



20  
Years

20th Anniversary  
International exhibition for  
**F O O D**  
**INDUSTRY**

28 | 29 | 30  
April 2021

Uzexpocentre NEC  
Tashkent, Uzbekistan



## Post Show Report

IFWexpo Heidelberg GmbH

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From 28 to 30 April 2021, a leading event in the food sector in Uzbekistan, the 20th Anniversary International Exhibition "Food, ingredients and food technologies - UzFood" was held at the NEC "Uzexpocentre".

In the context of the economic recovery after the pandemic, the organizers made every effort to gather the key players in the food industry on one trade platform.



**KEY FACTS AND FIGURES OF UZFOOD 2021**

**Total exhibition area (gross):** 5500 sq.m

**Participants:** 122

**Venue:** NEC "Uzexpocentre", Tashkent, Uzbekistan

**Participating countries:** 21

**National groups and collective stands:** Russia (Moscow region, Omsk region, Republic of Tatarstan), Belarus.

**Number of unique visitors:** 4078

**Number of visits:** 5302

**MAIN SECTIONS OF THE EXHIBITION**

- Food
- Beverages
- Bakery
- Food ingredients
- Food equipment
- Packaging



**PRESS CONFERENCE**

On April 21, 2021, a press conference was held in Hyatt Regency Tashkent hotel dedicated to the opening of the exhibition season and the 20th Anniversary International Exhibition "Food, Ingredients and Food Technologies - UzFood 2021".

Iteca Exhibitions told the press how the team withstood the pandemic and prepared for the resumption of their events.



## OFFICIAL SUPPORT

- Ministry of Agriculture of the Republic of Uzbekistan
- Ministry of Investments and Foreign Trade of the Republic of Uzbekistan
- Uzbekozikovkatzahira – Association of Companies
- Agency of the Republic of Uzbekistan for regulation of the alcohol and tobacco market and wine development
- The Chamber of Commerce and Industry of Uzbekistan

## OFFICIAL EXHIBITION OPENING CEREMONY

The official opening ceremony was attended by:

- Alisher Turaev, Deputy Minister of Agriculture of the Republic of Uzbekistan;
- Khondamir Akhmedzhanov, Deputy Chairman of the Association "Uzbekozikovkatzahira";
- Ibraim Khodzhaev, Head of the Department of the Agency for the Regulation of the Alcohol and Tobacco Market and the Development of Winemaking of the Republic of Uzbekistan;
- Leonid Marynich, Ambassador Extraordinary and Plenipotentiary of the Republic of Belarus to the Republic of Uzbekistan;
- Olgar Bekar, Ambassador Extraordinary and Plenipotentiary of the Republic of Turkey to the Republic of Uzbekistan
- Nikolay Doroshenko, Ambassador Extraordinary and Plenipotentiary of Ukraine to the Republic of Uzbekistan;
- Andrey Mokrousov, Head of the Trade Representation of the Russian Federation in the Republic of Uzbekistan;
- Natalia Shevtsova, Minister of Agriculture of the Kaliningrad Region of the Russian Federation;
- Edward Strachan, Director of the ICA group of companies.



## PARTICIPANTS



and many others.

**BUSINESS PROGRAM**

Traditionally, within the framework of the UzFood exhibition was organized a **Retail Centre** - B2B meetings between food / beverage producers and representatives of Uzbekistan retail chains.

**Date:** April 29, 2021

Retail Centre hosted over 250 meetings with such retailers as: Carrefour, Korzinka.Uz, Makro, Baraka Market, Bob’s Market, Farovon Uz, Fix price, Green Apple, Havas, Rybnoye Mestechko.



**TASTING CONTEST "MASTER OF QUALITY"**

Every year, within the framework of the exhibition, a professional tasting contest of food products, non-alcoholic and alcoholic beverages "**Master of Quality**" is held. It was successfully completed on **December 10, 2020**, in preparation for the 20th Anniversary International Exhibition "Food, Ingredients and Food Technologies - UzFood".

The products of the companies-winners were presented to the attention of visitors at the “Master of Quality” showcases on the territory of the UzFood 2021 exhibition.



**AWARDING CEREMONY**

On the second day of the exhibition, April 29, awarding ceremony was held for participants in the following nominations:

- Best stand design
- Best corporate exhibiting
- Best product presentation
- Award for the constant participation

Exhibition awards were presented to the following companies:

**«Best stand design»**

- MIRATORG
- ULMA PACKAGING
- BELINTEREXPO
- MULTIVAC

**«Best product presentation»**

- PORLANMAZ
- EXPOCONTRACT
- OMSK REGION EXPORT SUPPORT CENTER
- EVA'S WALK

**«Best corporate exhibiting»**

- EKSPO MARKET
- EXPORT SUPPORT CENTER OF THE REPUBLIC OF TATARSTAN

**«Award for the constant participation»**

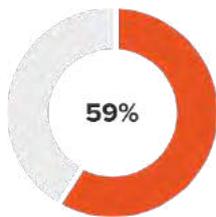
- VOSKHOD FIRM
- AROMA CLASSIC
- MULTIVAC
- BAYAN SULU
- PANEMOR
- OSC
- PSS SVIDNIK
- IFT INNOVATION
- REMIN
- FORMA MAKINA
- CANTEK
- CRZ
- MESSAN



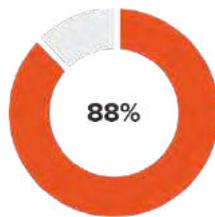
**PARTICIPANTS**

**122 participants, 21 countries** - Austria, Azerbaijan, Afghanistan, Belarus, Bulgaria, Germany, Greece, India, Italy, Kazakhstan, China, Latvia, Russia, Saudi Arabia, Slovakia, USA, Turkey, Uzbekistan, Ukraine, France, South Korea.

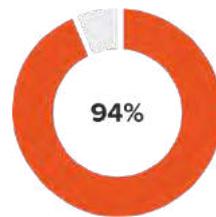
**High ROI from participation:**



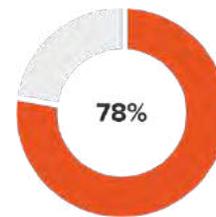
**Permanent participants**



**Met their objectives at the exhibition**



**Consider participation important for business development**



**Plan to participate next year**

**Experience of participation:**



- 5 years and more – 35%
- 2-5 years – 37%
- first time – 28%

**Activity of participants:**



**22% Food and drinks**



**39% Food equipment**



**10% Bakery**



**7% Food ingredients**



**20% Packaging**



**2% HoReCa**

## TESTIMONIALS

### **Elizaveta Petrakovskaya, Exhibition Unitary Enterprise "BELINTEREXPO"**

This year at the UzFood exhibition we represent 7 manufacturing companies from three regions of the Republic of Belarus. We are delighted to be here at such a difficult time for doing business. The exhibition is going well for us - negotiations are underway at the stand throughout the entire time. Our exhibitors are very pleased with the results. All safety precautions are observed - everyone wears face masks, uses sanitizers, and keeps a distance. The exhibition is safe!

### **Ysnnis Sivakkos, EVA'S WALK P.C.**

For our company, the UzFood exhibition is extremely effective, just because all such events were banned. It is now like a breath of fresh air when it comes to marketing support. Today it is the best platform for acquainting potential consumers and partners with our products. At the exhibition we feel safe - the entrances are checked, the temperature is measured, there are points with antiseptics around the hall. Special thanks to the organizers for the fact that you can submit an express text to determine COVID-19 right at the exhibition.

### **Ildar Salyakhov, Collective stand of TATARSTAN REPUBLIC**

We are participating in the UzFood exhibition for the first time. Exhibitions are a good way to go out for export - this is a great place for solving business problems. In the post-pandemic period, the exhibition is going well. There are many interested clients with whom we exchanged contacts and hope to cooperate with them in the future.

### **Maksim Nenashev, Collective stand of MOSCOW REGION**

We represent 4 companies from the Moscow region. The exhibition shows great interest in the products presented by our participants. A lot of companies exchange contacts and agree on subsequent meetings. We took part in the business program - in the "Retail Center", where the Uzbekistan retailers were presented, and we held productive meetings. Preventive measures are quite strict, but at the same time it is comfortable to work.

### **Feruza Djuraeva, MULTIVAC**

Our company is a permanent participant of the UzFood exhibition. The exhibition has an effect despite the quarantine period. We have potential clients and customers. Safety precautions are observed at the exhibition. Constant monitoring of temperature, wearing face masks and keeping distance.

### **Muzzafar Khoshimov, ERMAK**

We are deeply impressed by the 20th Anniversary UzFood exhibition. Participants present their products from key countries, including manufacturers from Uzbekistan. The organization of this exhibition is of great importance during a pandemic. At the very moment when many enterprises were in a state of decline and on the brink of crisis, this exhibition served as an impetus and became the main reason for business recovery.

### **Orkhan Rakhimov, WEST PRODUCT MARKETING**

Our company's participation in the UzFood exhibition is going pretty well. We got to know many distributors and suppliers, which is an important part of our involvement in Uzbekistan. We are pleased with the organization of the exhibition and preventive measures in order to prevent the spread of COVID-19.

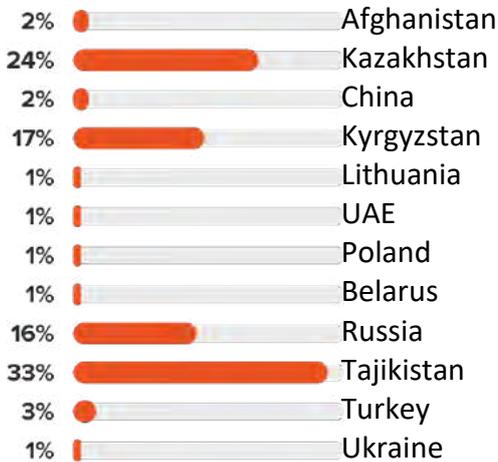
### **Olga Psareva, MIRATORG**

The UzFood exhibition for our company was efficient and productive, it was a unique opportunity to present our brand in the territory of Uzbekistan. There was a lot of interest in our products at the exhibition. We had a lot of negotiations with large chains to expand our assortment to store shelves in the country. Iteca Exhibitions took a very responsible approach to organizing the exhibition in a safe environment, everything was done at the highest level.

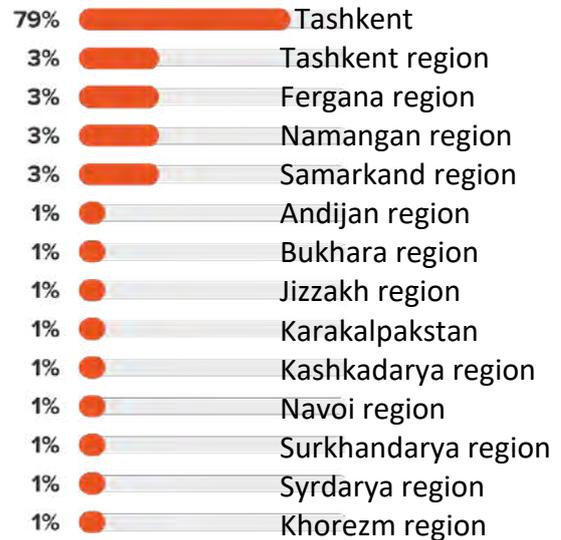
**VISITORS**

5302 visits (of which 4078 are professional visitors), 12 countries, 13 regions of Uzbekistan.

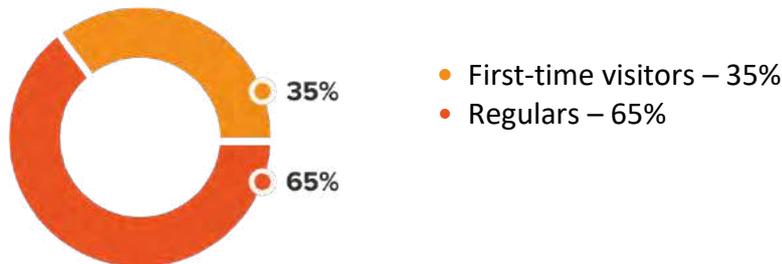
**Visitors geography:**



**Representation by Uzbekistan regions:**



**Experience of visiting:**



**Areas of activity:**



**77% of visitors have buying authority or give buying recommendations.**



# UzFood

21st International Exhibition

# FOOD INDUSTRY

**29-31  
MARCH  
2022**

Uzexpocentre  
Tashkent



IFWexpo Heidelberg GmbH

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