

«Fresh Produce Category: Finding the Growth Path»

World Food Moscow Food Forum

September 12-13, 2017, Moscow, Expocentre

Preliminary Program

September 12

10:30 a.m. – 11:00 a.m.	Participant registration
11:00 a.m. – 11:15 a.m.	Welcome remarks
11:15 a.m. – 2:00 p.m.	Session 1. From farm to store. What drives fruit and vegetables growing in Russia? The role of processing technologies and exports in the market development
	Brief overview of the current situation in the Russian fresh produce market <i>Irina Koziy - General Director of “FruitNews” Information Agency</i>
	Fruit and vegetables growing in Russia. Innovations in the Russian state programs supporting local production <i>Petr Chekmarev – Head of Plant Cultivation and Protection Department of the Russian Ministry of Agriculture</i>
	Plants and seeds import procedures. New EAEU Phytosanitary regulations and their impact on the product and documents related requirements <i>Aleksey Alekseenko - Assistant to the Head of Federal Service for Veterinary and Phytosanitary Surveillance</i>
	Fruit and berry orchards planting <i>Representative of AFG “National”</i>
	Experience of the vegetable growing project launching <i>Maksim Kuzyakin – Co-owner of Veselyi Agronom Farm</i>
	Fitomag: best strategies of fruit and vegetables storage <i>Konstantin Shvets – General Director of Fitomag Company</i>
	Vegetables processing as the growth path. Group of Companies “Dmitrovskie Ovoschi” Example <i>Yuliya Sukach – Commercial Director of “Dmitrovskie Ovoschi” Group of Companies</i>
	Packaged potatoes, vegetables and fruit market overview. How to establish and enlarge your presence at the retail shelf? Agropak opinion <i>Ivan Chumanov - Head of Equipment Sales Department of “Agropak” Company</i>
	Exports of fresh and processed potatoes and vegetables. Results and prospects <i>Aleksey Krasilnikov – Executive Director of the Russian Potato Union</i>
	Questions and answers
2:00 – 3:00 p.m.	Coffee-break
3:00 – 5:30 p.m.	Session 2. To sell or not to sell? Effective organization of fresh produce distribution
	Trends of the fresh produce market development. Actual issues of products sales <i>Sergey Korolev – President of the National Fruit and Vegetable Producers’ Union</i>
	From orchard to retail shelf. Producer’s experience <i>Galina Bobreshova – Commercial Director of Tsentralno-Chernozemnaya Plodovo-Yagodnaya Company</i>

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	Optimization of the distribution channels, evaluation of risks and benefits <i>Vasiliy Potselovkin</i> – Commercial Director of IrriCo Holding
	Is there a need in middle company? <i>Niyazi Gasymov</i> - President of the Association of Producers, Importers and Exporters of Fresh Produce (APIEFP), Head of SoyuzPromContract Holding
	How the grower and the client can work in one team? European experience application to the Russian reality <i>Elena Koroleva</i> – Head of Supply Chain for Fresh Fruits and Vegetables Education Program
	Modern format of fresh produce sales organization. “White” market and logistics distribution center <i>Pavel Dobuzhinskiy</i> – General Manager of «Radumlya» Wholesale Distribution Center
	Comments of the retail chains representatives. Invited retailers: “Azbuka Vkusa”, “Auchan”, “VkusVill”, “Lenta”, “Magnit”, “Metro Cash& Carry”, “O’Key”, “X5 Retail Group”
5:30 – 6:00 p.m.	Closing remarks

September 13

Special Session. Prospects of the Russian market of berries

10:30 a.m. – 11:00 a.m.	Participant registration
11:00 a.m. – 11:15 a.m.	Welcome remarks <i>Irina Koziy</i> - General Director of “FruitNews” Information Agency
	Berries in demand by the Russian market, quality requirements and growing technologies <i>Irina Kozlova</i> – Leading Research Specialist of I.V. Michurin All-Russia Research Institute for Horticulture
	How to start the berry business? Benefits and pitfalls <i>Evgeniy Mitnitskiy</i> – General Director of “Tulskiy Sad”
	Peculiarities of the berry sales organization <i>Vyacheslav Plenkin</i> – Director of Sladunika Company
	Commercial growing of berries for retail. Varieties and technologies <i>Sergey Yastreb</i> – Executive Director of Yagodnaya Polyana Company
	How to store fresh berries for distribution? <i>Ivan Ryabinin</i> – General Director of Russkaya Yagoda Company
	Discussion: Russian berry industry prospects

Organizers:



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for fresh produce market participants