



**10 | 11 | 12**  
**JUNE 2021**

Baku Expo Center  
Baku, Azerbaijan

The background of the lower half of the poster features a close-up photograph of several ripe pomegranates with their characteristic red, bumpy skin and dried, brownish-orange crowns. A single, vibrant green leaf is visible at the bottom left. A large, semi-transparent purple circle with a yellow border is centered over the pomegranates, containing the text "Food Industry Exhibition".

# **Food Industry Exhibition**





## INTERFOOD AZERBAIJAN HAS ESTABLISHED ITSELF AS THE CASPIAN REGION'S LEADING FOOD INDUSTRY EVENT WITH A HISTORY OF OVER 20 YEARS AT ITS VENUE.

Over the years of its existence, InterFood Azerbaijan has proven itself as a reliable platform for annual meetings between experts, demonstrations of equipment, products and services in the food industry. The exhibition provides opportunities to find new customers strengthen existing relationships with business partners and enter new sales markets. After a two-year break, business missed the live communication. Industry professionals met again for the first time after two years to restore their business contacts. Now there is a positive trend in the food and agricultural markets, new participants have appeared on the market. The opportunity to enter into direct dialogue with a potential partner is absolutely essential now for all our participants.



# PRECAUTIONS AGAINST COVID 19

The rules for the safe conduct of offline events are based on the recommendations of the Operational Headquarters under the Cabinet of Ministers of the Republic of Azerbaijan, as well as the Global Association of the Exhibition Industry (UFI): social distancing, the wearing of masks and the use of antiseptics and disinfectants, body temperature control and regular disinfection of premises.



# ● PARTICIPANTS OF THE ● OFFICIAL OPENING CEREMONY

ON JUNE 10,  
**THE 26TH AZERBAIJAN INTERNATIONAL  
FOOD INDUSTRY EXHIBITION,  
INTERFOOD AZERBAIJAN 2021**  
STARTED ITS WORK IN BAKU EXPO CENTRE.



**INAM KERIMOV**

The Minister of  
Agriculture of  
the Republic of Azerbaijan



**ORKHAN MAMMADOV**

Chairman of the Board of  
the Small and Medium  
Business Development Agency of  
the Republic of Azerbaijan



**EDWARD STRACHAN**

Regional Director of  
Caspian Event Management



# OFFICIAL GUESTS OF THE EXHIBITION



**Fatih Metin**

Deputy Minister of Agriculture and Forestry of the Republic of Turkey



**Cevdet Mehdiqhanli**

Chairman of the Food Safety Agency of the Republic of Azerbaijan



**Parviz Ilyasov**

Chairman of the Board of the Azerbaijan Farmers Association



**Zaur Mikayilov**

Chairman of Azerbaijan Amelioration and Water Management OJSC



**Ahmad Ahmadzadeh**

Adviser to the Prime Minister of the Republic of Azerbaijan



**Elchin Zeynalov**

Deputy Minister of Agriculture of the Republic of Azerbaijan



**Melek Çakmak**

FAO Representative in Azerbaijan



**Emin Dostiyari**

Chairman of the Azerbaijan Food and Beverage Industrialists Association



**Mirza Aliyev**

Chairman of the Agrarian Services Agency



**Seymur Movlayev**

Chairman of the Agrarian Credit and Development Agency



**Elmin Rahmanov**

Chairman of the Board of "Agroservice" OJSC



**Pauline Eizema**

Ambassador of the Kingdom of Netherlands



**Mikhayil Bocharnikov**

Ambassador of Russian Federation



**Andrei Ravkov**

Ambassador of the Republic of Belarus



**Michael Kindsgrab**

Ambassador of Germany in Azerbaijan



**Manuel Adalberto Carlos Montenegro Lopes Da Cruz**

Ambassador of the Federative Republic of Brazil



**Telman Aliyev**

Chairman of Caspian Energy Club



# REFERENCES FROM VIP GUESTS



"These exhibitions have become a place of great interest for both agricultural and food products produced by many companies from around the world. The Caspian Agro and InterFood Azerbaijan exhibitions have become a practicable platform to strengthen the position of farmers along the value chain and increase their access to local, regional and global markets. The regular staging of such important events in our country plays an important role in conveying a favourable investment climate, and makes initiatives in the agricultural sector attractive to international business circles, accelerating Azerbaijan's integration into the world economy".

**Inam Karimov,**

Minister of Agriculture of  
the Republic of Azerbaijan



"I hope that the demonstration of food products and services at this international event, which is attended by parties operating at all stages of the food chain, will greatly contribute to the establishment and expansion of new business relationships".

**Goshgar Tahmazli,**

Chairman of the  
Food Safety Agency of  
the Republic of Azerbaijan



"Undoubtedly, the InterFood and Caspian Agro exhibitions play an important role in stimulating the development of the agricultural and food sectors. In addition to demonstrating the achievements and potential of local SMEs, such exhibitions are important in building and developing business relationships between participants and will make a positive contribution to the economic development after the pandemic."

**Orkhan Mammadov,**

Chairman of the Board of Directors of  
the Small and Medium Business  
Development Agency of  
the Republic of Azerbaijan (SMBDA)



"The InterFood Azerbaijan exhibition promotes the establishment of new cooperation between different sectors of the food industry, and the signing of hundreds of agreements, thus having a significant impact on the development of the food businesses and the dynamics of the development of the industry."

**Emin Dostiyari,**

Chairman of the  
Azerbaijan Food and Beverage  
Industrialists Association



# PR CAMPAIGN AND MEDIA COVERAGE

## THE OFFICIAL PRESS CONFERENCE

9 June, JW Marriott Absheron Baku.



### THE PRESS CONFERENCE WAS ATTENDED BY



**Mr. Togrul Qafarbayli**

Head of the Protocol at  
the Ministry of Agriculture of  
the Republic of Azerbaijan



**Mr. Edward Strachan**

Regional Director of  
Caspian Event Management



**Mr. Farid Mammadov**

General Director of  
Caspian Event Organisers



**Mrs. Zarina Mammadova**

Project Manager

The event was attended by representatives of various media:

**ABC, APA, AzTV, Azerbaijan Qazeti, Azertac, CBC TV, Space, Real TV, InterAz TV, Report.Az and others.**



# ADVERTISING CAMPAIGN



## OUTDOOR ADVERTISING

- BANNERS
- BILLBOARDS
- MONITORS
- POSTERS
- ROLL-UPS



## E-MAILINGS

- E-mailings by specialised database



- Distribution of invitation tickets through partners as well as related government structures and associations



- Advert on specialised websites, social networks and editions



**470** news  
on **141** internet  
portals

**51** news  
on **9** TV channels

**6** news  
on **5** Radio  
channels



# VISITORS

5615

visits

4319

unique visitors

Company	Position
■ Azerbaijan Supermarket LLC	Operations director
■ Azerpak BM	Director
■ A.E.R	Founder
■ Baku Agropark LLC	Automation engineer
■ Caspian Fish Co Azerbaijan	Director
■ JW Marriott Absheron Baku	Chef
■ Veyseloglu LLC	Technologist
■ Xirman LLC	Supplier
■ Araz RTL LLC	Senior Category manager
■ Bizim Market	Import department manager
■ Bolmart Supermarket	Analyst
■ BRAVO Supermarket	Senior Category manager
■ Caspian Catering Supply	Director
■ Crispa Snacks LLC	Executive Director
■ Delta Qrup C.O LLC	Sales Director
■ Indigo	Director
■ Karvan - L	Executive Director
■ Meyveli	Director
■ Shamkir Agro	Director

\*The list of visitors with the names of companies and posts will be sent to the participants at the end of each exhibition day



## VISITORS BY INDUSTRY SECTORS

94 %

of visitors consider their visit effective

77 %

of visitors make or influence purchasing decisions

- 36 %** Agroindustrial complex and products
- 34 %** Bakery, confectionery production
- 33 %** Meat processing plants
- 31 %** Fruit and vegetable production
- 30 %** Food distributors
- 29 %** Production of dairy products, cheeses
- 28 %** Beverage production
- 26 %** Trade / retail chains
- 25 %** Oil and fat production
- 20 %** Grocery and snack production
- 21 %** Production of ingredients, additives, spices
- 28 %** Food / beverage / ingredient manufacturers
- 25 %** Corporate buyers
- 24 %** Food equipment
- 22 %** Packaging, packaging equipment
- 21 %** HoReCA
- 8 %** Ministries / State structures
- 7 %** Service

## VISITORS REFERENCES



**Mehmet Dogurer,**  
Export Manager  
at TEX SUT

«The main purpose of my visit to the InterFood Azerbaijan exhibition is caused by the interest in this project. I have long wanted to get acquainted with the products of local and foreign companies, discuss certain issues and receive detailed information. The pandemic certainly negatively affected the development of the economy and, in particular, the food industry. The market is shrinking, and the business could not develop at the required level, as there was no consumption. Therefore, I believe that the exhibition is the most suitable meeting place that brings the seller and the buyer closer together. The role of this kind of exhibitions in the development of the industry is very important».

«I really liked today's exhibition, I am well versed in its specifics, since I work as an engineer in the food industry. It contains a rich potential, so it is beneficial for our company to establish contacts with representatives of related enterprises. We also gladly met our colleagues with whom we have been cooperating for a long time. I believe that such exhibitions are quite effective for the food industry. I would really like the project to expand in the future and attract even more companies. I think it would be good to hold such an exhibition in Ganja. There are a lot of local producers and they have something to show and offer to potential customers; this will contribute to the development of the economy and food industry throughout Azerbaijan».



**Kamal Mehdiyev,**  
Research and  
Development Manager  
at VEYSELOGLU LLC



**Jeyhun Khalilov,**  
Doydum Catering,  
Director

«Our company buys products mainly from wholesalers. We have been on the market for a long time, and we are surely interested in products-related trading operations. The exhibition provides good opportunities for establishing links directly with product manufacturers. I would like to thank the organisers both for this project and for creating conditions for us to communicate with specialists. I always attend these events and I know how important they are for business people and business relationships. It was very difficult without them during the pandemic. Today I was able to talk with many companies, establish contacts, which, I hope, will soon turn into close partnerships».



# INTERFOOD AZERBAIJAN 2021 EXHIBITORS



79

COMPANIES

12

COUNTRIES

1960  
M<sup>2</sup>

EXHIBITION  
SPACE

## EXHIBITING COUNTRIES AT INTERFOOD AZERBAIJAN 2021



AZERBAIJAN



UAE



AFGHANISTAN



RUSSIA



BELARUS



SAUDI ARABIA



BULGARIA



SLOVENIA



INDIA



TURKEY



LITHUANIA



UKRAINE



## EXHIBITOR REFERENCES



«We strive to increase the export of Moscow manufacturers around the world, including Azerbaijan. All Muscovites brought new products with them, made changes in the delivery of goods and their advertising in order to adapt to the local market. This event is going great for us! All negotiation zones are constantly filled. On the very first day, we signed a serious export contract; two more contracts are expected to be signed soon».

**Aleksandr Prokopchuk,**  
**Deputy Head of the Export Coordination**  
**and Development Department at**  
**Mosprom**



«Exhibition is an important attribute of trust in business. The Belarusian exposition has been present in the InterFood exhibition in Azerbaijan since 2015. This year at the stand of Belarus there are 16 enterprises exhibiting the main types of food products. As an organizer of Belarusian stands in many countries of the world, I can say that Azerbaijan is one of our favourite and priority areas for us, our companies are always willing to go to Baku, and professional cooperation is constantly growing».

**Evgeniy Vedenskiy,**  
**Director of the Exhibition Unitary Enterprise**  
**Belinterexpo of the Belarusian Chamber of**  
**Commerce and Industry**



«The exhibition is organized at the highest level, there is a great interest of visitors, and we are ready to carry out many projects in order to establish trade relations. I believe that the role of the exhibition in the development of the agricultural industry is very important – here you can meet with potential clients in person and conduct trustful dialogues, which are an important factor in international trade. There is good potential here to showcase the best products and services of any successful company. Holding such exhibitions is a guarantee of the growth of business activity in the world».

**Mehmet Bekish,**  
**Sales Specialist,**  
**Roots of Peace**



«Our company will present proposals for investing in grasslands for livestock in the Karabakh region, the organisation of milk supply points and the production of a new product called "Karabakh cheese". We appreciate the existence of trade fairs. These exhibitions play an important role in promoting Azerbaijani producers and their products not only in the country but also abroad, attracting investment to Azerbaijan, and increasing the export potential of the non-oil products. The forced break in the exhibitions had a negative impact on the activities of our company, as in most sectors. We believe that we will leave these difficulties behind us and move forward to new achievements».

**Jeyhun Bakhtiyarly,**  
**official representative of**  
**Atena LLC**



# ● ADDITIONAL EVENTS EXHIBITION ● B2B WORKSHOP



**WITHIN THE FRAMEWORK OF  
THE CASPIAN AGRO EXHIBITION,  
THE ORGANISERS CREATED ANOTHER  
BUSINESS PLATFORM FOR EXHIBITORS  
AND VISITORS - A WORKSHOP**

Participants of the workshop are, on the one hand, foreign manufacturers and suppliers of agricultural products, and on the other – local distributors and companies. Market players had a unique opportunity to meet with colleagues at the same table and negotiate with several key customers over the course of a single day.





# ● ADDITIONAL EVENTS EXHIBITION ● TOUR FOR FARMERS



TRADITIONALLY EACH YEAR BUSINESS TOURS TO CASPIAN AGRO EXHIBITION FROM OVER 48 OF THE REGIONS OF AZERBAIJAN IN ORDER TO ACQUAINT ENTREPRENEURS WITH NEW TECHNOLOGIES AND FACILITATE THE EXCHANGE OF EXPERIENCE, WITH IS AN INDISPENSABLE CONDITION FOR THE PRODUCTION OF HIGH-QUALITY PRODUCTS

This year's exhibition welcomes entrepreneurs and farmers from more than

**48** regions of Azerbaijan.





# ADDITIONAL EVENTS EXHIBITION CASPIAN ENERGY CLUB



**A TOUR OF THE EXHIBITION  
HAS BEEN ORGANIZED FOR  
MEMBERS OF  
“CASPIAN ENERGY CLUB”**





# SPONSORS AND PARTNERS

**InterFood**  
Azerbaijan



**OFFICIAL DRINK**

**İPƏKSU**  
etibarlı mənbədən



**COFFEE PARTNER**

**Espresso**  
MOBIL





# EXHIBITION OVERVIEW TO BE HELD NEXT YEAR INTERFOOD AZERBAIJAN 2022

18 | 19 | 20 MAY 2022

Baku Expo Center / Baku, Azerbaijan



## EXHIBITION SECTORS



CANNED FOOD



INGREDIENTS



GROCERY



DRINKS



FISH AND  
SEAFOOD



ORGANIC AND  
HEALTH FOOD



PACKAGING



HALAL FOOD



DAIRY  
PRODUCTS



MEAT AND  
POULTRY



OILS, FATS AND  
SAUCES



FRUITS AND  
VEGETABLES



COLD CHAIN  
LOGISTICS  
SERVICES



CONFECTIONERY  
AND BAKERY  
PRODUCTS



CHILD NUTRITION



EQUIPMENT



TEA AND COFFEE



FROZEN FOODS



**InterFood**  
Azerbaijan

**18 | 19 | 20**  
**MAY 2022**

Baku Expo Center  
Baku, Azerbaijan

27<sup>th</sup> Azerbaijan International

# **Food Industry Exhibition**

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