

AGROPRODMASH'2013

18th Edition of the International Exhibition for Machinery,
Equipment and Ingredients for the Food Processing Industry

Programme of Events

October 7-11, 2013

Recruitment Centre

Organized by: Expocentre ZAO
and the Afina Recruitment Agency
Free consultations on staff management
and recruitment in the food industry
Pavilion No. 2, Hall 1, Stand 21A70

October 7, 2013

Press-conference on the opening of the Agroprod mash'2013 trade show

Organized by: EXPOCENTRE ZAO
Congress Centre, Press Hall

The 8th International Forum on Technologies for the Dairy Industry

Organized by: Imperia Congress and Exhibition Company
Assisted by The National Union of Milk Producers
General Partner: EXPOCENTRE ZAO
Congress Centre, Skylight Hall

10:30—11:00 **Welcome-coffee, check-in for delegates**

11:00—12:00 **OPEN MEETING
OF THE NATIONAL UNION OF MILK PRODUCERS "SOUZMOLOKO"
"RUSSIAN DAIRY INDUSTRY DEVELOPMENTAL STRATEGY TILL 2020"**

The key speakers:

— Ayrat Khayrullin, Deputy of the State Duma of the Russian Federation, First Deputy of Chairman of the State Duma for agricultural matters, President of the National Union of Milk Producers
— Andrey Danilenko, Chairman of the Board, the National Union of Milk Producers, Chairman of Board of the Customs Union Agroindustrial Association, President of GK "Russkie Fermi" ("Russian Farms" Group of Companies)
Invited to participate: Ilya Shestakov, Deputy Minister of Agriculture of the Russian Federation

The key matters of the meeting:

— Strategic goals of the dairy industry development from the point of view of the state
— Probable scenarios of Russian dairy industry development
— Pressing problems and expectations of the market participants: producers, suppliers, processors

12:00—13:00 **Continuation of the meeting. Panel Discussion
Invited participants of the discussion:**

— Marina Balabanova, Director for Public Relations and Intercourse with Public Authorities, Danone Group of Companies in Russia
— Sergey Glushkov, Vice-President for Corporate Relations and Intercourse with Public Authorities, PepsiCo Russia and the CIS
— Alexander Shirinkin, Chairman of Board of Directors, OAO "Tulsky Molochny Combinat" (Tula Dairy Plant OJSC)
— Naum Babayev, Chairman of Board of Directors, UK "Rusmoloko"
— Andrey Yarovoy, Member of Board of Directors, OOO "Meleuzovskiy Molochnokonservnyy Combinat" (Meleuz Canned Dairy Products Plant LLC)
— Alexander Nikitin, Chairman of the Board, Cheese Dairy of Alantal Company
— Vladimir Cheverov, Director of Milk Processing Department, SOUZMOLOKO.

The key matters:

— Situation with prices of dairy raw materials: who will win in the market?
— Successful model of business of a regional dairy producer: how to withstand the struggle with federal brands?
— Payback of dairy producer's business in the situation of shortage of the state subsidies
— Priority tasks and difficult matters of technical regulation in the dairy industry
— When will the stream of cheap import from countries of the Customs Union run out?
— Problems of using vegetable fat in dairy production

13:00—13:30 **Coffee-break, free talks between colleagues**

13:30—14:00 **Special Report:
Investment attractiveness of Russian agriculture:
from global economic trends to Russian reality**

Speaker: Mikhail Khazin, President,
NEOCON Expert Consulting Company

14:00—16:00 **Technological session:
Competitive dairy product: effective solutions
for dairy industry in terms of economy and technology**

The key subjects:

— Keeping the balance of naturalness, quality and price: use of natural milk in ice-cream, cheese, curds production
— Sealing systems (equipment and material) for polymeric tare made of metalized PET
— Ultra pasteurization: short way to long storage of milk from the world leader in production of package
— Whey processing: Russian experience in cheese and protein food additives production
— Development and launching of the new functional product: taste, quality, goodness?

Moderator: Mikhail Mishchenko, Chief Editor, DairyNews.ru
Information Agency

Invited speakers:

— Dmitry Vostrikov, Director for Development, Association of Producers and Suppliers of Food "Rusprodsouz"
— Gelfand Alexander, Sales Director, Region Russia and Belarus, Tetra Pak
— Henric Salberg, Director General, Primorels
— Maria Lushina, Head of Marketing and Advertisement Department, "Tekhnologia Chistoty" ("Cleaness Technology")
— Nikolay Vidanov, Head, "Kreativnaya Kukhnya" ("Creative Kitchen")
— Tatyana Volkova, Candidate of Science, Head of Laboratory for Complex Use of Dairy Secondary Raw Materials and Ecology (KIVMSiE), GNU VNIIMS Rosselkhozakademia (Russian Academy of Agriculture)
Upon termination of the Session: BUSINESS COCKTAIL

16:00—17:00 **Business cocktail:
NEUTRAL TERRITORY**

Meeting of the first persons of the industry in an informal atmosphere of business cocktail party format
Heads of dairy raw materials supplying companies, dairy producers, suppliers of equipment, of ingredients and technologies, also representatives of the profile branch associations in the informal air with exclusive cocktails will discuss the topical matters of interaction.

October 8, 2013

The International Conference on the Development of the Russian Food and Food Processing Industry as Part of the State Programme of Agriculture Development and Regulation of the Market of Agricultural Products, Raw Materials and Food for 2013–2020

Organized by: The Ministry of Agriculture of the Russian Federation, the Agroexposervice Firm

Key topics:

- The food processing industry: current state and development prospects
- Ensuring national food security and regulation of the food market
- The specifics of working by the WTO rules

Pavilion No. 1, Hall 1D

October 8-10, 2013

Modernization of the Russian Food-Processing Industry as part of the National Food Industry Development Programme 2013–2020, round-table discussion

Organized by: The Ministry of Agriculture of the Russian Federation, the Mercury Trading Company, the Agroexposervice Firm

October 8, 10, 10:00—18:00

October 9, 14:00—18:00

Key topics:

- Modernisation of the food processing industry
- Ensuring national food security and regulation of the food market

Pavilion No. 8, Meeting Room No.2

October 8, 2013

The Industry Forum on the Confectionery and Bakery Market in the Changing Conditions. Relevant Questions of Confectionery and Bakery Production

Organized by: the Confectionery and Bakery Production Journal (Industry News Publishing House)

- 09:30—10:00 Registration of participants
- 10:00—10:10 Welcoming addresses to the delegates to the Forum
- 10:10—10:30 New Approaches to the Production of Competitive Confectionery Products in the WTO Environment
Tatyana Savenkova, MD Eng, Professor, Deputy Director on Research of the Confectionery and Bakery Industry Research and Development Institute of the Russian Academy of Agriculture
- 10:30—11:00 Bakery Products as a Healthy Diet Priority
Alla Kochetkova, MD Eng, Professor, the Technological Laboratory for Specialized Products at the Nutrition Research and Development Institute of the Russian Academy of Medical Sciences
- 11:00—11:30 Distributors' Requirements for Confectionery Manufacturers
I. Stanislavova, PhD Eng, Head of the Laboratory for the Biochemistry of Raw Ingredients and Confectionery Products at the Nutrition Research and Development Institute of the Russian Academy of Medical Sciences
- 11:30—12:00 Experience of Low-Power Production Facilities
Leonid Merzon, Director General, the Bosko-L Company
- 12:00—12:30 New developments by the Shebekino Machine Engineering Plant (OAO SHMZ)
Yu. Antsiferov, Chief Designer, the Shebekino Machine Engineering Plant (OAO SHMZ)
- 12:30—13:00 Coffee-break
- 13:00—13:30 Bakery Plant: Profit Growth through the Management of Product Range and Sales
Roman Kalinin, Director General, the Vatel Marketing Sectoral Marketing Agency
- 13:30—14:00 Innovations in Bakery: the Manufacturer's Strategies
Nikolay Grigoryev, Member of the Board of Directors, Bakery Plant No.9, Moscow

- 14:00—14:30 Specifics of Creating Low-Sodium Products for Healthy Eating
Olga Semenova, Lyudmila Shatnyuk, Igor Suvorov, the K. G. Razumovsky State University of Technologies and Management of Moscow
- 14:30—15:00 Technology for Creating Successful Goods, business Case
Sergey Lishchuk, Marketing Director, the RusAgo Holding
- 15:00—15:30 Innovative Approaches to Reducing Sugar Consumption
O. Antipova, L. Shatnyuk, I. Suvorov, the K. G. Razumovsky State University of Technologies and Management of Moscow
- 15:30—16:00 Development Trends in the Range of Bakery Products
Georgy Dubtsov, MD Eng, Professor, Moscow State University of Food Production
- 16:00—16:15 Closing Ceremony of the 1st Industry Forum
Award Ceremony

The event is for specialists only, no registration fee is required
The programme is subject to change
Congress Centre, Marble Hall

10:00—14:00 Modern Refrigerating Technologies and Equipment for Production and Storage of Raw Food Ingredients and Finished Products, conference

Organized by: The Russian Union of the Refrigerating Industry (Rossoyuzkholodprom)

Pavilion No. 2, Seminar Hall 5

Hands-on Advice on the Management of Intellectual Property. Patent, Trade Mark, Utility Model, Counterfeit, Round-table Discussion

Organized by: DAT Brand-Control System

- 09:30—10:00 Registration of participants
- 10:00—10:15 Iceberg Effect for Intellectual Property: Losing or Earning
Dmitry Aidov, Patent Specialist
- 10:15—10:30 How to Prevent the Production Line from Stopping and Benefiting a Third Party?
Competent Approach to Auditing Intellectual Property
Insurance Covering Risks Related to Third Parties Claiming Rights to your IP
A. Kirilenko, Lawyer
- 10:30—10:45 Innovations at the Manufacturing Site
How a Manufacturer can Secure Rights for IP Arising in the Process of Production (Ideas, Drafts, Schemes) and Commercialise it?
A. Nadezhdin, Patent Specialist
- 10:45—11:00 When Intellectual Property Starts to Generate Excess Profit a Federal Service for Intellectual Property Official
Combating Counterfeit Imports
Patent Specialist
- 11:15—11:30 Fighting illegal import
Nadezhdin A.A., Patent Expert
- 11:30—11:45 Break
- 11:45—12:00 Modern Technologies of Protection Against Counterfeits
Analysis of Modern IP Protection Technologies
DAT Brand-Control System
Sergey Murashov, Expert in Legal and Technological Protection of Intellectual Property, President of the Aventa Legal Office
- 12:00—12:15 Spare Parts and Service: How to Stay Within the Limits of Your IP Rights?
Accidental Production of Counterfeit Products: the Threat and Implications
- 12:15—12:30 Licensing as a Way to Secure Your Interests When Working with Third Parties
A. Kirilenko, lawyer
- 12:30—12:45 Combating Unfair Competition: Experience of the Russian Manufacturer RusMash OOO as a Case in Point
Valery Novikov, Director General, RusMach, Russian Developer and Manufacturer of Innovative Spare Parts for VAZ, UAZ and GAZ Automobiles

12:45—13:00 Trade Shows of Expocentre ZAO - a Modern Tool to Support Rights Owners When They are Applying for Registration of Their Rights and Fighting Counterfeit
Larisa Glagoleva, IP Lawyer

13:00—14:00 Checking the Possibility of Online Registration of Rights for a Trademark, Panel Discussion: question and answer session, expert advice.
Pavilion No. 8, Banqueting Hall

Promoting the Customs Union Technical Regulations on Packaging Safety, seminar

Organized by: The Centre for Information, Consultation and Development of Quality Management Systems in collaboration with the Tare and Packaging Journal and with support from Expocentre ZAO
Pavilion No. 8, Seminar Hall 2

15:00—17:00 **Esco-European Salt Company Entering the Russian Salt Market, seminar**

Organized by: A-Sol OOO
Pavilion No. 1, Eastern Hall

October 8-9, 2013

Master class by British engineers on how to use depositing machines for the confectionary industry

Organized by: GolfStream
Pavilion No.3, Stand 3D60

October 9, 2013

10:00—13:00 **Seminar on production hygiene and measures to ensure food safety**

Organized by: the Vilkan Company
Pavilion No. 8, Meeting Room No.2

3rd International Meat Congress – Meat Industry: First Year in the WTO

Organized by: The Gorbatov Meat Research Institute of the Russian Academy of Agricultural Sciences

10:00—10:30 Registration of participants in the Congress. Welcoming coffee-break

10:30—13:00 Conference is open. Coffee break
Speakers and topics:

10:30—10:35 Introductory remarks

Moderator: Aleksandr Zakharov, Deputy Director for Economic Relations and Marketing of the Gorbatov Meat Research Institute of the Russian Academy of Agricultural Sciences

10:35—10:55 Sergey Yushin, Head of the Executive Committee of the National Meat Association (the subject of the report will be announced later)

10:55—11:15 Trends in Pig-Farming and Development Goals to 2020
Yury Kovalyov, Director General of the National Pig Farmers Union

11:15—11:35 Adapting the National Meat Industry to the WTO Environment through Modern Market-Analysis Methods
Albert Davleyev, Vice-President of the International Poultry Development Program (IPDP)

11:35—11:55 Food Safety Control Systems (HACCP, ISO 22000): Necessity or WTO Requirement
Oksana Kuznetsova, Head of the Department for Standardization, Certification and Quality Management Systems at the Gorbatov Meat Research Institute of the Russian Academy of Agricultural Sciences

11:55—12:15 Analysis of Fees for Public Veterinary Services in Russia's Regions in 2013
Maksim Sinelnikov, Deputy Head of the Executive Committee of the National Meat Association

12:15—12:35 Information Technologies: the Key Element in Adopting a Tracking System for Food Products

Igor Dyomin, Director General of the CSB-System in Russia

12:35—12:55 Technical Regulation of the Meat Industry within the Customs Union
Oksana Kuznetsova, Head of the Department for Standardization, Certification and Quality Management Systems at the Gorbatov Meat Research Institute of the Russian Academy of Agricultural Sciences

12:55—13:00 Question and answer session. End of the Congress

13:00—13:30 Coffee-break. Delegates' meetings
Pavilion No. 1, Hall D2

13:00—15:00 **New Technology for the Production of Cold Meats without E-Marked Additives**

Organized by: Progress Company OOO

Speakers and topics:

The Market of Organic (Safe) Foods in Europe.

Prospects for the Development of the Russian Market

Marko Uosukainen, Export Director at Lyhel Oy (Finland)

Naturmix Technology for the Production of Cold Meats without E-Marked Additives: Specific Features and Benefits

Denis Tsaryov, Chief Production Engineer at Progress Company
Pavilion No. 8, Seminar Hall 1

October 10, 2013

12:00—14:00 **Show Competition for the Best Meat Boner Award**

Organized by: The Gorbatov Meat Research Institute of the Russian Academy of Agricultural Sciences
Pavilion No.1