

Moscow, 14 January 2021

Full range of equipment, international business, cheese sessions – DairyTech, the first offline dairy industry exhibition in 2021, has a lot to offer!

DairyTech, the 19th International exhibition of equipment for milk and dairy production, will take place on 26-29 January 2021 at Crocus Expo, Pavilion No.1.

The recent growth of milk and dairy production (in particular, cheese, butter and milk powder) observed in Russia, continues despite the crisis. At the same time, in the context of travel restrictions due to the coronavirus epidemic, the industry has an increasing demand for a single platform to find suppliers of equipment that would increase production efficiency and diversify the range of products, thus adding to the competitiveness of businesses.

In 2021, DairyTech will become such a platform. In the new season, DairyTech, as **the first and only offline exhibition** for the dairy industry, will showcase the full range of equipment for milk processing and dairy production in Russia. At the exhibition, managers and specialists of dairy enterprises, engineers and technologists, business owners, distributors, as well as representatives of government agencies from Moscow, regions of Russia and from abroad, will have a unique opportunity to restore long-term business contacts, negotiate with the industry regulators, find new partners and suppliers, and most importantly — to find the equipment required for production and achievement of the set plans in the lead-up to the high season.

At DairyTech 2021, more than **70** exhibitors from Russia and foreign countries will present their products in the sectors: “Primary milk processing equipment”, “Dairy production technology and equipment”, “Packaging, filling and bottling equipment”. Key market players will demonstrate new equipment at their stands, including: **GEA, Kieselmann, Profitex, Taurus-Fenix, ULMA Packaging, Clover Machines, AVE TECHNOLOGIES, Fibosa CFI, Serac SAS, Ventar, Sfoggiatech**, and others.

20 new manufacturers and suppliers from Belarus, Ukraine, Poland and Russia will participate in DairyTech for the first time. They will present equipment for the production of cheese, lines for filling and packaging dairy products, as well as components and materials for the dairy industry. Among them: **Concern Kalashnikov, Verle Umwelt, Tewes-Bis Sp. z o.o., Dairy Machines and Food Equipment Plant, Kalinovskiy Machine-Building Plant, Scientific and Technical Center of the Academy of Creativity Forintek, RM Nanotech (trademark MEMBRANIUM), Tsvet**, and others.

The **Krasnodar Territory**, Russia’s leading region in terms of milk processing, will present its exposition at DairyTech for the first time. Leading enterprises of the Krasnodar Territory, specializing in the production of the food industry equipment and offering complex high-tech solutions, will demonstrate their developments in a collective exposition. At the regional stand, **Metallprom** will showcase capacitive equipment, **Kropotkinsky Plant** will present equipment for production of PET containers, and **Technoindustria** will demonstrate lines for filling liquids and production of PET containers.

What equipment will be shown at DairyTech 2021

A long-term exhibitor, **Taurus-Phoenix** will present LGS-1000, a new line for the production and packaging of glazed curd cheeses with a capacity of 1,000 items per hour, capable of adapting to a specific production. **FASA** will offer new and improved equipment, including: BH oil homogenizer, designed to restore butter properties after freezing before repackaging; machines for dispensing and packing butter in lined foil, parchment paper or ecolean, with a dosage range of 100-250 g and 250-500 g; briquette stacker DSU, which is a semi-automatic machine with a capacity of up to 120 packs per minute.

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Press Service:

pr@hyve.group
+7 (495) 799-55-85
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OS-Technology will demonstrate dynamic control scales, Track & Trace serialization and aggregation systems, X-Ray detectors, metal detectors, and software. **Dairy Machines and Food Equipment Plant** will present three new modules: a cooking module for preparing confectionery fillings, a cooking module with a disperser and a module for supplying jam to a dosing station.

ULMA Packaging, a leading global manufacturer of packaging systems and equipment with a 50-year history, will exhibit the ULMA FM 305 horizontal flow pack machine, for food packaging in a modified atmosphere. The machine operates at a speed of up to 80 packs per minute, it is fully servo-driven and equipped with a continuous modified atmosphere quality control system. The solution is designed for the packaging of cheese, meat, ready meals, snacks and is the ideal for portioned cheese packaging.

MC-Bauhemie's solutions for eliminating subsidence of foundations under the equipment of industrial enterprises will be presented at the exhibition **for the first time**. The company has implemented a number of complex projects to eliminate the consequences of subsidence of foundations and reinforce the soil. Research work was carried out and the effectiveness of the proposed method was substantiated in cooperation with leading Russian institutions. Visitors to the exhibition will be able to learn more about the possibility of using this technology at the company's stand.

Potok Inter will demonstrate a new line of Potok air disinfection equipment designed, among other things, to protect employees in offices and factories from Covid-19 in times of worsening epidemiological conditions. **New Technologies** will present a range of equipment for aseptic filling, including Japanese equipment SHIKOKU KAKOKI, and also a new production site, which will open in 2021 in the South Federal District.

The dairy industry, being an important factor in ensuring the food security of the Russian Federation, receives substantial government support.

In 2021, DairyTech was supported by: the Federation Council of the Federal Assembly of the Russian Federation, the State Duma Committee on Agrarian Issues, the Ministry of Agriculture of the Russian Federation and the Moscow Government, the National Union of Milk Producers, and the Federal Service for Veterinary and Phytosanitary Supervision.

Sergey Borisovich Voskresensky, acting Minister of Agriculture and Food of the Moscow Region, will open DairyTech 2021 and deliver a welcoming speech. During the Plenary session on 26 January, Mr. Voskresensky will highlight the regional experience in supporting dairy enterprises, the development of the investment attractiveness of the region, as well as the interim results of the "Cheese Cluster" project.

Business programme

Traditionally, DairyTech 2021 will be accompanied by a comprehensive business program with **9 events**. Experienced and referential industry experts will take part in the events online and offline, including: **Artyom Belov** (Soyuzmoloko), **Andrey Dalnov** (Rosselkhozbank), **Elena Kipeneva** (Valio), **Dmitry Krasnov** (Agroexport), **Alexander Shirinkin** (Tula MK), **Vera Mozgovaya** (V-Brand), **Taras Kozhanov** (Sernur cheese plant), **Yuri Vlasenko** (PiR-PAK), **Irina Makeeva** (VNIMI), **Elena Yurova** (VNIMI), **Yulia Eliseeva** (Danone Russia), **Yulia Izvekova** (Lactalis, Franco-Russian Chamber of Commerce and Industry), representatives of retail (**X5 Retail Group, retail chains Magnit, VkusVill, AUCHAN Retail Russia**), analysts (**Ipsos, Nielsen Russia, Euromonitor International, GfK Rus**) — more than 50 speakers in total.

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The presented cases will cover the following key topics:

- Digital labeling of dairy products;
- Key trends in the dairy industry, new niches and opportunities provided by the current market situation;
- Branding and rebranding as a tool to increase sales;
- Retail and dairy category management during the coronavirus crisis.

The traditional annual seminar on technical regulation will be held as part of the DairyTech 2021 business programme, and it will address key changes in legal acts and minimization of risks for dairy companies during the Covid-19 period. There will be **Cheese Sessions** focusing on the consumer, assortment, distribution channels, and technology & production. Engineers, technical directors, and power engineers of dairy enterprises will be invited to participate in the **6th Discussion Platform on Effective Dairy Solutions**.

In addition, exhibitors will hold special events at their stands. In particular, on 26-28 January **ATL** will hold at its stand a number of master classes on working with the **TCSB Sensor** test system and the **Extenso** multifunctional system.

For the full schedule of events in the business program, please refer to the exhibition [website](#).

Health & Safety

The health & safety of exhibitors and visitors at DairyTech 2021 is a priority for the exhibition organizers. The exhibition will be held in compliance with all the rules and recommendations of Rospotrebnadzor and UFI.

Arrival, access and registration procedures for exhibitors, contractors and visitors will be carried out in a non-contact way. Hand detergents will be available in regular washrooms, while additional hand hygiene products will be provided at business venues, hall entrances and all high traffic areas. The exhibition site will be cleaned daily, and the premises will be disinfected several times a day. People without PPE and not observing the rules of hygiene will be denied access to the exhibition site. All visitors will undergo body temperature screening at the pavilion entrances. People with fever and illness symptoms will be isolated for emergency treatment.

More information on health & safety measures can be found on the DairyTech [website](#).

Exhibition organizer

The exhibition is organized by Hyve, a next generation global events organizer.

The company was founded in 1991 in London, and since then has gained an impeccable reputation both in Russia and on the international exhibition services market.



We welcome you to DairyTech 2021 on 26-29 January at Crocus Expo, Pavilion 1, Hall 4, Myakinino Metro Station. You can learn more about the venue and opening hours of the exhibition [here](#).

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