

***VendExpo-2017: summarizing the 11-th international exhibition of vending technologies and self-service systems.***

The only Russian exhibition specializing in the vending sphere, VendExpo-2017, has completed its work in Moscow. The event took place from February 28 till March 2, 2017. Companies from Russia, USA, Italy, China, Canada, UK, Spain and other countries participated, presented more than 100 models of vending machines and came up with payment solutions for vending machines, ingredients and other resolutions for the vending commerce. There were registered 4037 visits of the Expo during three days by entrepreneurs and specialists came from 24 countries!

The Mars company participated in the exhibition for the first time, shared its 25 years of expertise in vending and presented a diverse product line for vending.

Three companies from Italy were also presented for the first time: «Commerciale Adriatica srl» with their brand trademark - espresso machines PANAFE'®, a water purification systems manufacturer BILT SRL, and representatives of the «Alberici» company with their new models of remotes for car washes and change machines for supermarkets in a cheap price range.

A new generation of coffee and snacks machines Saeco for vending operators was brought to the exhibition by the «Professionalnie and Torgovie Avtomati» company. N&W Global Vending GmbH presented a new snack machine Jazz, replacing Snakky Max. And this is just a small part of all innovations presented at the exhibition.

Uvenco, «ROSAVTOMATTORG», «SIBA-Vending», Gumballs, CPI, Vendshop, Sensis, Pyramid Technologies Incorporated, «Vavilon Vending», Vending Lab, Westomatic, Formacia, «STYLE-ABC», «Ladon-N», Deorsolo, DEEP 2000 and others also participated in the VendExpo-2017.

An exhibition hosted a separate section for innovative solutions in retail and self-service systems - **WRS<sup>5</sup>**. With WRS<sup>5</sup>, the participants demonstrated car washing and laundry equipment, queue management systems, information kiosks and other «solutions from the future».

During the days of the exhibition a business forum took place, in which the participants of VendExpo-2017 discussed the legislative initiative of implantation of the check-out equipment in vending, methods of increasing the vending network's effectiveness, and also introduced innovative systems of customer identification (unique technology PalmSecure based on scanning palm veins, introduced by Fujitsu) and many more.

**ABOUT RUSSIAN VENDING MARKET:**

*forecast of the market's development in 2017-2022. - from the president of the National Association of Automated Trade, Boris Belotserkovskiy's, report that was presented at the beginning of the «Vending and self-service systems in Russia» forum.*

**Optimistic forecast:**

- Introduction of fiscalization will be carried out by a scenario that is favourable for the industry
- World Cup will be one of the factors of the industry growth
- Growth rates for vending in Russia will meet the rates of food retail development
- By 2021, the number of vending machines will reach 270 thousand.

**Pessimistic forecast:**

- An introduction of legislation against cash registers in vending will decrease the industry growth to its minimum in 2017, and will lead to 10% reduction in the equipment stock in 2018.
- By 2019, the industry will determine the direction of future development and the growth will resume on the rate of 12-13%, similar to the growth rates in the food retail.
- By 2021, the number of vending machines will surpass 200 thousand.

**Market growth drivers:**

- According to the Rosstat estimates, the share of economically active urban population will be increasing by 5,3% annually
- Demand for vending services will grow due to large infrastructure projects (World Cup of 2018)
- Vending is adopting popular formats of retail. A share of «intellectual machines» is growing.
- According to the Deutsche Bank forecasts, in 2018-2021 food retail growth rates will increase (but won't reach pre-crisis indicators) by 12-13%.
- International FMCG manufacturers interest in vending as a sales channel will grow.

EMTG Company, organizer of the exhibition, thanks all the participants of 2017 and is glad to announce that early bird booking for VendExpo and WRS<sup>5</sup> is opened.