



2-5 September RIGA, LATVIA

Riga Food 2015

The No. 1 Food Fair!



"Riga Food 2015" fair professional visitor profile

On 5 September the twentieth food industry fair, "Riga Food 2015", which gathered together the greatest number of visitors and participants –industry experts, specialists, representatives of governmental and non-governmental organisations, entrepreneurs, and gourmets from all over the world - was held at Kipsala International Exhibition Centre.

A total of **703 companies from 37** countries participated at "Riga Food 2015". Of those, 48% of the participants were Latvian manufacturers, 18% were Latvian importers and wholesalers, and 34% were foreign companies. The expositions were presented on national collective stands covering fifteen countries - Belarus, Belgium, the Czech Republic, Estonia, Italy, Lithuania, Luxembourg, Georgia, Canada, Poland, Uzbekistan, Ukraine and, of course, Latvia. For the first time it was possible to see the Indian national collective stand, "India Expo", where 36 companies presented their products.

Over the course of four days the exhibition was attended by **38,539 visitors**, which is a 2% increase on last year's figures.

The professional visitors who registered at the fair arrived from 50 countries around the world.

During the "Riga Food 2015" fair, the professional visitors were registered and their interests in regard to the fair were recorded. Here are the results.

The professionals named three reasons for visiting the fair: 44% came to establish new contacts, 37% – to obtain information, while 19% were here to make purchasing orders.

Most of the "Riga Food 2015" professional visitors were representatives of the food manufacturing and trade sector. 28% of the visitors are working in food wholesale, 14% – in food retail; 13% – in food manufacturing; 11% – in public catering; 1% – in the hospitality industry; 17% are engaged in the manufacture and trade of food processing equipment, packing and raw materials, technical process support services, and public catering and POS equipment trade; 7% – in food import; 7% provide services for the food industry; and 2% work in other sectors.

The professional status of the visitors:

35%	Company managers
24%	Category managers
18%	Company owners, self-employed entrepreneurs
7%	Purchasing managers, regional managers
6%	Branch managers, store managers
3%	Cooks, confectioners, bartenders, baristas, food technologists and other specialists
1%	Trade buyers
6%	Other employees

Professional visitor functions in their companies:

44%	Management
24%	Sales and distribution
15%	Purchasing and supply
7%	Marketing, advertising, public relations
6%	Food technology process support
4%	Other

Professional visitors representing retail chains from Latvia (Rimi, Maxima, Prisma Latvija, Elvi, Lats, Tops etc), Lithuania (Gruste), Belarus (Trive etc), Russia (Европа, Юнипрод etc), Finland (Kespro) and other.

Wholesalers: from the Czech Republic, Estonia, Greece, Cyprus, Latvia, Lithuania, the UK, Tansania, Hungary, Sweden.

Number of employees in a company:

25%	1–5
19%	6–10
31%	11–100
13%	101–500
12%	More than 500



Riga Food 2016

“Riga Food 2016” is to be held at Kipsala International Exhibition Centre in Riga, Latvia from 7–10 September 2016.