

Review of the results of the Fair

The XXVIII International Industrial Trade Fair “MVC: Cereals – Mixed Feed- Veterinary – 2023” took place at VDNH in pavilions № 55, 57 in Moscow, from the 21st till the 23rd of June, 2023. It gathered professionals in grain processing, mixed feed and veterinarian industries. More than 4000 people have attended the Trade Fair over 3 days.

Today, it is one of the largest professional forums on grain processing and mixed feed production. Since 1995 “MVC: Cereals – Mixed Feed - Veterinary“ Trade Fair has become an undisputed authority and the largest professional international forum where experts gather to share and exchange new ideas and knowledge, to build long-term relationships and sign contracts.

The fair was organized by “MVC” - member of the Global Association of Exhibition Industry (UFI) with special support of more than 20 professional Unions and Associations as well as international organizations such as World Poultry Science Association (WPSA), European Feed Manufacturers’ Federation (FEFAC) and International Feed Industry Federation (IFIF). Partners of the Fair were Russian Grain Union, Union of Feed Manufacturers, Eurasian Aquaculture Alliance, Association of poultry breeders of Eurasian Economic Union, Russian Poultry Union, National Association of turkey growers, Association «Soyuzkrakhmal», Union of Sugar Producers, Organic Farming Union, National veterinary association, National Union of pig breeders, Association «Vetbioprom», Association «Vetbezopasnost», Fat and oil Union, National organization of disinfectionists.

Official partner of the exhibition is **Chamber of Commerce and Industry of Moscow.**

177 companies from 9 countries - Austria, Belarus, Bulgaria, Germany, China, Korea, Kirghizia, Turkey, France and **21 regions of Russia** participated in the exhibition.

Exhibitors presented equipment for breeding, veterinary products, packing materials and equipment, irrigation equipment and fertilizers, technologies and equipment for growing, collecting, transporting, storage and processing of grain and grain products; agro-chemistry

and agricultural equipment; raw materials, technologies, and equipment for mixed feed production; grain elevators and storages; mills, mixed-feed and groats production plants; mixed feed for agricultural and farm animals, poultry, and fish; veterinary products, instruments and services; technologies and equipment for breeding, poultry and pig farming.

The importance of the fair for the development of the Russian market of grain, grain products, mixed feeds and veterinary preparations has resulted in leading Russian and foreign companies participating in it.

The fair was attended by 3749 specialists. 57% were from Moscow and Central Federal District. 47% came from 28 European countries, Asia, Africa and Latin America. 40% of the visitors were directors of companies, 21% - chief specialists, and 18% - mid-level managers.

It is important to emphasize that 61% of the visitors consider the Fair «a must-attend».

On the 21st of June, 2023, a grand opening took place.

Business program included **5 business events** which featured mixed feed, poultry farming and veterinary. Leading Russian and foreign experts took part in the events of the business program.

On the 21st of June, Russian-Chinese Panel discussion was held “**Opening the doors to our colleagues from China**”. Both parties exchanged views on crucial aspects of the development of business relations in the agricultural sector.

On the 22nd of June, EgAz Pharma, the Egyptian Export Company, and **Association of manufacturers of veterinary pharmaceuticals (AVFARM)** signed a cooperation agreement. Parties agreed to exchange information about the market conditions, market accessibility for foreign preparations, and up-to-date changes in the legislation. The agreement is also applies to the market of Eurasian Economic Union.

On the 21st and 22nd of June, the “VIC” Group of companies carried out a spectacular, interactive, analytical business session outdoors, which also included live streaming on the internet. The aim of the event “Champions of agro industry” was to explore

key trends of the animal protein market, potential scenarios of its development with the view of making the branch more effective through the development of every player on the market.

On the 23rd of June, an official awarding ceremony was held – winners of the contest «Innovation in the mixed feed industry» got their awards. Innovations presented for the contest are important for the development of feed industry and can increase feasibility of agro industrial enterprises

From October 2022 through June 2023, fifteen press releases and news letters were prepared and posted on the official website, social networks, electronic information boards and portals which told about the preparation of the fair.

Photo gallery is posted on the official website: <https://www.mvc-expohleb.ru/>

More than 60 foreign and Russian information partners supported the Fair.

The next XXIX International Industrial Trade Fair “MVC: Cereals – Mixed Feed – Veterinary – 2024” is scheduled for **June the 19th – 21st, 2024, Pavilion No 75.**