



**21<sup>ST</sup> INTERNATIONAL EXHIBITION  
OF EQUIPMENT FOR MILK AND  
DAIRY PRODUCTION**

**25–27.01.2023**

**CROCUS EXPO, MOSCOW, RUSSIA**

**DAIRYTECH-EXPO.RU**

**POST-SHOW REPORT**



**ОРГАНИЗАТОР  
ORGANISER**

# ABOUT EXHIBITION



For the 21<sup>st</sup> time international exhibition of equipment for milk and dairy production DairyTech was held with incredible success and confirmed the status of the key meeting point for dairy industry specialists.

The DairyTech 2023 exposition demonstrated wide range of equipment, technological solutions and services for dairy industry, as well as for butter and cheese making.



# ABOUT EXHIBITION



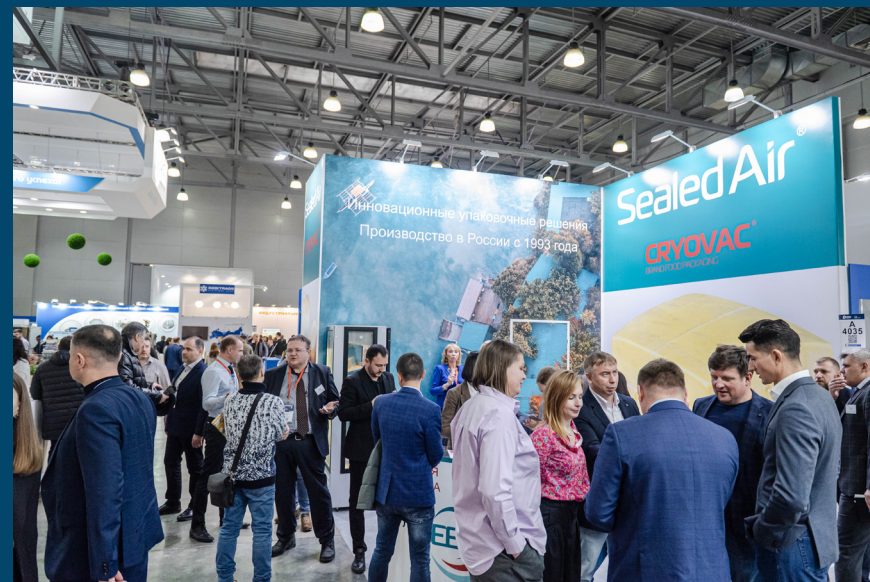
## For exhibitors

DairyTech – is the key sales tool, which makes it possible to demonstrate equipment, services and products to the end-buyers and decision-makers.

## For visitors –

it is an opportunity to find new suppliers in a changing market, choose best sales offers, explore new equipment and relevant technological solutions in order to modernize their manufacturing facility and make it more effective.







# DAIRYTECH SECTORS

IN 2023 THERE WERE 7 DAIRYTECH SECTORS:



Equipment and technologies for primary milk processing



Equipment and technologies for dairy production



Packaging and filling equipment and ready-package



Bottling equipment



Ingredients for milk and dairy products, drinks



Refrigerating and freezing equipment



Equipment for ice cream production

✓ 3 DAIRYTECH FOCUS SECTORS



# EXHIBITORS

144

companies

from

13

countries

35

new exhibitors



## EXHIBITORS PROFILE

Russian and international manufacturers and suppliers of equipment and technologies for milk and dairy products, packaging equipment and ingredients.

## COUNTRIES REPRESENTED BY EXHIBITORS:



Austria



Belarus



Germany



Spain



Italy



China



the Netherlands



Poland



Russia



Slovakia



Turkey



France



Czech Republic

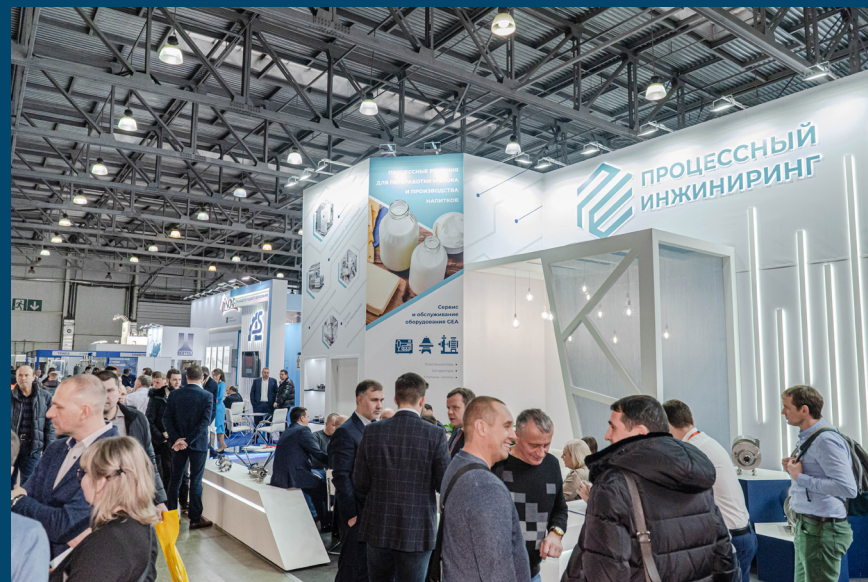


## EXHIBITORS

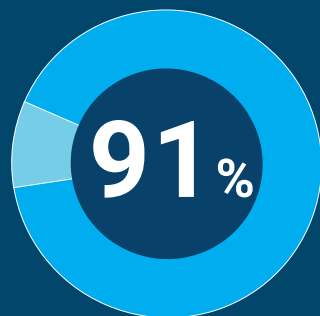


As well as: ADVANTA, TAGRIS, NEOS INGREDIENTS, Flight-M, Bewahrt, LAMBUMIZ, MARBO TECHNOLOGY, Refengineering, TIOKRAFT SYSTEMS, Ecos, Ameatec, Tralin Pak Yug, Uniforma, Vtoroborudovanie, Resilux, APS Group, DMP, Sfoggiatech, Fibosa and many others.

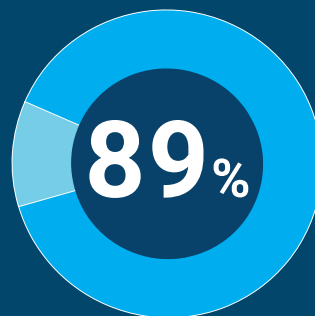




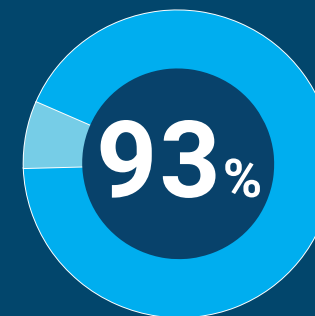
# EXHIBITORS' FEEDBACK ON DAIRYTECH



believe that DairyTech is important for business growth and development\*



rated exhibiting at DairyTech as a positive experience\*



plan to exhibit at DairyTech 2024\*

We participate in DairyTech on regular basis and this year is not an exception. Today we are showcasing new types of equipment. For our company participating in DairyTech is an opportunity to make a statement, demonstrate novelties, get new contacts that will generate new sales.

**PROFITEX**

For our company DairyTech is the main exhibition. We expand our customer base due to the contacts collected here. Since the exhibition is held at the beginning of the year it helps us to make plans for the next year. We can maintain relationships with new customers and strengthen them with the current ones.

**Bertsch Foodtech**

We believe that DairyTech is the main industry exhibition and the main meeting point for industry professionals. It's very exciting that there are a lot of visitors even in the opening day.

**MARBO TECHNOLOGY**

We exhibit at DairyTech for the third time already. The exhibition is attended by specialists who come here searching new partners. Every year we extend our stand and this year it is twice bigger. We plan to participate in DairyTech in 2024 as well.

**UZERMAK**

\*Multiple choice questionnaire was used.



# VISITORS

**4 334** professionals from **23** countries and **75** Russian regions attended the exhibition for the first time



**33** visitors per 1 exhibitor

## VISITORS PROFILE

Managers and specialists of dairy enterprises:

- Commercial & Sales directors
- Chief engineers & technologists
- Business owners
- Distributors
- Representatives of government companies & institutions

# VISITORS GEOGRAPHY



## TOP-10 REGIONS:

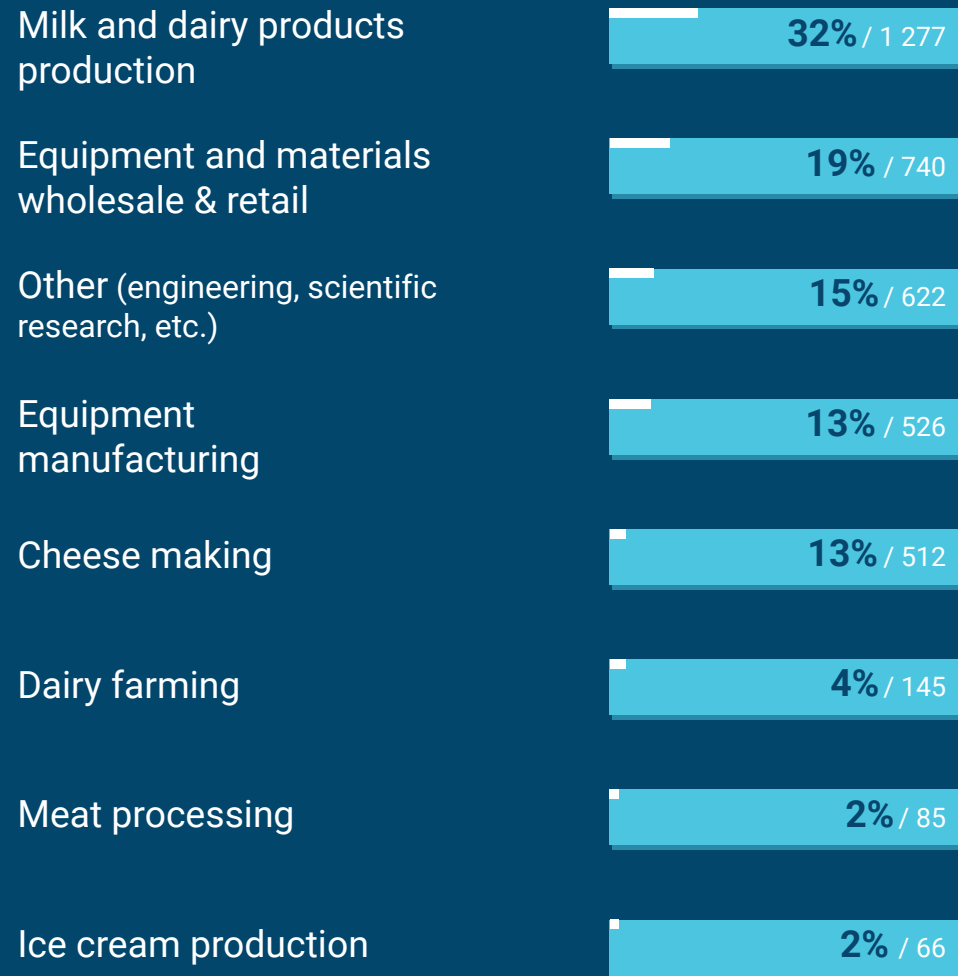
- Leningrad region
- Voronezh region
- Republic of Tatarstan
- Tula region
- Nizhny Novgorod Region
- Krasnodar region
- Bryansk region
- Sverdlovsk region
- Smolensk region
- Kaluga region

## TOP-5 COUNTRIES:

- Belarus
- Kazakhstan
- Turkey
- China
- Italy



# BREAKDOWN BY AREA OF BUSINESS



# BREAKDOWN ON JOB POSITIONS

General manager / Owner **26% / 1 025**

Deputy general manager **13% / 536**

Department head **27% / 1 060**

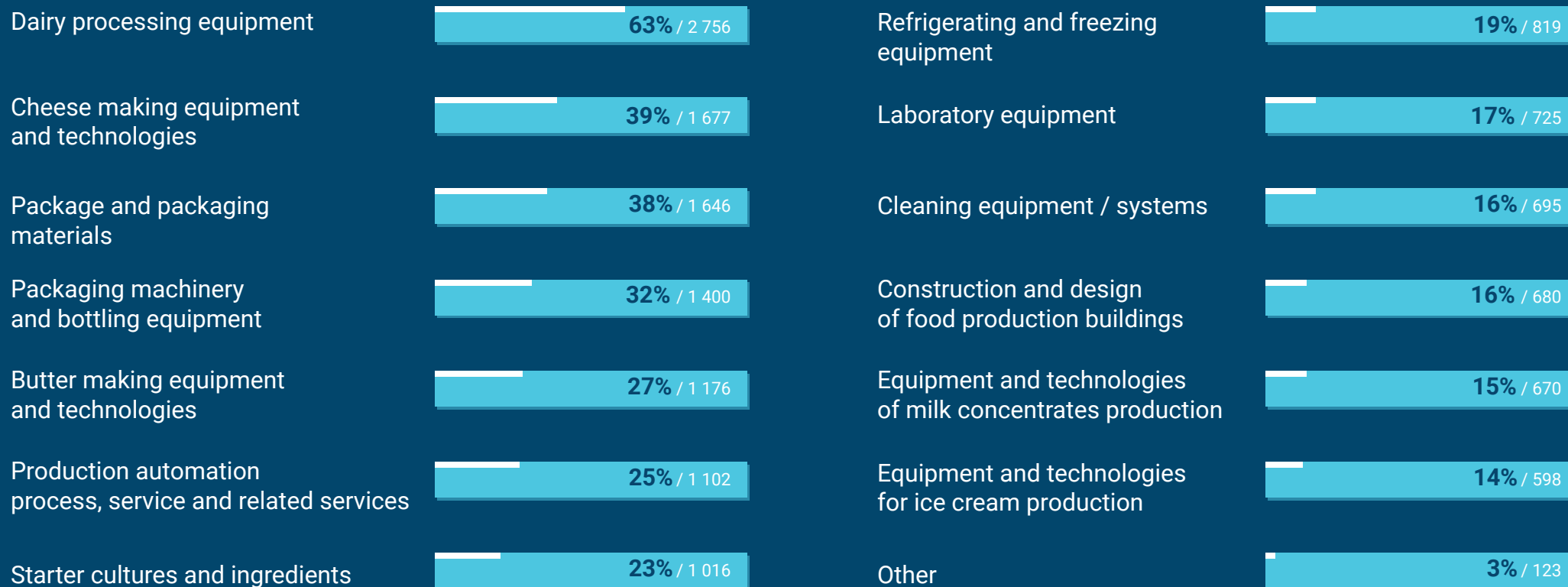
Manager / specialist **32% / 1 253**

Individual entrepreneur **2% / 99**





# PRODUCT OF VISITOR'S INTEREST

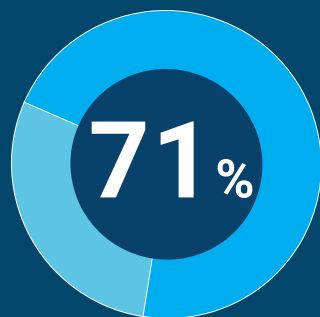


\*Multiple choice questionnaire was used





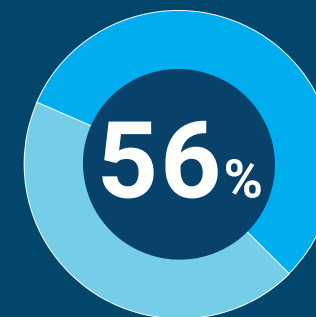
# VISITORS' FEEDBACK ON DAIRYTECH\*



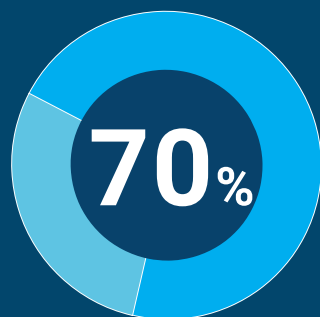
attended DairyTech to find new products / services



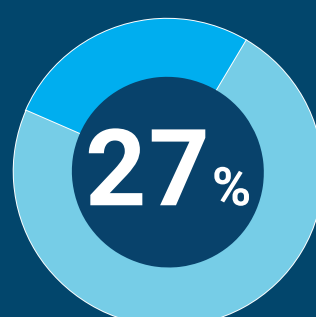
attended DairyTech to find new suppliers / partners



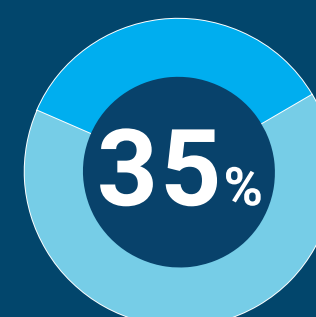
attended DairyTech to meet with current suppliers / partners



have influence on purchase decisions in their companies



have purchasing budgets over 50 mln rubles



attend only DairyTech among other exhibitions

\*Multiple choice questionnaire was used

# BUSINESS PROGRAM

# 3

days

# 15

sessions

# 107

speakers

# 821

delegates



DairyTech business program traditionally brought together industry experts and leaders.

For **3** days speakers succeeded to discuss main topics of the dairy market: import substitution, production localization, ingredients for dairy industry, creation of innovative products, technical regulation news and cheese manufacturing development in Russia.



# BUSINESS PROGRAM NOVELTIES

- 📍 DairyTech lecture-hall: Microbiology and Ingredients
- 📍 Cheese sessions: Consumption dynamics. Trends, assortment, sales
- 📍 Conference: Marketing in dairy industry
- 📍 Marking school
- 📍 Open microphone\*

## \*OPEN MICROPHONE

For the first time in 2023 Open mike was held at DairyTech. This is a new-format event which became an opportunity for companies to present their products and services to potential buyers and partners.

The event gathered full hall of target audience!

To participate in the open mike in 2024 please contact business program department:

[Dmitry.rastopchin@ite.group](mailto:Dmitry.rastopchin@ite.group)



# DAIRYTECH AWARD

6

nominations

3

winners

4

special awards



## DAIRYTECH AWARD -

annual event, targeted at attracting attention to companies demonstrating promising products, new up-to-date technologies, effective projects.

## WINNERS 2023

- D **APS GROUP**  
 nomination: «Milk and dairy products equipment»
- D **TDNT Engineering**  
 nomination: «Packaging equipment and package»
- D **PAG**  
 nomination: «Digitalization and automation technologies in dairy production»

Only-pack, APS Group, Solisoft (ProLeit) were marked with special awards.





# NEW BUSINESS COMMUNITY DAIRYTECH CONNECT

**100**

companies

and **1000**

users

have already registered  
and now have profiles in  
the community to find new  
business partners!

## DairyTech CONNECT

Join the  
DairyTech Connect  
community now!



with the exhibition



New digital platform  
DairyTech Connect for  
participants and visitors  
was launched  
at DairyTech 2023.

It is a business community  
for dairy industry  
professionals and  
an additional opportunity  
for companies  
to keep in touch with  
potential partners  
throughout the year.

### DAIRYTECH CONNECT OFFERS YOUR BUSINESS:

-  networking and business communication during 365 days
-  industry online events and personal video meeting
-  news, analytics and key experts opinions
-  promotion of goods and services within professional community



# ORGANISER



**SEE YOU  
NEXT YEAR!**



**ITE Group** – is the next generation event organizer.

Our goal is hosting the must-attend events.

ITE Group exhibitions are platforms for sharing unique experience and innovative solutions.

Our business is personalized. We strive to organize our events on a level that helps to develop markets and inspire future changes.

A large, dynamic splash of white milk is the central graphic element, extending from the top center down to the bottom of the page. It is set against a dark blue background that features faint, light blue line-art icons of various dairy production equipment, including tanks, bottles, and a forklift.

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**MD@ITE.GROUP**

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