



#### Facts from AgroProdMash 2014

**19.155 visitors**, a 13.1% increase since 2013

**Visitors from 60 countries** and more than 1.000 Russian cities

Nearly **800 exhibitors** from **36 countries**

**80% of exhibitors** states that they have achieved their exhibiting goals

**2/3 of visitors** are regular

**90% of visitors** states that they are satisfied or completely satisfied



## Pavilion of Denmark at AgroProdMash 2015 in Moscow

Danish Food Tech Group have for the 3<sup>rd</sup> consecutive year the pleasure of inviting your company to participate at the joint **Pavilion of Denmark** at AgroProdMash, Moscow from **5 – 9 October 2015**. The trade show is celebrating its 20<sup>th</sup> anniversary in 2015 and it is still the largest and most important exhibition for machinery, equipment and ingredients for the food processing industry in Russia and Eastern Europe.

#### Self-sufficient by 2020

With 143 million consumers and a vision to become self-sufficient by 2020 Russia is certainly interesting. Since Russia adopted the Food Security Doctrine in 2010, the Russian dependence on food imports has dropped from 30 to 13 percent, equivalent to US\$ 40 billion. Food consumption is increasing, however. Resulting in a YoY-growth rate of 10%. To become self-sufficient by 2020 the Russian government wants to invest an amount in the three-digit billion range.

#### Seek the increasing potential

Despite facing a difficult financial situation, it is important to maintain focus on the Russian market. A message, several of the Danish companies attending the trade show in 2014, can trust. Moreover, the record attendance in 2014 of that of nearly 20.000 visitors testifies that the agroindustry in Russia is in good shape. There is plenty of optimism and the trade fair organisers believes 2015 to be another record year.

#### Pavilion of Denmark

The Pavilion of Denmark is 139 sqm and enjoys a central location Pavilion 2, Hall 3. The distribution of space will give opportunity to create a Danish hallway. We have arranged the Pavilion of Denmark at AgroProdMash in 2013 & 2014 with great success and positive exhibitor feedback despite of market insecurity – and we do not expect less in 2015.

We welcome you to join the Pavilion of Denmark at AgroProdMash 2015



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## Price & Conditions

**DKK 4.250,- pr. sqm.  
Subsidy deducted.**

**Coordination fee of DKK 4.900 per company for DFTG members / DKK 9.800 per company for non-members.**

All prices are excl. VAT and does not include board, lodging, printing of graphics and transportation of own goods.

To execute the event, a min. of 8 companies are required. In case of fewer participants, we will assess the situation and make necessary adjustments to the price and concept in order to continue the project. Danish Food Tech Group reserves the right to cancel the event if not fulfilled.

Co-financed by  
Ministry of Foreign Affairs of Denmark  
The Trade Council



### All-inclusive exhibitor package

Each company will have an individual stand area while at the same time forming part of the Pavilion of Denmark, giving access to the joint infrastructure.

In cooperation with our stand builder, Danish Food Tech Group will coordinate and handle all practical issues regarding your participation.

### Our exhibition package includes:

- ✓ Build-up and dismantling of pavilion
  - ✓ Individual area incl. 1 meeting table and 3 chairs, 1 brochure rack, company name
  - ✓ Walls, carpet, standard electricity consumption, lighting & daily cleaning
  - ✓ Joint storage room for the exhibitors
  - ✓ Joint bar area with hot/cold beverages and snacks for you and your guests
  - ✓ Joint marketing hand-out with your company logo, short description and contact details to be distributed before and during show
  - ✓ Fee for listing in the show catalogue (mandatory for all exhibitors)
  - ✓ Mandatory insurance is included
  - ✓ Beer Reception at the stand organised in cooperation with the Trade Council in Moscow
  - ✓ Assistance with all practical matters before, during and after the exhibition. Danish Food Tech Group will be present during the full event, ready to assist you.
- Extra furniture is available at own expense
  - Printing costs for graphics are not included in the price.

### ADDITIONAL OFFERS - Not included in price:

- ✓ Hotel proposal is offered, optional booking
- ✓ Transportation of own goods is not included in the price, but we offer a joint freight proposal

### DEADLINE REGISTRATION: 1<sup>st</sup> of June 2015

**To register please send an email to Heidi Ravn at:**  
[heidi.ravn@dk-export.dk](mailto:heidi.ravn@dk-export.dk)

**Registration is** conditional of general terms of business for the Danish Export Association, which you can access [here](#). Registration is on a first come first serve basis and cannot be conditional on a specific space location.

### We look forward to assist you

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