



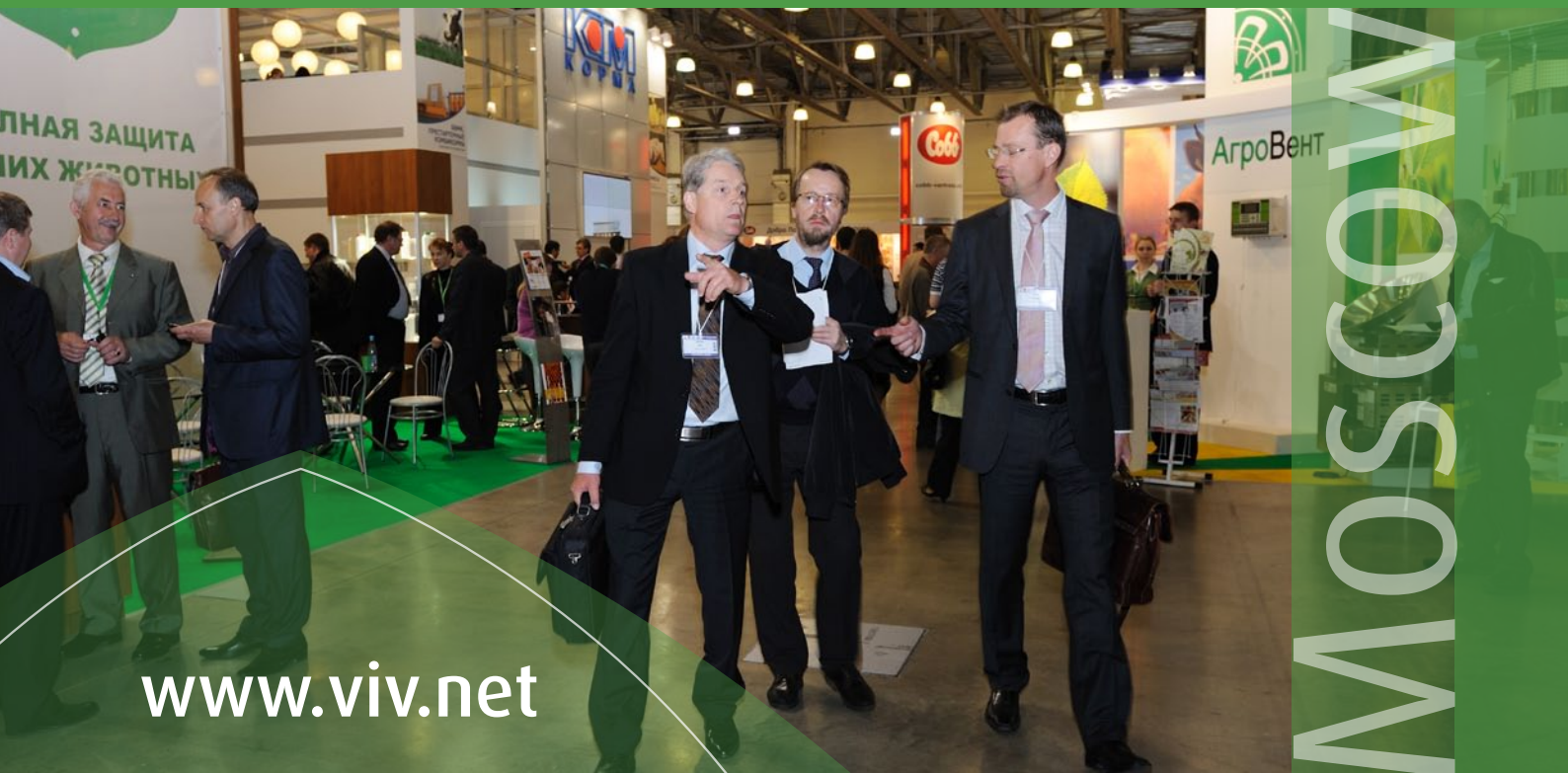
# VIV Russia 2011

## Review



May 17 - 19, 2011

Moscow, Russia



[www.viv.net](http://www.viv.net)

**BUHLER**

**HARTMANN**  
LEBENSMITTELTECHNIK ANLAGENBAU GMBH

**poly-clip**  
SYSTEM

**MUYANG**

**Asti Group**  
Exhibition company

**vnu exhibitions**  
europe

## VIV Russia 2011: an excellent international platform for the Russian animal husbandry industry

Dear VIV Russia visitor,

For three days, Moscow was the epicentre of the international animal husbandry industry. During the exhibition at the Crocus Expo, visitors were able to meet over 350 exhibitors from 36 countries including Austria, Belgium, Britain, Denmark, Germany, Greece, Israel, India, Ireland, Japan, Lithuania, the Netherlands, Poland, Russia, Saudi Arabia, Syria, the US, Taiwan, Turkey, Ukraine, Sweden, Switzerland and South Korea. Exhibitors from China, France and Italy were grouped together at special country pavilions. Compared to the 2009 edition, VIV Russia's floor space increased 10% and the number of exhibitors increased 18%, demonstrating that the Russian market remains extremely attractive to foreign investors.

This edition of VIV Russia also marked the introduction of Feedtech-Croptech Russia. At this special pavilion the latest equipment and technology from milling companies were presented. Grouping the milling companies together made it a lot easier for visitors interested in this sector to find what they needed.

In addition to the special pavilions, VIV Russia had an extensive seminar programme, including the Russian-Dutch Agribusiness Forum, organised by the Dutch Ministry of Economic Affairs, Agriculture and Innovation in cooperation with the Russian ministry of Economic Affairs, but also the International Meat & Poultry Conference organized by the Russian Poultry Association.

We hope you have enjoyed your visit to VIV Russia and your stay in Moscow and hope to see you again at VIV Russia in 2013!

Kind regards,



*Mr. Gerard Leeuwenburgh  
Director International Exhibitions  
VNU Exhibitions Europe*



*Ms. Nariner Bagmanyanyan  
President  
Asti Group Exhibition Company*



## Facts & Figures VIV Russia 2011

### What was your reason to visit VIV Russia 2011?

Investment plans	5.6%
Place orders with exhibitors	3.7%
New products / services / technological developments	24.7%
Meeting existing relations	21.7%
New business contacts	33.0%
Complete overview products / services	7.1%
To attend seminars / conferences	4.1%

### What is your position within your company?

General manager / Director	23.3%
Technical manager / Engineer / Technician	15.2%
Marketing / Sales manager / Representative	20.7%
Farm owner	3.9%
Farmer	1.2%
Researcher	3.8%
Veterinarian	4.4%
Nutritionist	0.9%
Consultant	3.9%
Other	11.3%
No Answer	15.0%

### Which sector do you belong to?

Feed mill	15.5%
Poultry farm	25.9%
Pig farm	10.8%
Cattle farm	8.3%
Fish farm	3.0%
Agricultural farm	3.8%
Meat slaughtering company	10.4%
Meat (further) processing company	8.4%
Feed ingredients, additives	16.3%
Animal health company	10.9%
Farm / Industry equipment suppliers / Distributors	12.9%
Distribution / Wholesale / Retail / Meat products	9.1%
Other distribution / Trade agency	8.7%
Veterinarians	7.0%
Research / Consultancy	6.8%
Large scale integrated company	6.3%
National, local authorities	3.9%
Other	10.8%
No Answer	8.2%

### In which product groups / segments of this show were you specifically interested in? (more answers were possible)

Compound feed processing & Grain processing equipment /supplies	33.6 %
Feed ingredients, additives, raw materials	40.5 %
Animal health	37.4 %
Compound feed	26.3 %
Animal breeding	33.2 %
Animal farm equipment	46.6 %
Slaughtering / egg handling / milking equipment	38.2 %
Meat / egg / dairy / fish processing / packaging / handling	34.4 %
Meat / egg / dairy / fish ingredients	17.2 %
Meat / egg / dairy / fish products	19.8 %
All subjects of the above mentioned supply chain	11.5 %

*Number of visitors:  
6,441 plus an  
additional 2,738  
representatives  
invited by exhibitors.*

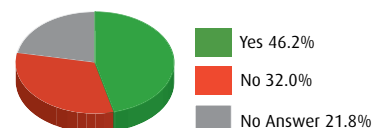
*Visitors spent  
an average of  
6.9 hours at the  
exhibition.*

*On average visitors  
of VIV Russia 2011  
gave the exhibition  
a 8.0 out of 10  
compared to a 7.1  
in 2009.*

### What is your role regarding buying / investing?

Decision maker	29.4 %
Co-decision maker	39.4 %
Advisor	25.3 %
No role	5.9 %

### Does your company have investment / buying plans?





## Business programme for VIV Russia 2011

On the first day of the exhibition, the ministry of Economic Affairs, Agriculture and Innovation of the Netherlands organised an agricultural seminar "Russian-Dutch Agribusiness Forum on Dairy and Poultry", in cooperation with the Russian Ministry of Agriculture. The forum was opened by Mr. Ron Keller, ambassador of the Netherlands in Russia. Mr. Keller noted the great potential of the Russian meat and poultry industry, not only regarding import, but also noting the trend of increased cooperation and collaboration in production.

Deputy Minister of Agriculture of Russia, Mr. Sergei Korolev, spoke at the seminar about the current five-year program of agricultural support, achievements and prospects. According to the Doctrine of the food security, adopted in 2010, the Russian Federation is expected to reach self-sufficiency in meat for 85% in 2012. Mr. Korolev paid particular attention to the problems and potential of dairy farming and called on foreign partners to invest in production development in Russia.

"The International Congress: New Opportunities for meat production and trade", was held for two days during VIV Russia. During the first day Mr. Sergei Yushin, head of the executive committee of the National Meat Association, noted that Russia's accession to the WTO and the issue of increasing competition, both internal and global is an "uncertainty" in the development of the Russian agricultural industry.

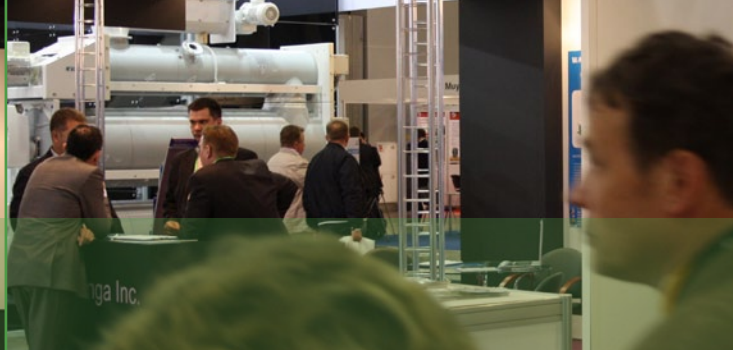
On the second day of the Congress Mr. Andrey Lisitsyn, Director of the All-Russian Research Institute of Meat Industry, spoke about the industrial processing of pork. According to Mr. Lisitsyn, the growth of production determines the increasing quality requirements. He stressed that the Russian economy needs to cooperate and exchange experiences with foreign producers.



### Video review

Relive VIV Russia 2011 by watching this video review.

[Click here!](#)



## Feedtech-Croptech Russia

This year, the special theme Feedtech-Croptech was introduced for the first time at VIV Russia. This theme was already a success at other VIV shows world-wide. Feedtech-Croptech Russia (FCR) is focused on global players in the milling, processing, storage and handling of raw materials for the feed, food and fuel sectors. More specifically, the concept fully covers the production of feed, pre-mixes, pet food, flour, vegetable oil, raw material feedstuffs and (ingredient) foodstuffs, biomass and biofuel products.

The rapidly growing population, rising prosperity and a focus on food safety requires significant investments in milling equipment for the feed and food sectors. The modernization, expansion and new building of feed mills are being increasingly driven by the scarcity of raw materials. In response to future market requirements the focus is on the ever advancing technological developments. These developments enable a flexible form of output to be achieved, including processing residual products into useful raw materials such as biofuel.

## Which companies were part of FCR?

At the Feedtech-Croptech pavilion, visitors came into contact with leading parties involved in the technology for the production of feed, food ingredients/inputs and fuel.

- Agrotechnology (Hall 8 5K3)
- Amandus Kahl (Hall 7 28N6)
- AWILA Anlagenbau (Hall 7 32N2)
- BDW Feedmill Systems (Hall 8 34E3 / Hall8 35F1)
- Bühler Group (Hall 7 29M1)
- Cargill (Hall 8 24F3)
- CPM Europe (Hall 7 30L1)
- Muyang (Hall 7 29M2)
- Ottevanger Milling Engineers (Hall 8 42D1)
- Prodmash OAO (Hall 7 27O3)
- TECHNEKS (Hall 8 26D5)
- Van Aarsen International (Hall 7 28N4)
- Walinga Inc. (Hall 7 28N3)
- Wijnveen (Hall 8 6G3)



*(Please note: E.S.E. & Intec Midland Companies, which had planned to be part of Feedtech-Croptech Russia, was unfortunately not able to attend VIV Russia.)*



## Country pavilions

France, Italy and China had gathered companies together from their countries in special country pavilions. Weihua Chen from the **Beijing Tech Convention and Exhibition Centre** has aided a group of over 20 Chinese companies to exhibit at VIV Russia. "There are a lot more Chinese companies at VIV Russia 2011 than during the previous edition, as Russia is an increasingly interesting market for Chinese companies. The visitors are really and looking for innovation. The companies that we have brought are definitely getting a good response." One of the Chinese companies is **Beijing Renhe Machinery Factory** which sells pig equipment. "The people that have visited our stand and showed an interest are certainly possible customers," states Jasmin Hui.

Exhibitor **Plumatech** is part of the French pavilion. "Being part of a country pavilion is a good way to show off all the good things from your country and it makes it easier for visitors if they are interested in more information about companies from one country," says Plumatech's Frank le Meau. "Russia is an important market for French companies because there is so much potential here. It is also convenient from an organizational point of view, because the companies can join forces during preparations."

Maura Maiotti from the **Italian Institute for Foreign Trade** agrees that companies benefit a lot from being grouped together in one pavilion. "It is a necessity for Italian companies to be together. This way we can really represent ourselves on the Russian market."





## What did other visitors think of VIV Russia 2011?

*"It is an interesting exhibition," says Sergey Balakhonskiy, a sales manager at Hited. "VIV Russia has a very nice look and feel to it, and I can tell from other visitors that it is also a very interesting exhibition for them."*

*Antonov Anton Bladimirovich from the Russian Cherkizovo Group explains that he went to a different exhibition in Moscow in the autumn, "but VIV Russia is much bigger, there is a lot more to see. I am interested in companies in the poultry sector and they are all here at the exhibition."*

*As a veterinary pharmaceuticals company, Avva-Rus has a lot of resellers throughout the whole of Russia. "During VIV Russia, I can meet everyone that I need to meet and they are all in one place. This saves me a lot of time traveling," says Vasif Safarov. "It is also nice to go to VIV, because everything looks so beautiful, and there are a lot of interesting people to meet."*

*Annelies Deltour from Paneltim from Belgium notes that "there is a lot of focus on poultry and pig, which is important as pig is a big sector for our company."*

*Dimitry Petrovskiy, sales representative in Moscow for Andritz, notes that his company has been thinking of participating in the exhibition. "From what I have seen today, I will certainly recommend to be a part of VIV Russia's next edition as there are big names in the industry here and the exhibition is put together very nicely."*

*"I am here to see how the Dutch Poultry Centre can promote the Dutch egg in the best possible way," says DPC general manager Andries de Vries. "For me it is interesting to see how you can bring together the right people and the practical part of business. So VIV Russia is interesting for me to make contact with people who are interested in poultry."*

*"Two sales representatives from Spetsavia are visiting the exhibition to meet their customers, many of whom are present on the exhibition. "Here we can meet everybody in one day."*



Leave us your thoughts on the exhibition: write on our [Facebook](#) page, reply to our [Twitter](#) account using the hastag #VIVRussia or post in our [LinkedIn Group](#).



## Five times @ VIV Russia

Fifteen companies were a part of VIV Russia for the fifth time this edition. Because of this, they received a special diploma and some very special red Russian wine.

The companies that participated in VIV Russia five times are:

- Agrovo
- Aruas Poultry equipment
- Aviagen limited
- Carfed
- Chickmaster
- Clima-Vision
- EMF Lebensmitteltechnik
- Fancom
- Impex Barneveld
- L.B. White
- Munsters Europe
- Sanovo
- Specht ten Elsen
- Tecno Poultry Equipment





## Connect with us via Social Media and 'stay in the know'



VIV Russia has a strong social media presence. Visitors and exhibitors can connect and meet up online at our LinkedIn Group: VIV Corporate. If you would like to share VIV-related news or start a discussion, please join this group. Go to your personal LinkedIn account, go to groups and search for [VIV Corporate](#).



During VIV Russia, visitors could stay up to date by reading the Tweets that were sent live from the exhibition floor. If you want to receive short and timely messages with the latest VIV news too, please follow our Twitter account: [Twitter.com/VIVCorporate](https://twitter.com/VIVCorporate)



Would you like to leave your thoughts and comments for us on Facebook? Look for the [VIV Corporate Facebook page](#), drop your comments, share your VIV pictures and 'like' our page.



Interested in seeing pictures that were taken at VIV Russia, or other VIV exhibitions? Take a look in our [VIV Flickr Photostream](#).



Find VIV video clips in the [VIV Corporate YouTube channel](#).



# VIV Worldwide Calendar 2011 - 2014

VIV/Ildex India 2012

February 22 - 24, 2012  
Bangalore, India

VIV China 2012

September 23 - 25, 2012  
Beijing, China

FIGAP/VIV  
Mexico 2012

October 17 - 19, 2012  
Guadalajara, Mexico

VIV Asia 2013

March 13 - 15, 2013  
Bangkok, Thailand

VIV Russia 2013

May 28 - 30, 2013  
Moscow, Russia

VIV Turkey 2013

June 13 - 15, 2013  
Istanbul, Turkey

VIV Europe 2014

May 20 - 23, 2014  
Utrecht, the Netherlands

[www.viv.net](http://www.viv.net)



See you at  
**VIV Russia 2013**



May 28 - 30, 2013

[www.viv.net](http://www.viv.net)

Moscow, Russia

MOSCOW