

World Food Moscow:

The leading food exhibition in Russia closes its gates with yet another round of success

The leading international exhibition for food products in Russia World Food Moscow 2015 came to an end on 17th September 2015 in the centre of Moscow city. Exhibitors were grouped into nine main sectors; ensuring visitors could easily find products of interest, compare them and talk to their manufacturers.

World Food Moscow attracted a huge audience which included 30,981 trade visitors from 81 regions and 96 countries with wholesalers, distributors, retailers and restaurateurs. This meant that the exhibitors were able to fulfill two major objectives at the same time i.e. they were able to find a reliable distributor, whilst also gauging demand for their product in this evolving market. 1522 Exhibitors from 62 countries presented their portfolio in this exhibition.

Over just 4 days, exhibitors saw thousands of visitors developing partnerships seeing their products stocked in shops



and supermarkets all over Russia. It was a prime opportunity for suppliers to pitch themselves against their competitors and demonstrate their strength in the market.

Companies from South Africa, South Korea, India, Pakistan, Cyprus, Greece, Lithuania, Sri Lanka, Israel, Belgium and

Taiwan represented their countries at World Food Moscow 2015. Over the four days period, food and beverage suppliers from across the world met with more than 30,000 of Russia's key industry buyers which included food retailers, manufacturer, wholesalers, retail chains, caterers and restaurateurs.

In its 24th edition, the event comprised of 12 specialized sectors, including: fruit and vegetables; grocery; confectionery and bakery; tea and coffee; fish and seafood; meat and poultry; canned foods; oil, fats and sauces; health and organic foods; dairy products; frozen products and drinks. In this edition of World Food Moscow, more than 70% of exhibitors represented international brands. The next exhibition will be held from 12th to 15th September 2016.





Exhibitors from Pakistan

FOODEX

Started in the year 2004, Foodex is a team of dedicated professionals with a vast experience and business background. It deals in different areas including Meat exports, which includes chilled meat, frozen meat and minced meat. It also deals in online Qurbani and fruit pulp supplies.

Iftexhar Ahmed & Co

IAC is a reputed name to reckon with in the field of horticulture produce. Their core line of business is to produce, process, store and sell fresh fruits and vegetables, processed fruit pulp / puree, paste, fruit concentrates and clarified juice concentrates, domestically as well as internationally and their specialties are Mango and Kinnow (Mandarin) apart from a wide range of fruits and vegetables produced in Pakistan.

Marvel Agro Commodities

Marvel Agro Commodities is a sister concern company of Marvi Group of Companies (Marvi Rice mill, Marvi industries), involved in business ranging from Rice Processing Mill to Oil Extraction Plant. Marvi Rice Mill started in the early



80s and now they are starting their own export around the world.

Matco Rice

Founded in 1964 Matco supplies rice processing plants and machinery to government Government of Pakistan. With their setup in Larkana they are one of the largest exporters selling Basmati rice operating on a total capacity of 40 MT per hour.

Mehran Spice & Food Industries

Founded in 1975 Mehran Spices and within a few years of its inception, grew to become one of the leading spice & food industries globally. As time passed, the product range at Mehran increased from spices by adding ready mix recipes, rice, pickles, chutneys and sweet items. Mehran is one of the leaders in quality rice, equipped with the most advanced rice plant from Germany. The plant, which is one of the few in Pakistan, has enabled Mehran Super Kernel Basmati Rice to become one of the top selling basmati rice in the world.

Multi Food Industries

Multi Food Industries is Pakistan's largest manufacturer and exporter of Ethnic Frozen Foods since 2004. Based in the Karachi Export Processing Zone, they produce the widest range of frozen foods exported from Pakistan. They are exporting in their own brand PRIME HARVEST MAZEDAR as well as private label brands worldwide. They have ISO 22000, HACCP and BRC certifications. They are the first processed food manufacturer in Pakistan to be BRC certified

Sadrudin & Co

Sadrudin & Co., was established in 1976 and started export fresh fruits Kinnow Mandarins since 1989. Today Sadrudin & Co. is one of the leading grower, processors & exporters of Kinnow Mandarin. S&C is now equipped with two ultra modern Fomesa (Spanish) Packing lines and computer controlled state of art cold storages and pre-cooling chambers. ♦