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LEADING FOOD  
EXHIBITIONS  
IN FAST DEVELOPING  
MARKETS

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ITE**Food&Drink**

# POST SHOW REPORT

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Warsaw International Food & Drink Exhibition

14 – 16 April 2015

2015

### Event overview

The 2<sup>nd</sup> edition of the WorldFood Warsaw Exhibition took place at the Expocentre XXI in Warsaw, Poland. The event offered food and drink suppliers the opportunity to gauge interest, assess the competition and forge new business partnerships with Poland's food and beverage trade.

### Quick facts

**Exhibitors:** 192 – a 104% increase compared to 2014

**Participating countries:** 28

**Visitors:** 3,354

**Exhibiting space:** 1,826.5 sqm (net) – a 69% increase compared to 2014

**Media:** 131 journalists, 106 publications

### Official support:



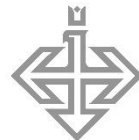
The Ministry of Agriculture & Rural Development



Agricultural Market Agency



The Agency for Restructuring & Modernisation of Agriculture



IPRAKOWA ZBA GOSPODARSTWA  
Polish Chamber of Commerce



### Exhibiting products

- Oil olive & sauces
- Organic & health foods
- Canned food
- Rice & grains
- Meat & poultry
- Fruit & vegetables
- Packaging equipment & material
- Fish & seafood
- Confectionery
- Alcohol & soft drinks
- Coffee & tea
- Snacks
- & much more

## Exhibitors

192 exhibiting companies congregated from 28 countries, including:



## Exhibitor feedback

89% of exhibitors would recommend WorldFood Warsaw to a colleague

81% of exhibitors stated that the quality of visitors was average or above average

94% of international exhibitors state that the event was helpful for their future sales

95% of exhibitors plan to exhibit or are considering to exhibit at WorldFood Warsaw 2016

## Business programme

Over three days, presentations, culinary demonstrations and tastings were held. 17 events took place, including discussion panels on:

- The current situation of Poland's organic food industry
- How retailers can improve their price image
- Purchasing habits in small format food stores
- The future for small and medium-sized retail stores
- Price and promotion optimisation in retail chains
- Modern work techniques in gastronomy
- New export opportunities in Asia, Africa, the Middle East, North America and Latin America

## Event sectors



## Retail Centre

For the first time a dedicated zone for B2B meetings with exhibitors and representatives of the region's key retail chains was organised.

## Chains in attendance:

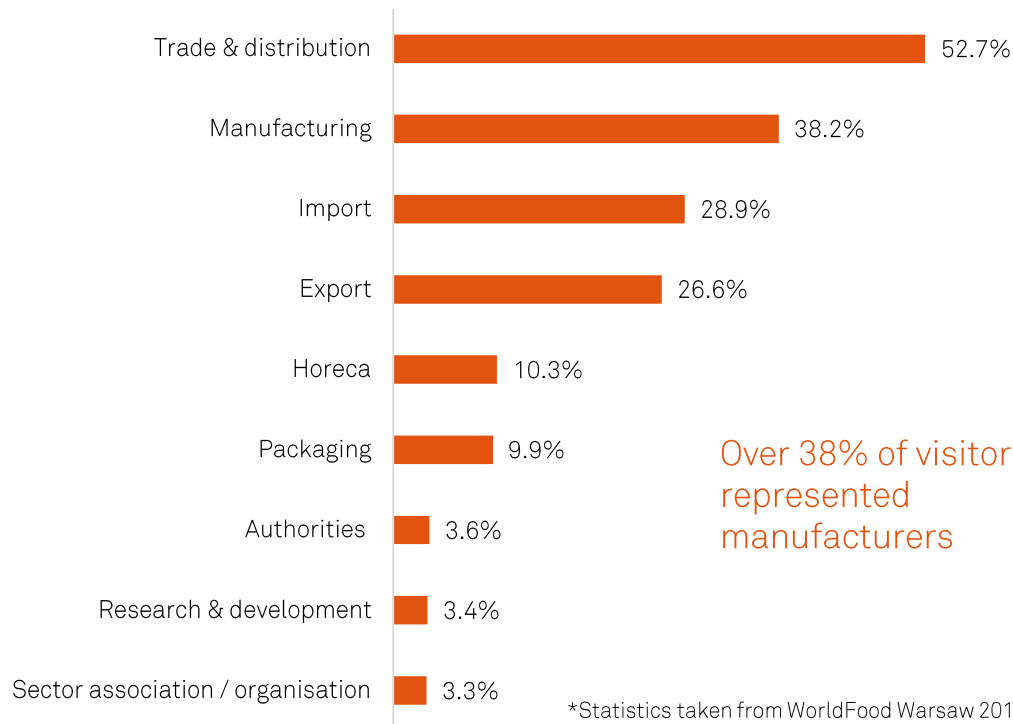
Auchan | SPS Handel | Avita | TOPAZ | Organic Farma Zdrowia | Ekowital | Biedroka (Jeronimo Martins Polska SA) | PROMARKET | Kuchnie Świata | Carrefour | Makro Cash&Carry | Tesco | WSS Spotem.

## Visitor profile

Over 3,300 visitors from 48 countries attended WorldFood Warsaw.

Visitors represented members of the trade and also the end consumer.

## Visitor by sector they represent



## Visitors by job role

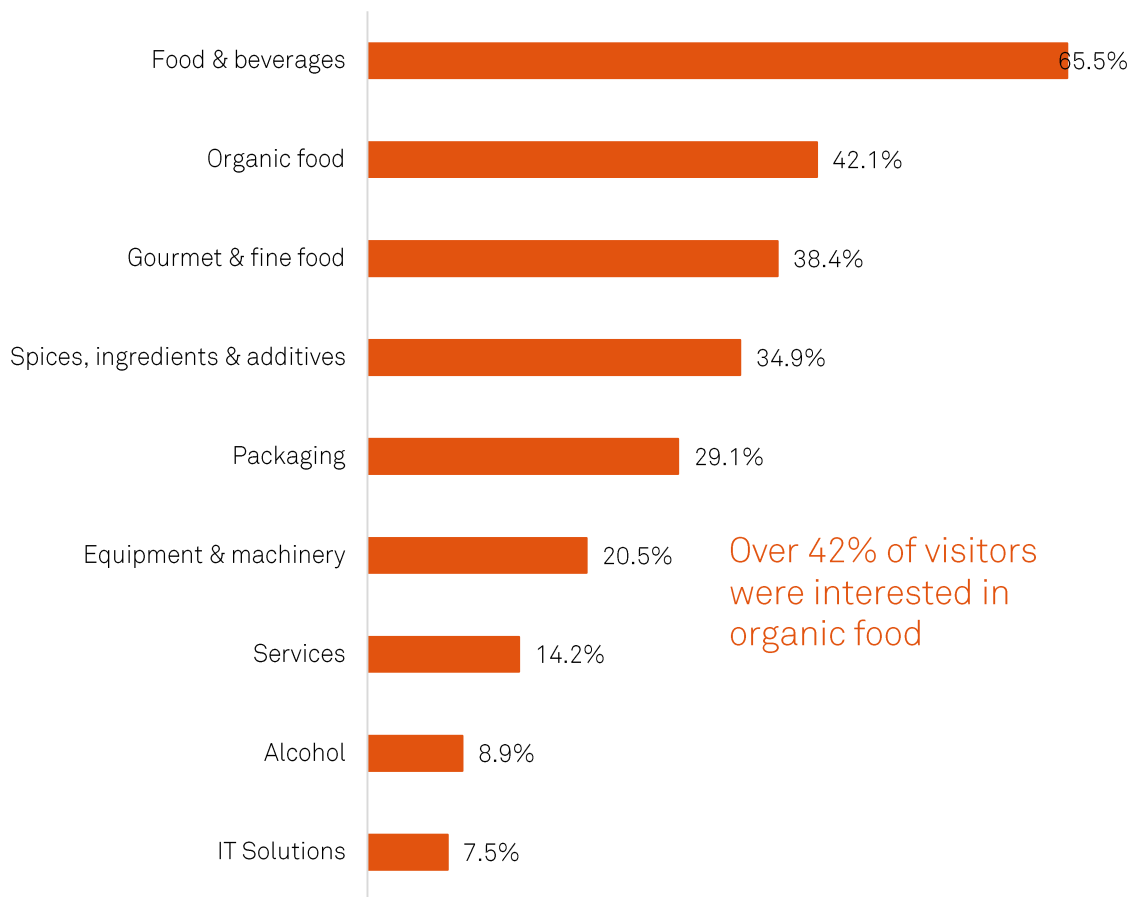
35.4% were owners

23% were deputy CEOs

28.3% were managers/specialists

94% of visitors were involved in making purchasing decisions

### Visitors by area of interest



Over 42% of visitors were interested in organic food



### Top ten visiting countries

Country	% of visitors
Poland	80.0%
Ukraine	4.0%
Lithuania	2.2%
Belarus	2.2%
Latvia	2.0%
Germany	2.0%
Estonia	1.0%
France	1.0%
Netherlands	1.0%
Romania	1.0%

\*Statistics taken from WorldFood Warsaw 2015 visitor survey. Multiple choice question

### WorldFood Warsaw award ceremony

The WorldFood Warsaw 2015 award ceremony congratulated exhibitors and supporters for their products and contribution to the event, winners included:

- **WorldFood Warsaw gold medal for product quality:**

Fresh Nuts GmbH (BBQ Maize) | STO Pudov (Buckwheat Flour) | Scelta Mushrooms BV (Snex) | Carlsberg (Grimbergen beer) | OSM in Kransnystaw (Chłodnik) | Basilur Tea (Tea Book Vol.I) | PPHU Vitacorn Sp z o.o. (Trój-Pak oil) | Khortytssa- Otobus Sp z o.o. (Vodka Khorysta Platinum and Khorysta Ice) | Intenson (Young barley) | PHUP 'Jędrzejczak' Maciej Jędrzejczak (Deer meat)

- **Special product prize:**

Semco SGNiP (Evening primrose oil) | Jantar (Organic products) | Varenos pienelis UAB (Curd cheese in chocolate) | Mineral Waters Ostromecko Leszek Bokiej | New Products Group (Daiquiri)

- **Best debut:**

CRAMA Ratesti from Romania

- **Best Polish debut:**

Wild Grass sp. z o.o. sp.k.

- **Best media support:**

Nowa Wies Europejska



Winners were announced during the official Gala Dinner Reception held at the highly exquisite Belvedere Restaurant



## Testimonials

“The fair has been good for us and the attendance has been great since day one. We’ve made contacts, people were interested in our product and appreciate our wine and our culture. The show is a great success!”

**Elias M. Masango, South African Embassy in Warsaw**

*The show is going great, I love it! We’ve had a lot of new contacts from distributors, retailers and private companies. The fair is small but very friendly, well organised and business orientated.”*

**Arch. Andrea Bergianti, Benelli, Wine Eat Italy, Italy**

*“All of our companies were successful in getting both contacts and valuable market information that they need to actually enter the Polish market.*

**Adam Suchanek, Director, CzechTrade Warsaw**

*“We’ve meet some new contacts here, mainly distributors. This is an excellent event and of course we will exhibit next year!”*

**Vidusha Wakista, Assistant Manager, Mabroc Teas, Sri Lanka**

*“It was not expected on the second day that the fair would be so crowded. So far we have made some good contacts and I expect that they will be fruitful for us.”*

**JHA Sanjeev Kumar, Marketing Director, Premier’s Tea Limited, India**



To read more exhibitor testimonials, please visit

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





## Media support



If you're interested in supporting WorldFood Warsaw 2016, please e-mail [fm@ite-exhibitions.com](mailto:fm@ite-exhibitions.com)





**WE LOOK FORWARD TO SEEING YOU AT WORLDFOOD WARSAW 2016**

**EXPOCENTRE XXI, WARSAW, POLAND**

**19 – 21 April 2016**

The 3rd Warsaw International Food & Drink Exhibition will return the 19 – 21 April 2016 in Warsaw, Poland.

**OUR NEW LOOK FOR 2016**



## Organisers



ITE Group Plc are one of the world's leading organisers of international trade exhibitions and conferences.

Established in 1991, the Group organise over 230 exhibitions and conferences each year worldwide. ITE has a portfolio of food events in the countries Russia, Ukraine, Kazakhstan, Azerbaijan, Poland, Turkey and Uzbekistan.



Lentewenc LLC (a part of ITE Group). Organisers of specialist trade exhibitions in Poland.

**For more information please contact:**

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