



**WorldFood**  
Azerbaijan



**WorldFood**

24th Azerbaijan International  
**FOOD INDUSTRY  
EXHIBITION**

16 - 18 MAY 2018  
Baku Expo Center  
Baku, Azerbaijan

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

**POST SHOW  
REPORT**





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**WORLDFOOD 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, WorldFood 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.

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# VISITORS



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## NUMBER OF VISITS: 8207

## VISITORS PROFILE

- Heads of food industry enterprises
- Procurement managers of food industry enterprises
- Food Distribution Managers
- Food Business Development Managers
- Office managers of enterprises engaged in various industry sectors
- F&B managers
- Directors of restaurants, entertainment centers, clubs and bars
- Heads and management personnel of supermarkets and grocery stores
- Press
- Diplomatic Corps

## TOP COUNTRIES BY THE NUMBER OF VISITORS

● Azerbaijan 	● Italy 	● Ukraine 
● Poland 	● The Netherlands 	● Iran 
● Kazakhstan 	● Georgia 	● Russia 
● Germany 	● Austria 	● Turkey 



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



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<i>COMPANY</i>	<i>POSITION</i>
Absheron 2000	--- Branch Manager
Araz Supermarket LLC	--- Branch Manager
AtaHolding ASC	--- Director
Avrora LLC	--- Head of Department
Azerbaijan Supermarket LLC	--- Head of Procurement
AzRetail LLC	--- Director
Azza	--- Head of Procurement
Bazar Store LLC	--- Director
Bizim Market	--- Head of Procurement
Bravo Supermarket Azerbaijan	--- Founder
Caspian Crystal Gastronomy	--- Category manager
Arzaq Mahsullarının Tadaruku va Tachizatı	--- Director
Fresco Supermarket	--- Deputy Chairman of the Board
İsr Holding	--- Chairman of the Board
Koroglu LLC	--- Director
Kristall Plus QSC	--- Head of Procurement
Milk Pro LLC	--- Director
Palfood LLC	--- Owner
Port Baku Bazar	--- Technologist
Pribaltika Gastronomy	--- Purchasing Manager
Sahliyali Group	--- Director
Saba ASC	--- Deputy Chairman of the Board
Veysəloğlu LLC	--- Director

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## VISITORS REFERENCES



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**Sergey Novokhat,  
Ukraine,  
Green Trade**

“I'm in Baku for the first time, and I am pleasantly surprised by the organisation and the scale of this exhibition, including its convenient registration processes. I was pleased to meet with partners from other countries. Since the exhibition is a multi-profile event there are all conditions to establish partnership relations in different sectors”.



**Sadail Gasimov,  
Farming Chairman,  
Astara, Azerbaijan**

“We thank the organisers for such a wonderful exhibition, where we learn a lot of new things in the field of our professional activity, get acquainted with modern preparations and developments, which, I am sure, will find application in our practice in the future.”





# OFFICIAL SUPPORT



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Ministry of Agriculture  
of the Republic of Azerbaijan



Food Safety Agency  
of The Republic of Azerbaijan



Food and Agriculture Organization  
of the United Nations

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



Azerbaijan  
Export and Investment Promotion  
Foundation



Small and Medium Business  
Development Agency of  
the Republic of Azerbaijan



# VISIT OF THE PRESIDENT



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On 16 of May President of the Republic of Azerbaijan Mr. Ilham Aliyev has visited the WorldFood Exhibition, observed the exposition that reflects the regional agriculture potential of Azerbaijan and familiarised themselves with the national pavilions of foreign countries.



# PARTICIPANTS OF THE OFFICIAL OPENING CEREMONY



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**INAM KERIMOV**

the Minister of Agriculture of the Republic of Azerbaijan



**GOSHGAR TAHMAZLI**

Chairman, Food Safety Agency of the Republic of Azerbaijan



**EDWARD STRACHAN**

Regional Director of ITE Group

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Azerbaijan





# GUESTS OF THE OFFICIAL OPENING CEREMONY



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- Mehdi Karbalayi,**  
*The Deputy Minister of Defence of the Islamic Republic of Iran,  
Founding Director of the State Group of Companies ETKA*

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- Rene van der Linden,**  
*Ex-President of the Parliamentary Assembly of the Council of Europe*

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- Solomon Pavliashvili,**  
*The Deputy Ministry for Protection of Environment and Agriculture of Gerogia*

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- Viktor Mesheryakov,**  
*Deputy Chairman of the Government of Altai Territory*

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- Aleksandr Chebotayev,**  
*Ministry of Agriculture of the Government of Altai Territory*

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- Marina Zhitteeva,**  
*Department Head at the Ministry of Economic  
Development of the Republic of Kabardina-Balkaria*

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- Huang Hanping,**  
*General Director of the Department of Agriculture of Jiangxi Province in China*



# REFERENCES FROM VIP GUESTS



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**Inam Karimov,**  
Minister of Agriculture of  
the Republic of Azerbaijan

“Exhibition expands from year to year, by bringing together both manufacturers and distributors of agricultural products and equipment from around the world. The continued staging of such important events in our country plays a crucial role in informing international businesses of a favourable investment climate and attractive initiatives in Azerbaijan’s agrarian sector. These events are also important in accelerating the integration into the world economy. These agriculture trade shows bring new experience to local entrepreneurs in the area of agro-business, which is in its development stage, and create the opportunity to access the latest machinery and equipment. I firmly believe that these trade exhibitions will help increase the visibility of Azerbaijan’s achievements in the agricultural sector and will foster the export potential of local agriproducts”.



**Goshgar Tahmazli,**  
Chairman,  
Food Safety Agency of  
the Republic of Azerbaijan

“WorldFood Azerbaijan is a leading and specialized international food industry exhibition; over the past 20 years, it has turned into an effective platform to demonstrate products and services and expand investment opportunities, while ensuring access to new markets and bilateral cooperation in the food industry”.



**Manuela Traldi,**  
President of  
the Italy-Azerbaijan Chamber  
of Commerce

“Well, personally I’m a big fan of this event, which I have been attending since 2013. I have always believed in its great potential. We are grateful to the Ministry of Agriculture of Azerbaijan for this opportunity. Furthermore we always appreciate the excellent organization by our good friends at Iteca/CEO, with whom we have had the pleasure to cooperate for a few years now. This year, given the emphasis on Agriculture in the governmental policies, we expect a great edition and wish the organizers a very successful event”.



**Mammad Musayev,**  
President,  
National Confederation of  
Entrepreneurs’ (Employers’)  
Organisations of  
the Republic of Azerbaijan

“As the major food industry event not only in Azerbaijan, but also in Caucasus, the WorldFood Azerbaijan exhibition will contribute to the development of this branch of economy and will enhance cooperation between entrepreneurs, while improving both the production process and the application of modern technologies”.





# PR CAMPAIGN AND MEDIA COVERAGE



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## THE OFFICIAL PRESS CONFERENCE

The press conference dedicated to the opening of WorldFood Exhibition was held on May 15 at Hyatt Regency Hotel Baku. The press conference was attended by Anar Huseynov, head of the Information and Communication Department of the Ministry of Agriculture of the Republic of Azerbaijan; Mansur Piriyevev, head of the Communication and Information Technology Department of the Food Security Agency, Mr Edward Strachan, Regional Director of ITE Group and Zarina Mamedova, Exhibition Manager. It was attended by accredited journalists, including representatives of both national and international media.

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# INFORMATIONAL SUPPORT OF THE EXHIBITION



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## INFORMATION PARTNERS



## INFORMATION SUPPORT



## INTERNET SUPPORT





# ADDITIONAL EVENTS EXHIBITION



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## BUSINESS-BREAKFAST

On May 3, the organisers of the WorldFood Exhibition hosted a business breakfast for the exhibitors at Hyatt Regency Baku. The purpose of the event was to maximize the efficiency of participation. At the special invitation of the organisers, the business-breakfast was led by Fidan Azimli, a professional coach from Alfa Coaching and Consulting. During the event, the main issues relating to stand organization were touched upon and a formula for successful participation at the exhibitions was presented.



## B2B WORKSHOP

Within the framework of the WorldFood 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. During B2B Workshop were held 111 meetings.



## SHOWCASE OF NEW PRODUCTS

The section "Showcase of New product" was a new future of the exhibition; the purpose of this new project is to offer participants an additional opportunity to meet with leading local companies to present and discover new product and services, explore new business opportunities and find potential customers, while exchanging good business practices and experiences. As part of this project, participants were demonstrating their innovations and visitors of the exhibition were the first to see and event test these new products.





# EXHIBITOR REFERENCES



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“Exhibitions are of particular importance as part of our marketing communications system. Thanks to such specialized forums we can be closer to the customers, listen to them and note their wishes and evaluation of our activity to further develop and expand our product lines. WorldFood Azerbaijan 2018 is a unique platform for professional communication. Benefits of participating in this exhibition include the opportunities to make our products a focus for not only the targeted visitors, but also the media and state agencies, and to interact with the interested audience at a relatively low cost. We hope that our favourable co-operation will continue in the future”.

**Rafiq Veliyev,**  
Head of Strategic Marketing at  
Gilan FMCG Group



“For us, participation in WorldFood Azerbaijan 2018 is of immense importance, as it is a major international event. We enjoy the opportunity to showcase a lot of our products, while conducting negotiations and looking for partners”.

**Marina Nesterenko,**  
Deputy Head at the  
Department for  
Foreign Economic Affairs,  
Minsk Crystal Group



“The company has been participating in this exhibition for the fourth year, and visitors are showing more and more interest in our products. I can say that we already have a plan to participate at the next exhibition in 2019”.

**Jha Sanjeev Kumar,**  
Marketing Director (CIS) at  
Premier's Tea Limited



“The agricultural and food industries are fast-growing sectors of the economy with great prospects, which is successfully reflected at these exhibitions. Here, we enjoy the opportunity to present traditional products, meet with international partners and share our achievements over the past year, including the expansion of export opportunities and the release of new products”.

**Fuad Hasanov,**  
Head of Marketing Department at  
Azersun



# EXHIBITORS



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## WORLDFOOD 2018 AZERBAIJAN EXHIBITORS

COMPANIES : 207

COUNTRIES : 20

EXHIBITION SPACE : 3045 m<sup>2</sup>

## EXHIBITING COUNTRY AT WORLDFOOD2018

-  AZERBAIJAN
-  BELARUS
-  GREAT BRITAIN
-  GERMANY
-  GREECE
-  INDIA
-  IRAN
-  ITALY
-  SPAIN
-  CHINA

-  LATVIA
-  LITHUANIA
-  POLAND
-  RUSSIA
-  SLOVENIA
-  THAILAND
-  TURKEY
-  UKRAINE
-  SRI LANKA
-  JAPAN



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# ADVERTISING CAMPAIGN



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- 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



39 articles were published in 34 Newspapers and 5 Magazines



444 news were published in 120 Internet Portals



34 reports on 9 channels



3 radio channels announced the advertising news about the exhibition

WorldFood Azerbaijan

## OUTDOOR ADVERTISING

- BANNERS
- POSTERS
- BILLBOARDS
- ROLL-UPS
- MONITORS
- ADVERT IN AIRPORT





# EXHIBITION PROFILE



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CANNED FOOD



INGREDIENTS



GROCERY



НАПИТКИ



FISH AND  
SEAFOOD



ORGANIC AND  
HEALTH FOOD



PACKAGING



TEA AND COFFEE



MEAT AND  
POULTRY



OILS, FATS  
AND SAUCES



FRUITS AND  
VEGETABLES



EQUIPMENT



DAIRY PRODUCTS



HALAL FOOD



FROZEN FOODS



CONFECTIONERY  
AND BAKERY  
PRODUCTS



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25th Anniversary  
Azerbaijan International  
Food Industry Exhibition

15 - 17 MAY 2019  
Baku Expo Center  
Baku, Azerbaijan

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