



**22-ND INTERNATIONAL  
EXHIBITION OF EQUIPMENT  
FOR MILK AND DAIRY  
PRODUCTION**



**24-26.01.2024**

**RUSSIA, MOSCOW, CROCUS EXPO**

**DAIRYTECH-EXPO.RU**



**ОРГАНИЗАТОР  
ORGANISER**



**DAIRYTECH – IS THE ONE-OF-A-KIND INTERNATIONAL EXHIBITION IN RUSSIA AND CIS COUNTRIES TO PRESENT A FULL RANGE OF EQUIPMENT FOR MILK AND DAIRY PRODUCTION.**



## DAIRYTECH IN FIGURES\*

### VISITORS

**4,334** 

SPECIALISTS

FROM **23** COUNTRIES  
AND **75** RUSSIAN REGIONS

**2,389** 

SPECIALISTS

VISITED THE EXHIBITION  
FOR THE FIRST TIME

### EXHIBITORS

**144** 

COMPANIES

FROM **13** COUNTRIES  
**35** NEW EXHIBITORS

### BUSINESS PROGRAM

**15** 

EVENTS

**107** SPEAKERS  
**821** DELEGATES

## SHOWCASE YOUR PRODUCTS IN ONE OF THE 7 EXHIBITION SECTORS

- EQUIPMENT AND TECHNOLOGIES FOR PRIMARY MILK PROCESSING
- EQUIPMENT AND TECHNOLOGIES FOR DAIRY PRODUCTION
- PACKAGING AND FILLING EQUIPMENT AND MATERIALS
- INGREDIENTS
- BOTTLING EQUIPMENT
- REFRIGERATING EQUIPMENT
- EQUIPMENT FOR ICE CREAM PRODUCTION

## EXHIBITING AT DAIRYTECH – GROWTH OPPORTUNITIES FOR YOUR BUSINESS

- PRESENT PRODUCTS TO TARGET VISITORS - DECISION MAKERS
- PROMOTE YOUR PRODUCT ON THE RUSSIAN MARKET AND BOOST YOUR SALES
- EXPAND SALES GEOGRAPHY
- STRENGTHEN THE COMPANY'S POSITION ON THE RUSSIAN MARKET AND EXPAND YOUR EXISTING ONE
- GET INSTANT FEEDBACK FROM POTENTIAL CLIENTS



## EACH VISITOR OF YOUR STAND AT DAIRYTECH IS A POTENTIAL BUYER

71% 

OF VISITORS COME TO SEARCH NEW PRODUCTS AND SERVICES FOR THEIR BUSINESS

70% 

ARE DECISION MAKERS RESPONSIBLE FOR PROCUREMENT PROCESS IN THEIR COMPANIES

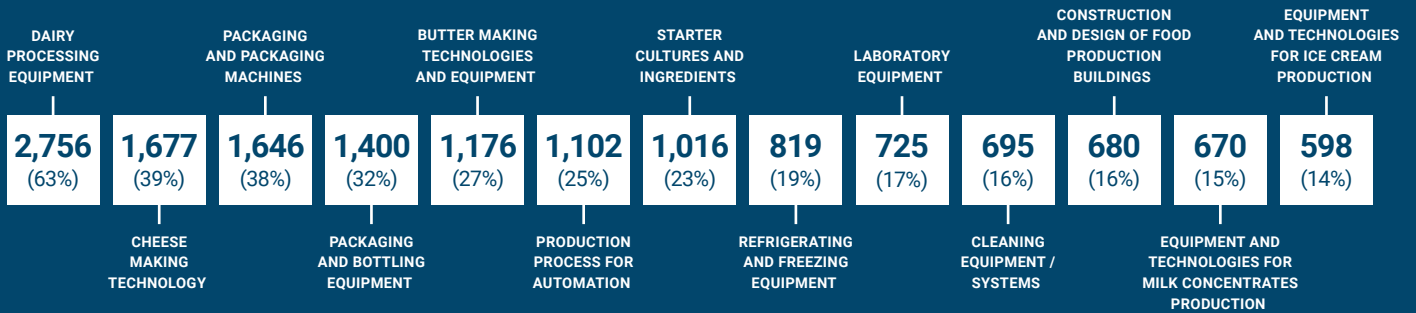
66% 

ARE COMPANY OWNERS, CEOS AND SENIOR MANAGERS

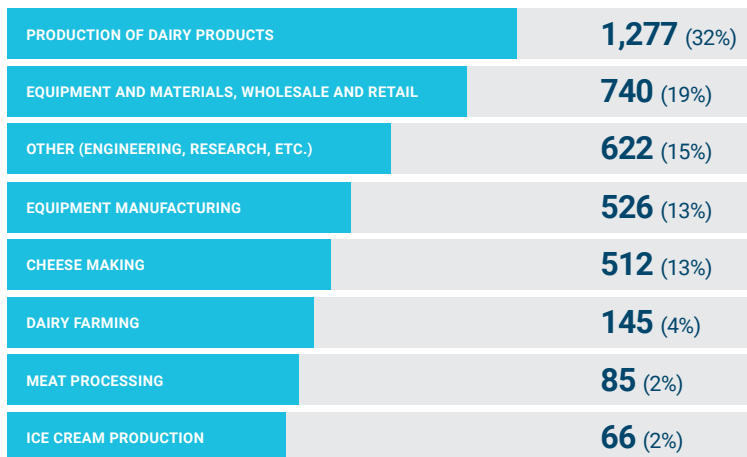
35% 

ATTEND ONLY DAIRYTECH AMONG OTHER INDUSTRY EXHIBITIONS

## PRODUCTS OF VISITORS' INTEREST\*



## BREAKDOWN OF VISITORS' COMPANIES AREA OF BUSINESS\*



\*DAIRYTECH 2023 STATISTICS

## COMPREHENSIVE PROMOTION CAMPAIGN

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### ELECTRONIC DIRECT MAILING TO



OVER  
**30,000**  
BUYERS FROM RUSSIA

### ON-LINE PROMOTION IN



OVER  
**30**  
RUSSIAN MINING  
WEB-PORTALS



SOCIAL MEDIA  
PROMOTION  
VIA VKONTAKTE,  
FACEBOOK, INSTAGRAM



COLLABORATION  
WITH TRADE  
ASSOCIATION

## EMONG DAIRYTECH EXHIBITORS:



## CONTACT US TO EXPLORE MORE ABOUT EXHIBITING IN DAIRYTECH 2024

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BOOK  
A STAND



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ORGANISER