



VENDEXPO 2014 POST RELEASE

V E N D E X P O

International exhibition of vending technologies and automated service VendExpo was held for the 8th time on March 19-21, 2014 in “Expocentre” on Krasnaya Presnya, Moscow. 67 companies from 11 countries took part in the exhibition and presented 113 leading brands in vending industry and payment solutions. Over 4300 professionals visited VendExpo.

«Vending business in Russia is at the active stage of development, - comments Ekaterina Soyak, Director General to EMTG company, organizer of the Exhibition. – This exhibition showed that quantity of Russian manufactures of vending equipment and software designers is growing. Foreign companies keep their interest in the Russian market. And there are more and more Russian entrepreneurs interested in starting vending business”.

Besides traditional vending machines with coffee, snacks and water, exhibitors presented:

- Hot food selling machines
- Vitamin cocktails automates
- Terminals issuing credit cards, cash credits, registration of car insurance certificates
- WINCUP® solution for vending machines
- Innovative payment systems
- Large range of ingredients for vending machines
- New software
- Contemporary solutions for street vending
- etc.

The largest Russian and international operators and manufactures of vending machines and equipment took part in the exhibition: “Siba-Vending”, “Professionalnye & Torgovye Avtomaty”, “Vavilon Vending”, Satro, Jofemar, JCM Global, Crane Payment Solutions, Seven Group, TSI, Sielaff and many others. For the first time companies from China, Japan, Netherlands and Czech Republic took part in VendExpo. Among them there were Laxton, Animo, Dydo, Robocopy, CREATOR (CHINA) TECH CO. LTD and others.

The exhibition was accompanied by business forum “Vending in Russia. Perspectives for Small and Medium Business in Russia”. Over 900 entrepreneurs and specialists visited round-tables and seminars of the Forum devoted to different aspects of vending business, such as: “Secrets of Network Vending”, “Vending Accounting Automation: When is it Time to Think About it?”, “Russian and International Vending: Factors Influencing Vending Development” and etc. Over 15 top Russian and international specialists performed at Forum. For instance: Boris Belotserkovskiy, President of the National Vending Association (NVA); Gillian White, European Vending Association (EVA) member; Patrick de Vries, regional manager of Animo B.V.; Sergey Kornienko, CEO of UVENCO holding and many others.

The only one in Russia professional competition “**Best Vending Beverage**” (BVB-2014) was held on March 20. The Contest was organized by EMTG Company in association with “RusteaCoffee”. By the results of independent organoleptic expertise by experts of the Central Industry Taste Panel of The RusteaCoffee Association such companies as KAFITA, Almafood, Vavilon Vending and UNICUM became the winners in different categories.

VendExpo 2014 was attended by 4476 entrepreneurs, manufacturers and managers from shopping malls and business centers from all regions of Russia and 28 other countries.

VendExpo-Russia 2014 main figures and facts:

- 67 exhibitors from 11 countries;
- 113 most famous brands;
- More than 90% of exhibitors presented innovative products;
- 4476 professionals from all over Russia and 28 countries visited exhibition

Facts and figures of Russian vending

According to the National Vending Association (NVA) and EVA there are nearly 227 000 units of vending machines operating in Russia. The potential of the market is estimated at 1 000 000 machines.

5 largest companies occupy 21% of the market

40% of the market is managed by small companies.

There are not so many Russian manufactures of coffee and snack's selling machines. 70% of the market is occupied by UNICUM.

Event website: www.vendingexpo.ru/eng