



VENDEXPO RUSSIA TOOK PLACE FOR THE 9TH TIME IN MARCH 11-13, 2015 IN EXPOCENTRE, MOSCOW.

According to Russian National Vending Association (RNVA) Russia became 5th vending market in Europe in 2014, showing 20% growth. "The Russian market will continue to grow, - said Boris Belotserkovskiy, President of RNVA, during the opening session. - The growth won't be as good as it has been during the last few years, but 5-7% increase by the end of the year is realistic". Despite the difficulties caused by the 30% cost growth for imported vending machines, spare parts and ingredients, exhibitors were optimistic in their market estimations.

As Maksim Koshlev, Director of group of companies "Vavilon Vending" stated entrepreneurs more often think of moving into other business segments lately and vending is one of them. Maksim is sure that present economic recession is not a barrier. Dmitriy Roschin, Executive Director of Latvian company "REIMON" first time participant believes that future belongs to vending machines and robotics technologies as they minimize business costs.

Such positive attitude was once more confirmed by the visitor's keen interest to the Exhibition. 4085 visits were registered during three days. Entrepreneurs from all over Russia including such faraway cities as Khabarovsk, Novosibirsk, Juzhno-Sakhalinsk, Makhachkala, Magnitogorsk came to VendExpo not only to meet potential partners but also to sign the contracts.

General Director of "Liskom" Mikhail Yakovlev pointed out that the visitors were very interested in the company's products and the company got a perspective of several good contracts. Andrey Belyaev, Managing Director of "Etalon Vkusa", said that they got 190 contacts during the first day of the Exhibition – this result was expected for the whole period of the Exhibition.

45 companies from 8 countries took part in the Exhibition. A lot of novelties were demonstrated by the participants: vending perfume machines BrandParfumSplash presented by "REIMON", frozen yogurt machine showed by Robofusion® Inc. from USA and "Coffee to go" vending machine from British manufacture Westomatic presented by "Vendmaster".

"Professionalnye & Torgovye Avtomaty", an exclusive distributor of Saeco vending machines the Exhibition regular participant, demonstrated specially equipped mobile trailer designed to deliver and provide work of vending machines during mass events. Leading Russian manufacture of vending machines "Unicum" presented their mobile application 24 App that allows buying drinks and snacks from vending machines with the help of mobile phone.

Such companies as KF, manufacture of industrial monitors from Italy; "N&W Global Vending" (NECTA), world leading manufacture of vending machines; Chinese manufacture of card and coin acceptors Shenzhen Mingte Tech Co., Ltd and "Vendi" from Samara specializing in e-payments took part in VendExpo for the first time.

Among regular participants of the Exhibition there were such companies as "Siba Vending", "Vavilon Vending", MEI UK International LTD, "ALMAFOOD", TSI Gmbh & Co, JCM Europe GmbH, "ROSTA", CREATOR (CHINA) TECH CO., LTD, etc.

Traditionally Exhibition was accompanied by Business Forum “Vending in Russia. Antirecession reset” which raised a wide range of topics such as:

- Current situation of the Russian vending market and its perspectives
- Governmental supportive programs for entrepreneurs,
- Vending as a prospective distribution channel for Russian drink and food manufactures, etc.

The 7th professional Contest “Best Vending Beverage” took place within framework of the Exhibition on March, 12. The Contest was organized by EMTG Company together with RosTeaCoffee Association. Such companies as “ALMAFOOD”, “UNICUM”, “Vavilon Vending”, “SIBA-vending” and “Etalon Vkusa” took part in the Contest. “ALMAFOOD” became the winner in category “Vending table-top machines - Original cappuccino”. “UNICUM” won in category “Vending HoReCa machines – Original cappuccino”. Group of Companies “Vavilon Vending” became an undisputed leader in the rest 7 categories.

Most of the companies were satisfied with the results of the Exhibition pointing out the quantity and what is more important, the quality of VendExpo visitors. It was a professional audience of entrepreneurs ready to invest into vending business.

VendExpo was organized by EMTG Company under the support of RNVA, EVA and OPORA RUSSIA.