

**The 12th International Vending Technologies and Self-Service Systems Exhibition VendExpo and WRS<sup>5</sup> was held at VDNKh in Moscow on March 28-30, 2018.**

2017 was a critical year for the Russian vending industry. For the first time in three years, sales of new vending machines grew by 30% over 2016, and the volume of retail sales through vending machines grew by 29.3 million euros.

On top of the figures mentioned above, the exhibition itself also grew by 1.5 times compared to last year. Over three days, more than 5,000 attended – approximately 30% more than the previous year. In attendance at the exhibition were entrepreneurs and industry specialists from 28 countries.

More than 75 companies from 8 countries took part in VendExpo, representing around 150 global and Russian brands. Of these, 33 companies were first-time participants. Among them were: Oranfresh, an Italian manufacturer of machines selling fresh juice; Giesecke+Devrient, German developers and suppliers of leading solutions in cash recirculation; the Televend company from Hungary, who developed a telemetry system for vending; and many more. After taking a break from the exhibition for a few years, Rheavendors East returned to the exhibition. It offers a wide range of floor and tabletop coffee machines.

Companies from the UK, China, Taiwan and other countries were also present. Companies that unveiled new products, developments and solutions for the vending industry included Mars, Orange data, Unicum, CPI, Evoca, Innovative Technology, Provending and the Moskovkiy factory of sales equipment, to name a few.

One in three attendees expressed an interest in the part of the exhibition dedicated to self-service systems (WRS<sup>5</sup>), which featured:

- Grocery and mail machines
- Payment kiosks and terminals
- Self-order terminals and software for self-service kiosks
- Cash handling and collection solutions
- And other solutions for HoReCa, the service sector and retail trade

The running of the exhibition was supported by the Vending and Self-Service Systems in Russia business forum, which always draws close attention from industry specialists. Speakers at the forum included representatives of UNICUM, INPAS, MARS, Alfa Robotics, Giesecke+Devrient and many more.

Another part of the exhibition was the Best Vending Beverage contest, which is dedicated to improving the quality of drinks from vending machines. The winners were Rheavendors East, OOO SIBA-Vending, and GK Vavilon Vending.

For the first time, the VendExpo and WRS<sup>5</sup> ran alongside the international BUYBRAND Franchise Market exhibition, which featured 103 Russian and international franchising brands. The union of the two exhibitions under the theme of “business” serves as a good demonstration of the powerful effect of synergy. Over the three days, they were attended by over 9,000 visitors.

This exhibition has shown that the vending market in Russia is developing dynamically, new players are appearing, and the level of interest from major FMCG companies in vending as a sales channel is growing. Of the key trends in the Russian vending market, it is also worth noting the following:

- Sales growth with regard to desktop vending machines due to the convergence of the vending industry and HoReCa;
- Financial organizations renewed leasing programs for the vending industry (an increase of 25% as compared to 2016).
- The Coffee ToGo machine generates revenue by 25–50% more than a regular machine;
- The share of non-cash payments will soar (an increase of 200–300% as compared to 2016);
- New tools for digital interaction with the consumer (applications, touchscreen interfaces, etc.) will be developed.

The next exhibition will take place in Spring 2019, and promises to be just as interesting and appealing to Russian and foreign businesspeople alike. See you at VendExpo 2019!