

Bursting with fresh ideas at IFE Fresh Produce 2008

the media release of 3rd edition of IFE Fresh Produce to be held in Expocentr, Moscow from 5th to 7th November 2008 for your kind attention. Organised jointly by Montgomery International and ExpoMedia Events Russia, IFE Fresh Produce is yet again embarking on its last year's success which recorded participation from 23 countries, 42 media partners and 51 region of Russia.

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The 3rd edition of IFE Fresh Produce takes place on the 5 - 7 November 2008 at the Expocentr, Moscow and promises to be bigger and better than the inaugural event in 2007. Organised jointly by Montgomery International and ExpoMedia Events Russia, IFE Fresh Produce is part of the IFE Worldwide portfolio of exhibitions which includes IFE London, IFE Poland, IFE Foodapest, IFE Americas and IFE India. Visit www.ifeworldwide.com to see the full IFE portfolio of events.

With 83 exhibitors from 23 countries, 42 media partners, IFE Fresh Produce 2007, was extremely well received by the industry professionals of Russia and many international communities. Major countries represented in the exhibition were Belgium, Bulgaria, China, France, Hungary, India, Italy, Iran, South Korea, Malaysia, Moldova, Morocco, Spain, Sri Lanka, Taiwan, Turkey, Ukraine, USA and of course Russia. The show recorded 37 per cent increase in exhibiting companies and 41 per cent increase in unique attendance from its previous year.

For 2007, as many as 108 delegates attended conference sessions held by APK Inform (Ukraine) on 'Fruit and Vegetable Business of Russia'. Most of the delegates to the conference were Russia's top importers, buyers and retailers. From attendance of 1469 from 34 countries and 51 regions of Russia, IFE Fresh Produce 2007, had 75 per cent of visitors who had direct purchasing authority and recommendation. The show also had seven leading international trade associations as well as Ministry of Agriculture, Russia supporting it.

Supporting the visitor turnover, M Haque From EMA Global Trading commented: 'We exhibited for the first time in 2006 and were delighted with the business and contacts made. We are very pleased to report that IFE Fresh Produce 2007 has been even better, and we have already signed up for the 2008.'

Also commenting on the success of the 2007 show, Vyacheslav Pershin , CEO, Baltfruit said: 'IFE Fresh Produce became the traditional event that consolidates the professionals of the horticultural business. It is the only show of such a level in our country that attracts the interest not only domestic manufacturers, processors and suppliers of process solutions and seeds but also attracts the interest of the largest international manufacturers and importers. We were really happy to be the general sponsors of the show this year.

A business tour was arranged to one of Moscow's most important hypermarket wholesalers and distribution centres owned and run by multi-format Russian retailer Victoria. It gave the exhibitors and visitors to take a note of Victoria's current fruit and vegetable processing facilities and state-of-the art distribution centre with Grade A technology.

Uniqueness of IFE Fresh Produce 2008

1. Building on the sale of exhibition to attraction more attendance from importers, wholesalers,

retailers and buyers.

2. Increase the numbers of tie-ups with Russian important associations and buyers in order to boost higher representation of core sectors in IFE Fresh Produce in 2008.

3. Continue the success of last year's 'Meet the Retailer Forum' between international exhibitors, buyers, importers, wholesalers. More one-on-one meetings would be engaged for trade negotiation with the exhibitors. Conference would be an important integral part of IFE Fresh Produce 2008.

4. Separate tasting sessions and attracting display areas would be created to highlight an unique idea, product or method at the show.

5. Expocentr, Moscow would be hosting the IFE Fresh Produce once again on 5-7 November 2008.

6. IFE Fresh Produce 2008 will continue to provide a truly international trading platform for Russian fresh produce market.

If you would like to get involved with the show please contact: Sanket Kothare on + 91 (0) 9820 252 343 or email sanket.kothare@montgomeryindia.com

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Notes for Editor

v IFE Fresh Produce is organised jointly by Montgomery International and Expomedia Events.

v IFE Fresh Produce is a purely B2B exhibition and not open to the general public. Its aim is to deliver the best business audience of any such industry event in India

v Montgomery International organises IFE Poland, IFE India, IFE Hungary and IFE Americas. Montgomery companies organises the UK's largest and most respected food, drink and hospitality events including Hotelympia, IFE, Hospitality, Wine Scotland, ScotHot, Speciality Fine Food Fair and other regional, national and international sector events.

v Montgomery was founded in 1895

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