



2014

.....  
**LEADING FOOD  
EXHIBITION**

In the fast developing  
market  
.....

ITE**Food&Drink**

# POST SHOW REPORT

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1<sup>st</sup> International Food & Drink Exhibition in Warsaw

**09-11 April**



## Event overview

The WorldFood Warsaw exhibition is a business to business initiative designed for the food sector industry. The exhibitors include companies selling finished food products, farming products and drinks as well as companies offering spices and food additives and providers of technology solutions and industry services. For three days, industry members will be able to establish new contacts and foster existing ones, evaluate the market demand for their products or services, and track the global trends.

## Quick Facts

**Exhibitors:** 94 from 24 countries

**Visitors:** 3,124 (84,7% decision makers)

**Media:** 131 journalists, 30 publications

## Official support



Agricultural Market Agency (ARR) is a state institution supervised by the Ministry of Agriculture and Rural Development as well as the Ministry of Finance within the scope of the Common Agricultural Policy (CAP) of the EU and related tasks.



## Exhibitors Profile

94 food and beverage producers and distributors from 24 countries participated and networked with the country's food and beverage trade. Over half of the exhibitors represented international companies. Produce such as rice, seafood, canned meat, olive oil, wine, fruit, vegetables and much more were on display.

## Origin of exhibitors



**78% of the exhibitors**

is satisfied with the services provided by the organizer

**40% of the exhibitors**

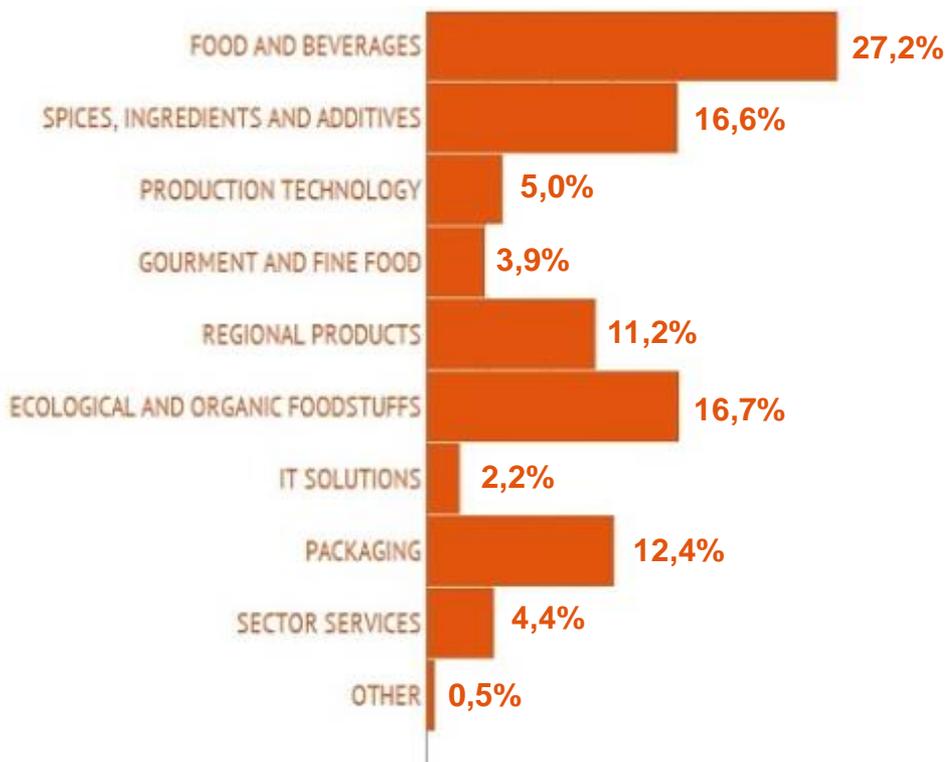
has already declared to return as exhibitors in the second edition



## Visitor profile

3,124 industry representatives attended the event over three days. Visitors came from 37 countries.

## Exhibition section of interest to visitors (%)

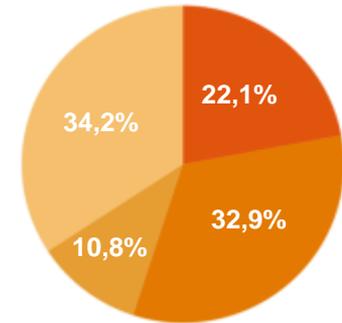
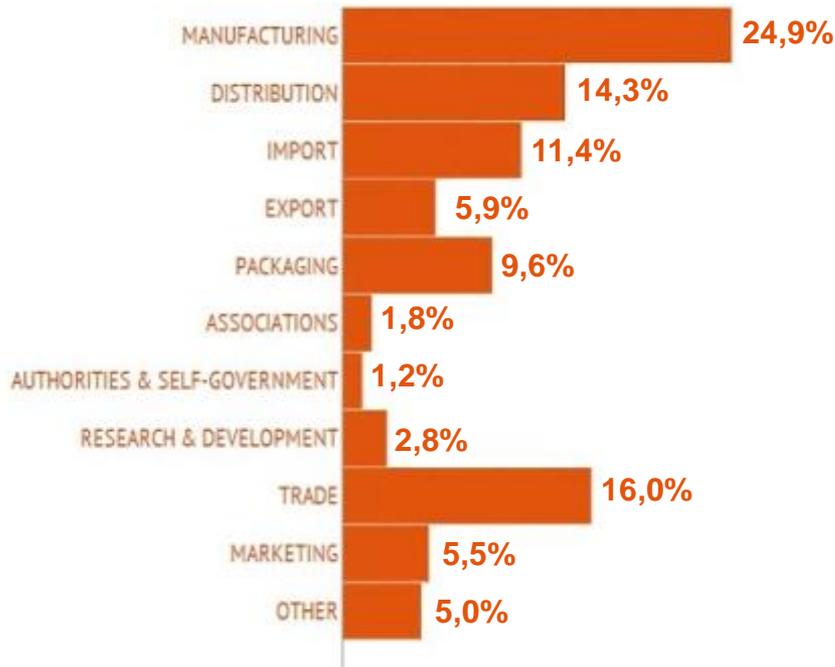


Representatives from the embassies of:

Belgium, Argentina, USA, Kazakhstan, Peru, Poland, Chile, Portugal, Nederland, Norway and Thiland visited WorldFood Warsaw, as well as the delegation from British Polish Chamber of Commerce and the Japan External Trade Organization (JETRO)



Visitor by sector they representing:



1-10 employee    11-50 employee    51-100 employee    >100 employee

44,2% of visitors

represented owners and deputy CEO of food and beverage industry

Visitor by job title:

44,2 % were an owner / CEO

29,9 % were a manager

7,2 % were an advisor

10,6 % were a head of department/ division



## Business programme

Over three days, presentation, culinary demonstrations and tasting were held. The programme of events included discussion panels on:

- The packaging food market in Poland and Eastern Europe
- Market trends and development in sectors: dairy, bakery, confectionery, oil & fats, and condiments.
- Export opportunities in Eastern Europe, France and Asia
- Culture and marketing in Eastern European markets
- Food packaging, logistics as well as health and safety in the food industry



„I was particularly drawn by every interesting conference programme, especially the discussion panels”

Kazimierz Królweski, Co- owner  
Rolpot, Poland

## Contest

On the first day of the exhibition, during the official Gala Diner in the Polonia Place Hotel, WorldFood Warsaw 2014 awards were granted. The prizes were distributed in the following categories:

WorldFood 2014 Gold Medal

Awarded: **Stevia Natusweet Liquid, Stewiarnia S.C.**

Exhibition Debut – Polish Company 2014

Awarded: **Słoneczna Tłocznia juice, Słoneczna Tłocznia Sp. z o.o.**

Exhibition Debut – Foreign Company 2014

Awarded: **Bigbon & Rollton products , Maraven Food Central**

The best design and arrangement of the stand 2014

Awarded: **Comercial Quimica Masso S.A.**

Gold Medal for Industry Media 2014

Awarded: **Nowa Wieś Europejska**



## Testimonials



**George Phillips, Business Development Director,  
Grace Foods, United Kingdom**

“ We have been working in Europe for 3 - 4 years now and I think Poland is one of the markets in Europe that is changing quite rapidly. Today has been very busy, it is interesting as we have had buyers from Auchan, Carrefour and many other distributors visiting our booth - who are the people that we want to see.”



**Łukasz Ropelewski,  
Falken Trade, Poland**

“ Comparing this exhibition to similar events like Polagra, we like WorldFood Warsaw more. We’ve met both with people whom we have known for many years and new prospective clients.”



**Sassorli Pietro,  
Galla Placidia, Italy**

“I really liked the exhibition. We won many new business contacts from Poland and other countries. The exhibition was quite small, but thanks to that we had good contact with the clients, and we also had little competition. The organisers prepared everything perfectly and the event was really a blast. It was my first exhibition in Poland, but definitely not the last..”



**83% of the exhibitors**

would recommended the WorldFood exhibition to its partners



## Testimonials



**Tigran Isakhanov**  
**Khan Caviar, importer (Lithuania)**

“ It’s been a very good exhibition. Small, but very effective, especially for the first edition. We had a high number of visitors, so I am satisfied. We won many new business contacts from numerous countries, even China. I hope that at the next edition we will see more exhibitors, because the visitors’ turnout was already impressive.”



**Tomasz Gasek**  
**Don Gastronom (Spain)**

“ We are satisfied because we met clients from our specific field. If only 30 per cent of the contacts turned into business contracts, we would be thrilled. We will definitely be on the lookout for the next edition.”



**Marta Sankowska**  
**OSM Ozorków (Poland)**

“ I attended many events of this kind and I am very satisfied with this particular one. It was really successful for our company. The exhibition was quite small, but there were many opportunities for promoting our business. We had many interesting discussions and business meetings. The modest size of the exhibition was good for the quality of our contact with the visitors. We liked that. We won an impressive number of prospects, even compared to the international events.”



To read more exhibitors testimonials visit  
[www.worldfood.pl](http://www.worldfood.pl)



Media support





# WE ARE LOOKING FORWARD TO SEEING YOU AT WORLDFOOD WARSAW 2015

EXPO XXI, WARSAW, POLAND

14-16 April 2015

The 2nd International Food & Drink Exhibition – WorldFood Warsaw will return the **14-16 April 2015** in Warsaw, Poland.

## Organisers



ITE Group Plc are one of the world's leading organisers of international trade exhibitions and conferences. The Group organise over 230 exhibitions and conferences each year worldwide. ITE was established in 1991 when its founders launched a series of trade exhibitions in Russia and CIS. Today, these markets remain an area of considerable strength for the group. ITE has a portfolio of food events in the countries Russia, Ukraine, Kazakhstan, Azerbaijan, Poland, Turkey and Uzbekistan.



Lentewenc LLC (a part of ITE Group). Our core business activity spans through strategic for Polish economy industries, such as Building & Construction, Transport & Logistics, Healthcare and Food Industry. Lentewenc LLC, through the organization of B2B events, brings completely new and innovative quality to Polish market.

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