mikhailova, CEO, Phytobiotics**

The exhibition is extremely important for us. Meeting with our partners, long-term and new customers have exceeded our expectations. It's great that communication doesn't only take place at the stands, but also in the form of exchanging points of view about global trends and tendencies. It's very important for business development. In order to receive information, it is necessary to apply ourselves, make an effort to discover what's inside. Thanks to this exhibition, we discover something new for ourselves and for our partners.

> **Natalia Oleinik, Marketing Director, NITA-FARM**

Of course, we try to do a little more than others do. Go one step ahead, because if you go the same way as everyone else, you will never achieve results. Our company sets itself ambitious goals, and now you cannot just produce and carry out transactional sales. We advocate an integrated approach in our work. For example, we provide comprehensive consultations, not only with the help of our veterinary specialists, we involve specialists from related fields who specialize in specific problems, so that the solution is really effective.

> **Sergey Moloskin, Research Director for CIS countries at Adisseo**

Manufacturers of equipment, feed additives, and veterinary drugs have the opportunity to meet directly with their customers, discuss problems, listen to criticism and, often, arrange new projects. In this way, the exhibition is a field for interaction. If we have 500 poultry farms in Russia, 200 feed mills, 200, for example, pig complexes, it is unrealistic to run around them all. Just being here for 3 days of intense work, we can meet half of the major players in the Russian market.

> **Artur Shaikhislamov, Director of Uralsky Office, Big Dutchman**

It is nice to see representatives of small farms have unexpectedly begun to appear recently. The exhibition is exactly that platform, the main forum for professionals of the highest class of such an amazing industry, which is telling for us in Russia.

> **Nikolai Shestakov, Deputy Director for Marketing, VIC Group**

The experience that our experts share at the Summit is unique, first of all, because it is based on the practical application of products. And this is happening today on a daily basis, it's not some kind of data ten years ago, but this is the data that we receive daily. Our specialists at the farms used to want to gain experience from foreign specialists because of their greater experience and practice, whereas today there is a tendency for Russian specialists to receive more up-to-date information, implement it more quickly, apply it and, most importantly, can share it.

> **Danila Mikhailov, Sales Manager at Poultry Processing, MAREL**

We are closely acquainted with the vast majority of our customers, but this exhibition is always an interesting and good platform to meet, talk again, and discuss some working points.

> **Evgeny Nenashev, Advisor to General Director for Controlling, MegaMix**

The exhibition influences and sets the direction for development. This is done on the basis of the data we already have about what is happening in the industry, about what the industry and the customer expect from the market in general, and in particular, from our company and specifically at the Summit platforms. Each company's next priority and direction is determined, as well as potential locations of clients and the kind of products they are looking for.



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