



The dedicated event for the Russian Milling industries

Presented at VIV Russia 2011, Crocus City Exhibition Center, Moscow, May 17-19



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Throughout Russia, on both sides of the Ural mountains, investments grow rapidly in technology and equipment for the Milling, Processing, Storage and Handling of raw materials for the purpose of Feed, Food and Fuel. The aim to become independent in eggs and meat supplies and the focus on food safety requires significant investments. As one of the key emerging markets, Russia proposes a world of opportunities. Next to Feed, a series of trends also indicate significant investments in milling equipment for the Food and Fuel sectors.

Among the 6,351 visitors in 2009, 29% showed a dedicated interest in Feed milling*. This positions VIV Russia as a major B2B event for the Russian Feed mill industries. To fully benefit from the opportunities in Milling, VIV Russia 2011 is hosting **Feedtech-Croptech Russia 2011 (FCR 2011)**. With this new initiative, VIV Russia is best positioned to help you pair up with investors, producers and engineers active in Milling equipment and related activities.

*VIV Russia 2009 Facts & Figures (www.viv.net)

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Market facts & figures

Russia statistics for Production in million MT, 2008*	Russia	CIS (excl. Russia)	CIS Total
Compound feed	20,1	10,0	30,1
Wheat	63,8	50,0	113,8
Sugar beet	29,0	17,9	46,9
Potatoes	28,9	23,0	51,9
Barley	23,1	14,9	38,0
Sunflower seed	7,4	6,7	14,1
Maize production	6,7	12,1	18,8
Oats	5,8	1,2	7,0
Sunflower oil	2,2	1,9	4,1

*Sources: FAO, FEFAC, VNUUE

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Concept overview

FCR 2011 is the event for the Milling, Processing, Storage and Handling of Feed and Crops. The concept involves the technology of production for Feed, Food ingredients/inputs and Fuel.

FCR 2011 focuses on the primary processing phases of crops. More specifically, the concept fully comprises the production of feed, pre-mixes, pet food, flour, vegetable oil, raw material feedstuffs and (ingredient) foodstuffs, biomass and biofuel products. To conclude, FCR 2011 covers the milling, processing, handling and storage of corn, wheat, rice, soybeans, rapeseed, nuts, sugar crops, fodder crops, root crops and other primary crops.

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Event structure

FCR 2011 will be presented at VIV Russia 2011 and includes:

-  *Feedtech-Croptech Russia 2011 Pavilion*
Exhibitors presenting their equipment for Milling, Processing, Storage and Handling for Feed, Food and Fuel at the dedicated Pavilion.
-  *Feedtech-Croptech Russia 2011 Conference*
Program of keynotes on trends and developments, and product presentations by exhibitors.
-  *Feedtech-Croptech Russia 2011 Walk*
A guided tour for visitors of all exhibitors active in Milling, Processing, Storage and Handling at VIV Russia 2011.



Exhibitor target groups

The Feedtech-Croptech Matrix* indicates the relevant exhibitor target groups regarding final and intermediate products.

Exhibitor target groups	Feed	Food	Fuel	Other
		Ingr./ Inputs		Inputs
Milling / Processing / Handling / Storage equipment for:				
1) Cereal crops (i.e. corn, wheat, rice)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2) Oil and protein crops (i.e. soybeans, rapeseed, nuts, cotton)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3) Sugar crops (i.e. sugar beets, sugarcane)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4) Fodder crops (i.e. grass, alfalfa, cereal, other)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5) Root crops (i.e. potatoes, cassava)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6) Other crops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*Developed by Mr. Niek Reichgelt, Manager Research & Development, Business Unit International, VNU EE.



Visitor target groups

With regard to the purpose of production, FCR 2011 will be promoted to attract the following visitor target groups throughout Russia and the CIS countries:

FEED

- Feed mills
- Aqua feed plants
- Pet food plants
- Premix plants
- Storage/Distribution
- Integrators
- Oil milling/process
- Seed cleaning
- Animal farms

FOOD

- Flour mills
- Rice mills
- Sugar cane mills
- Sugar beet mills
- Seed cleaning
- Oil milling/processing
- Other grain mills
- Branch organizations

FUEL

- Biodiesel plants
- Bio-ethanol plants
- Storage/Distribution
- Integrators
- Branch organizations
- Oil milling/processing plants



Participation

Two possibilities for participation are offered:

1) Feedtech-Croptech Russia 2011 Pavilion

Rent the all-inclusive Pavilion package including:

- ☞ 25 sq.m. stand space, including stand construction with special FCR 2011-design, lighting and furniture.
- ☞ Coffee & Tea service in the FCR 2011 Business Lounge.
- ☞ 1/1 page full-colour advertisement in the VIV Russia 2011 Show Catalogue.
- ☞ Registration fee VIV Russia 2011.

Rate: € 10,000 for the all-inclusive Pavilion package.

2) VIV Russia 2011 - part of the Feedtech-Croptech Russia 2011 Walk

Select your booth at the VIV Russia 2011 floorplan. The suppliers active in Milling, Processing, Storage, Treatment and Handling will be positioned in close proximity to the Feedtech-Croptech Russia 2011 Pavilion.

- ☞ Your company name will be listed in the special section that will be published pre-show and on-site for the Feedtech-Croptech Russia 2011 Walk.

Rates: starting at € 240,- per sq.m. depending on size and location
+ € 595,- Registration fee.

After July 1, 2010, the square meter rate increases by € 25,- per sq.m.

Standard stand construction can be arranged at a rate of € 65,- per sq.m.

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Organisation



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