

POST-EVENT PRESS RELEASE

The 10th International Vending Technologies and Self-Service Systems Exhibition VendExpo was held in Moscow on March 23-25, 2016.

As compared to 2015, the number of exhibition areas at VendExpo 2016 grew by 50%. 74 companies from 11 countries presented over 113 brands. 33 companies were first-time participants. The new participants included PepsiCo Russia, Master Card, Rosavtomattorg, Smartnova Group, Daint, Konfood, FSTOR, Vendotek and others.

The regulars were presented by UVENCO, NECTA, Vavilon Vending, SIBA Vending, Almafood, Gumballs, Telemetron, SAM factory, Wizardgum, Professional Vending Machines and more.

The exhibition was attended by entrepreneurs and experts from all regions of Russia, Kazakhstan, Armenia, Belarus, Uzbekistan, Azerbaijan, Ukraine, as well as Western and Eastern Europe. During the three days 3,392 visits were registered.

According to Boris Belotserkovsky, President of the National Vending Association, "vending is in good health" but troubled by anticipation of legal initiatives related to introduction of cash register equipment, which can seriously affect vendors if not passed with amendments taking into account the specific character of vending trade.

The "good health" of the vending industry was also demonstrated by the exhibition. Of course, the industry has its ups and downs, but it is developing, thanks to high business marginality, high agility and strong market potential estimated by experts at 1,000,000 vending machines across Russia.

Manufacturers see vending as an attractive and, most importantly, promising sales channel, as representatives of PepsiCo Russia, Yablokoff and NPM Group said at the forum "Vending in Russia: New Rules and Trends". The opportunities of the Russian vending market are also praised by representatives of foreign companies. For example, Zonzini (Italy), Fenix Invico (Spain) и Pyramid (USA), which took part in the exhibition for the first time, shared their plans to boost sales by entering the Russian market.

At VendExpo 2016 Russian companies introduced not only worthy alternatives to western vending machines, but also brand new products that have no counterparts abroad. Rosavtomattorg presented several new prototypes of vending machines, Smartnova Group demonstrated an automatic system for manufacturers of vending equipment and the hit of the exhibition was a machine for cooking pancakes - Blindozer. Russian machines and technologies were also exhibited by NPM Group, VendShop, Vendi, Telemetron, Cybergroup, TechVend, FSTOR, Agrostroymash and others.

The exhibition almost beat the record for the number of innovations presented: it showcased NFC technologies from Master Card, mobile payments from Unicum and Vendi, an in-built module for bank card payments from Terminal Technologies and new generation vending machines from Automated Stores, to name but a few.

The international business forum "Vending in Russia: New Rules and Trends " was held on **March 23 and 25**. Its participants discussed the opportunities of cooperation between the city and business, efficient vending chain management models in conditions of economic crisis, prospects of the vending industry with introduction of cash register equipment and much more.

The Best Vending Beverage professional contest was held on **March 24**. Today, as vending becomes widespread, more and more operators understand that the taste of beverages from their machines is one of the main points of difference in their struggle for consumers. The jury rating the quality of beverages consisted of experts from the Central Industry Taste Panel of the Russian Association of Tea and Coffee Producers. The winners were Lalibela Coffee, Rico Distribution, Veles Vending in two categories and Babylon Vending in four categories.

According to Ekaterina Soyak, General Director of EMTG (exhibition organizer), VendExpo 2016 again demonstrated that vending is a flexible and adaptable business. It continues to be investment attractive. Moreover, introduction of vending technologies at factories and in retail chains increases their competitiveness. Any exhibition reflects the situation in the industry. And VendExpo 2016 showed that the vending industry has development prospects.