



17 | 18 | 19  
MAY 2023

Baku, Azerbaijan  
Baku Expo Center

A large, vibrant image of several ripe pomegranates with their characteristic red, leathery skin and green leaves. A large, semi-transparent purple circle with a bright yellow outline is overlaid on the center of the image, containing the main event title.

28<sup>th</sup> Azerbaijan International  
**Food Industry  
Exhibition**

[www.interfood.az](http://www.interfood.az)

[#InterFoodAzerbaijan](https://www.instagram.com/InterFoodAzerbaijan)

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# InterFood Azerbaijan

**InterFood Azerbaijan has established itself as the Caspian Region's leading food industry event with a history of over 25 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.





## VISIT OF THE PRESIDENT

On 17 of May President of the Republic of Azerbaijan Mr. Ilham Aliyev and First Lady Mehriban Aliyeva have visited the InterFood Azerbaijan Exhibition, observed the exposition that reflects the regional agriculture potential of Azerbaijan and familiarised themselves with the national pavilions of foreign countries.





# OFFICIAL OPENING CEREMONY

On May 17, 28th Azerbaijan International Food Industry Exhibition "InterFood Azerbaijan" started its work at the Baku Expo Center.



# OFFICIAL GUESTS OF THE EXHIBITION



**Majnun  
Mammadov**

Minister of Agriculture  
of the Republic of Azerbaijan



**Goshgar  
Tahmazli**

Chairman  
of the Food Security Agency  
of the Republic of Azerbaijan



**Solomon  
Pavliashvili**

Deputy Minister  
of Environmental Protection  
and Agriculture of Georgia



**Mikhail  
Myasnikovich**

Chairman of the Board  
of the Eurasian Economic  
Commission



**Orkhan  
Mammadov**

Chairman of the Management  
Board of the Small and Medium  
Business Development Agency  
(KOBIA)



**Khayala  
Dadashova**

Acting Minister of Agriculture  
of the Nakhchivan  
Autonomous Republic



**Emin  
Dostiyari**

Chairman  
of the Azerbaijan Association  
of Food and Beverage  
Industrialists



**Pauline  
Eizema**

Ambassador  
of the Kingdom of  
the Netherlands to Azerbaijan



**Andrei  
Ravkov**

Ambassador  
of the Republic of Belarus  
to Azerbaijan



**Cahit  
Bagci**

Ambassador  
of Turkiye to Azerbaijan



**Mikhail  
Bocharnikov**

Ambassador  
of the Russian Federation  
to Azerbaijan



**Ralf  
Horlemann**

German Ambassador  
to Azerbaijan



**Milan  
Sedláček**

Ambassador Extraordinary  
and Plenipotentiary of  
the Czech Republic to  
the Republic of Azerbaijan



**Zurab  
Pataradze**

Ambassador  
of Georgia to Azerbaijan



**Bakhrom  
Ashrafkhanov**

Ambassador  
of the Republic of  
Uzbekistan to Azerbaijan



**Claudio  
Taffuri**

Ambassador  
of Italy to Azerbaijan

# REFERENCES FROM VIP GUESTS

"The exhibition would enable agricultural producers to see these innovations with their own eyes. It is these innovations that push the number of overseas participants up year after year."



**MAJNUN MAMMADOV**

Minister of Agriculture  
of the Republic of Azerbaijan



"Traditionally held every year, food and agriculture exhibitions draw a lot of attention from entrepreneurs."



**ORKHAN MAMMADOV**

Chairman of the Management Board of  
the Small and Medium Business  
Development Agency (KOBIA)



"I believe the demonstration of products and services as part of this international event attended by those active in all phases of the food production and consumption chain does greatly promote the establishment and extension of business links."



**GOSHGAR TAHMAZLI**

Chairman of the Food Security Agency  
of the Republic of Azerbaijan



# PR CAMPAIGN AND MEDIA COVERAGE



## The official press conference

The press conference dedicated the 28th Azerbaijan International Food Industry Exhibition "InterFood Azerbaijan" was held on May 15 at the Hilton Baku Hotel.

### THE PRESS CONFERENCE WAS ATTENDED BY



**MR. TOGHRUL GAFARBEYLI**  
Head of the Protocol  
at the Ministry of Agriculture  
of the Republic of Azerbaijan



**MR. BAHRUZ HIDAYATZADEH**  
Executive Director  
of Caspian Event Organisers



**MRS. ZARINA MAMMADOVA**  
Project Director  
of the exhibition

### INFORMATION SUPPORT OF THE EXHIBITION

#### INFORMATION PARTNER



#### INFORMATION SUPPORT



#### INTERNET SUPPORT



### MEDIA REPRESENTATIVES

APA Group, AZTV, Baku TV, 1news.az, Report.az, Real TV, Ses TV, Anews.az, Agro TV, CBC TV, Space TV, "Yeni Azərbaycan" newspaper, ITV, Operativ24, AMEA Science.gov.az, AZERTAC, Trend.az and the other agencies attended the press-conference.

# SPONSORS AND PARTNERS

## ORGANISATIONAL SUPPORT



Ministry of Agriculture  
of the Republic of Azerbaijan

## ORGANISERS



## SUPPORT



Food Safety Agency  
of the Republic of Azerbaijan



Small and Medium Business  
Development Agency  
of the Republic of Azerbaijan



Export and Investment  
Promotion Agency  
of the Republic of Azerbaijan



The National Confederation  
of Entrepreneurs (Employers)  
Organizations  
of the Republic of Azerbaijan



Azerbaijan Food and  
Beverage Industrialists  
Association



Food and Agriculture  
Organization of  
the United Nations



Azerbaijan  
Exhibition Organisers  
Association

## OFFICIAL HOTELS



HYATT  
REGENCY  
BAKU



## TRAVEL PARTNER



GREENWICH  
TRAVEL CLUB

## OFFICIAL STAND BUILDER



## NETWORKING PARTNER





# ADVERTISING CAMPAIGN



## OUTDOOR ADVERTISING

○ BANNERS

○ MONITORS

○ ROLL-UPS

○ BILLBOARDS

○ POSTERS

○ E-MAILINGS

## EMAILINGS

○ **31** articles  
in newspapers  
and journals

○ **52** news  
on TV Channels  
and Radio

○ **693** news  
in **178** internet  
portals

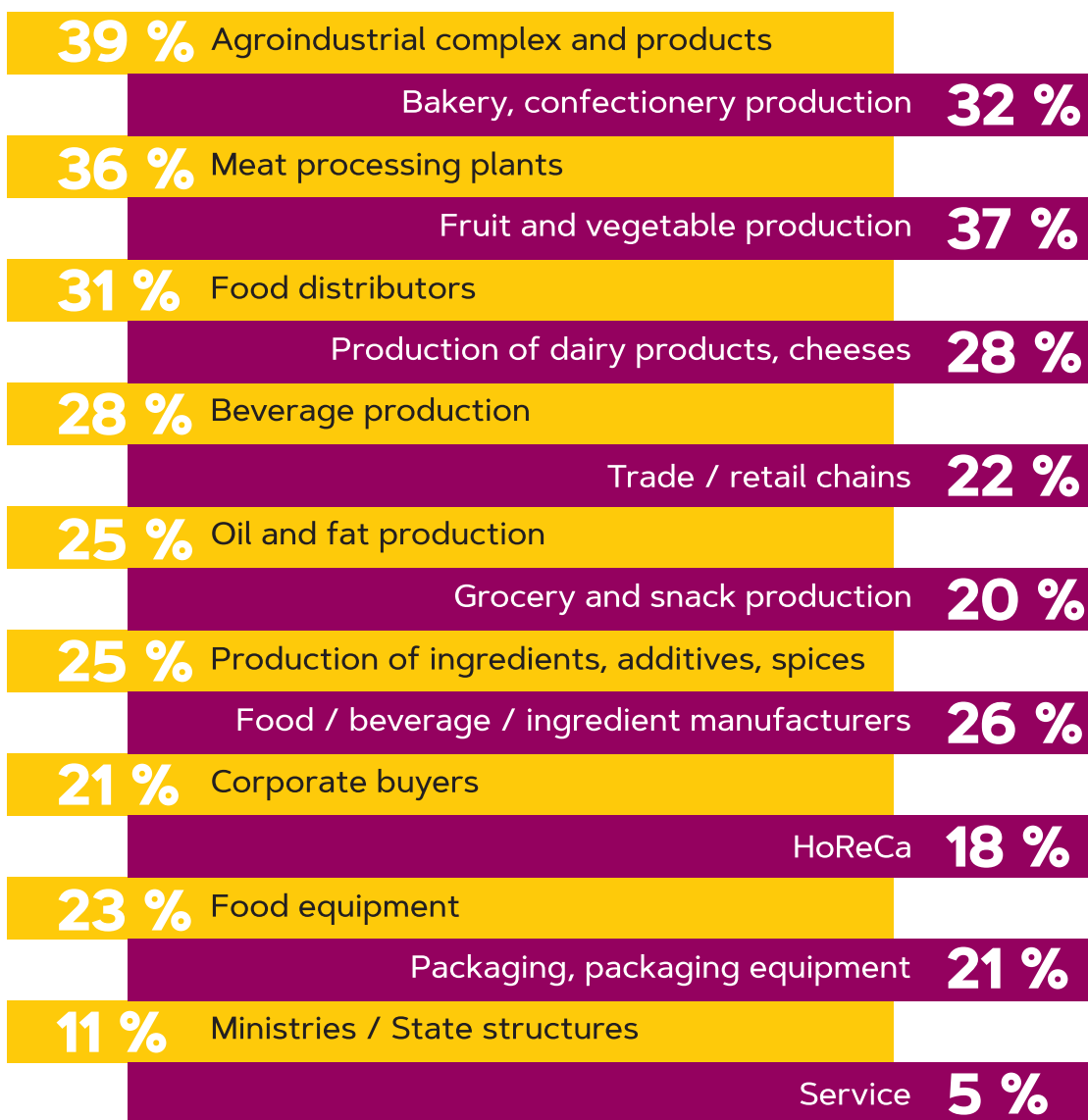


# VISITORS

**13881**  
visits

**10678**  
unique visitors

## VISITORS BY INDUSTRY SECTORS:




**94 %**  
of visitors  
consider their  
visit effective

**79 %**  
of visitors  
make or influence  
purchasing decisions

# VISITORS REFERENCES

"The exhibition leaves exclusively positive impression. Such events represent a great opportunity to find new partners and tell people about your business."

 **Viktoriya Filina,**  
Sales Manager,  
TechnoNICOL Corporation,  
Russia



"From what I saw, I can say this is an outstanding event, its magnitude is truly amazing. This is the first time we came to the exhibition, in the capacity of visitors, but next time we are planning on putting up our own stand as full-fledged participants."

 **Inga Berzina,**  
Project Manager,  
Union "Farmers Parliament"




"This exhibition makes quite an impression: a professional approach in every tiny detail plus organization that, in my opinion, is top-class."

 **Olesya Makarova,**  
kitchen hand, SCALINI,  
Azerbaijan



"The event has been managed at a high quality level, and the entire exhibition space looks creative and cutting-edge. I can safely say this is a top-notch work. This is my first time at this exhibition; I did not expect such magnitude."

 **Marco Gavazzi,**  
Senior Area Sales Manager, Helios Group,  
Italy



# INTERFOOD AZERBAIJAN 2023 EXHIBITORS

161

COMPANIES

17

COUNTRIES

3041 m<sup>2</sup>

EXHIBITON SPACE



## EXHIBITING COUNTRIES AT INTERFOOD AZERBAIJAN 2023



AZERBAIJAN



UAE



TUNISIA



BELARUS



POLAND



TURKIYE



GERMANY



RUSSIA



UZBEKISTAN



IRAN



SLOVAKIA



FRANCE



ITALY



SLOVENIA



SRI LANKA



CHINA



THAILAND

# EXHIBITOR REFERENCES



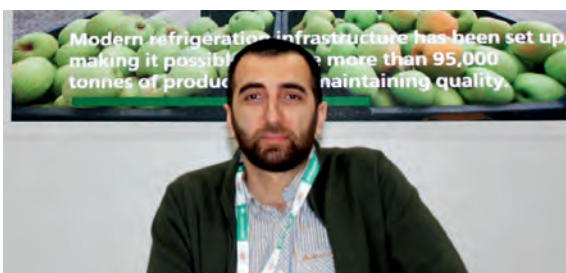
“We participate in InterFood Azerbaijan every year and expect to introduce an ever broader slate of brands in the subsequent events. We also hope to talk with Azerbaijani business people, present our products, and hold negotiations. The exhibition is managed at the highest level, with each and every detail thought through.”

**Natalia Romanchuk,**  
Manager, Belarus Chamber of Commerce  
and Industry, Belarus



“The exhibition is lively, there is a pleasant atmosphere with many business visitors. We have already established contacts with some people. We expect to establish strong, long-term and productive cooperation with Azerbaijan.”

**Maria Dudareva,**  
marketing specialist at  
Yaloga-NT, Russia



“This exhibition is a great opportunity for Georgian companies to find buyers. Azerbaijan is a very important economic and political partner for us. Participation in such a high-profile event is, of course, prestigious as we present our products here and expand international business boundaries.”

**Giorgi Avaliani,**  
Head of Public Relations and  
Marketing, Rural Development Agency,  
Georgia



“There is a lot to see at the exhibition, as it has brought together different companies with their unique products and designs. It is quite reassuring that an effective business program has been developed for the participants, including meetings with new partners which promote business contacts, and that is quite beneficial for businesses.”

**Hamida Seyidova,**  
Marketing Specialist,  
Azersun Holding,  
Azerbaijan

# B2B WORKSHOP



○ Within the framework of the Intefood Azerbaijan 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.



# TOUR FOR FARMERS



ADDITIONAL EVENTS EXHIBITION

Traditionally each year business tours to Caspian Agro and Interfood Azerbaijan Exhibitions from over 40 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 51 regions of Azerbaijan.**

## CASPIAN ENERGY CLUB

THE FOLLOWING BUSINESS TOURS TOOK PLACE WITHIN THE FRAMEWORK OF THE EXHIBITION:

- Exhibition tour of companies from the Moscow region (Russia)
- Business Tour of delegation from Krasnodar region (Russia)
- Business tour of the delegation of Korea



# EVENING RECEPTION



- On May 17, an evening party was organized for the guests and organizers of the exhibition. The evening reception was held at "Sea Breeze Resort".





# "THE GOLDEN SHAH – THE GOLDEN HUNDRED"



○ 3rd National Culinary Championship dedicated to the 100th anniversary of national leader Heydar Aliyev (The competition is included in the Worldchefs international culinary organization)

On May 19, the participants of the national culinary championship "Golden Shah 2023" were awarded.



# THE EXHIBITION "FOOD IS A WORK OF ART":



ADDITIONAL EVENTS EXHIBITION

## ○ DECORATIVE DISH COMPOSITIONS



# AGRICULTURAL INNOVATION FORUM



## THE FORUM INCLUDED THE FOLLOWING PANEL DISCUSSIONS:

On May 17, the Agricultural Innovation Forum was held.

- "Heydar Aliyev's Effective Policy on Agricultural Development"
- "Efficient and Sustainable Use of Water in Agriculture: Innovative Solutions"
- "Organic Agriculture: Trends and Development Outlooks. Presentation of "Organic Nakhchivan" Brand"
- New approaches for nitrogenous nutrition in the arid climate conditions, "Eurochem" experience
- "Agrotechnical solutions and innovative approaches to crop production"
- "Development of horticulture and greenhouse vegetable growing in Azerbaijan: achievements, prospects and innovations"
- "Innovation Solution-Based Agricultural Technologies"
- "Digital agriculture: the role of startups"
- "Turkish-Azerbaijani cooperation in the field of Agriculture" Workshop
- "The role of associations in the development of Agriculture"
- "New mechanisms in the modernization of the agro-industrial complex: Agroparks"
- "Modern Approaches in Animal Husbandry and Veterinary Medicine"
- "Farmer's Talk" - Speeches of farmers invited from different regions and Nakhchivan Autonomous Republic
- "Increasing the economic power of women in the agrarian sector"

**15 | 16 | 17 MAY 2024**

BAKU EXPO CENTER - BAKU, AZERBAIJAN

## EXHIBITION SECTORS

### ORGANISATIONAL SUPPORT



Ministry of Agriculture  
of the Republic of Azerbaijan

### OFFICIAL SUPPORT



Food Safety Agency  
of the Republic of Azerbaijan



Small and Medium Business  
Development Agency  
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GROCERY



FROZEN FOODS



CONFECTIONERY AND BAKERY PRODUCTS



CANNED FOOD



OILS, FATS AND SAUCES



DAIRY PRODUCTS



MEAT AND POULTRY



DRINKS



FISH AND SEAFOOD



FRUITS AND VEGETABLES



TEA AND COFFEE



ORGANIC AND HEALTH FOOD



CHILDREN'S AND DIETETIC FOOD



INGREDIENTS



HALAL FOOD



EQUIPMENT



PACKAGING



HOREX



COLD CHAIN LOGISTICS SERVICES

 **InterFood**  
Azerbaijan

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Baku, Azerbaijan  
Baku Expo Center

29<sup>th</sup> Azerbaijan International  
**Food Industry**  
**Exhibition**

Organisers



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[www.interfood.az](http://www.interfood.az)

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