

MESSE FRANKFURT PURCHASES MODERN BAKERY MOSCOW

New organiser for Russia's leading trade fair for the complete spectrum of the bakery and confectionery sector.

Nuremberg/Moscow, July 3rd, 2014, Messe Frankfurt continues to expand its activities in Russia. The basis for this is the purchase of Modern Bakery Moscow from Nuremberg-based OWP Ost-West-Partner GmbH fair and exhibition company with effect from 15 July 2014.

"Russia is one of the world's key markets for the fair and exhibition business. OWP has built up the biggest trade fair for the bakery and confectionery sector in Russia with great personal commitment on the part of its management and staff. Thus, the foundation for Modern Bakery Moscow could not be better", says Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt. "Modern Bakery is the only trade fair in Russia and the CIS that covers the complete spectrum of baking and confectionery products, including all associated fields. The entire sector, from small artisan pâtissiers to industrial bakers, manufacturers, service companies and the trade, meets at Modern Bakery Moscow", says Marzin.

Over the last 20 years, OWP has built up Modern Bakery Moscow into the market leader in Russia. The last event at the end of April 2014 attracted 212 exhibitors from 22 countries and more than 14,500 visitors. 53 percent of exhibitors came from outside Russia.

"Modern Bakery Moscow is the most important information and contact platform for the Russia bakery and confectionery sector. Messe Frankfurt's international sales network will reinforce Modern Bakery Moscow and help make more effective use of its potential", says OWP CEO Bernd D. Fichtner, outlining the perspectives of the fair. Fichtner will cooperate with Messe Frankfurt over the coming years and strengthen the sales team for events in Russia. In this way, the two companies aim to develop new and existing themes with a high degree of dynamism for the Russian market.

The 21st Modern Bakery Moscow will be held at the Expocentre in the heart of Moscow from 22 to 24 April 2015.

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Russia is an important market for the internationalisation strategy of Messe Frankfurt. At present, the Moscow-based subsidiary, Messe Frankfurt Rus, has a portfolio of eleven events and a staff of 39.

Messe Frankfurt has many years of experience as an organiser of trade fairs in the food-technology sector. With IFFA, the leading trade fair for meat-processing, packaging and sales, it has been organising the world's most important innovation platform for investment goods for the meat-processing industry since 1971. Additionally, Messe Frankfurt organises 'Tecno Fidta powered by IFFA' in Buenos Aires, South America's most important trade fair for food processing. These leading events offer an international transfer of knowledge on subjects of crucial importance to the sector, such as hygiene, automation, traceability and product safety. Messe Frankfurt continues to expand the future-oriented

Background information on OWP Ost-West-Partner GmbH

Since 1995, OWP Ost-West-Partner GmbH has developed international trade fairs and conferences for the Russian market which attract a high level of attention worldwide. At our locations in Nuremberg and Moscow and in cooperation with our international partners, we identify themes holding great potential, and then go on to develop the matching event concepts in the biggest country on earth.

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