

Press release

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Messe Frankfurt is a new operator of SALON DU CHOCOLAT™ in Russia

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The Russian subsidiary of Messe Frankfurt continues to expand its presence on the exhibition market. Messe Frankfurt RUS has signed a license agreement with Chocoloco International SA, owner of SALON DU CHOCOLAT™ brand. Chocoloco International SA is the world's leading event company in the chocolate industry. This is the second exhibition held by Messe Frankfurt RUS in the food technology segment in addition to Modern Bakery Moscow, acquired in 2015. SALON DU CHOCOLAT™ in Moscow is the only event devoted solely to cocoa, chocolate and chocolate products. The 8th edition of SALON DU CHOCOLAT™ in Russia will take place on 19 – 21 March, 2020 in Moscow, Expocentre, Pavilion 3. The Partnership with Chocoloco International will strengthen the position of Messe Frankfurt on the market.

In 2019 the world's leading show in the chocolate industry and confectionery SALON DU CHOCOLAT™ in Paris celebrates its 25th anniversary. Over these years 237 Salons have been held around the world. Currently the show takes place in 17 countries and 34 cities, including Paris, Lyon, Beirut, New York, Seoul, Hong Kong, Brussels. On the Russian market SALON DU CHOCOLAT™ has been present since 2006. The show has revealed the great potential of the Russian confectionery market. The emerging industry of craft chocolate in Russia along with the key players of the market show growing interest in this annual professional event.



Mr. Eugen Alles, Managing Director, Messe Frankfurt RUS: “Currently SALON DU CHOCOLAT™ is the only event in Russia devoted entirely to cocoa, chocolate and chocolate products. After the decrease in 2015-2016 the structure of chocolate market and market of chocolate products shows positive dynamics both in production and consumption volumes. In 2018, the volume of domestic chocolate production in Russia increased by 7.5% in relation to the indicators of 2015 and by 2% - in relation to 2017 and reached 1267,5 thousand tons. 91% of the chocolate market in Russia consists of domestic products and has a high export potential. Russian chocolate has a rich history and more than 70% of the market is divided between large domestic manufacturers. At the same time, production of bean-to-bar or craft chocolate is actively developing, Russian manufacturers of chocolate products are interested in the enlargement of their product range and they are ready to explore new segments, considering consumers’ interests. I am sure that our event will gather all the market players, we are inviting everyone to our chocolate celebration!”



Mr. Gérald Palacios, CEO, Chocoloco International SA: “We are very proud to partner with Messe Frankfurt RUS which has a very solid footprint in the food market in Russia. The growth of the cocoa & chocolate market is a worldwide trend and we want to build a global network in all the key countries so local and international brands may access to global markets. Our understanding and integrated knowledge of the cocoa & chocolate industry make us a unique platform, very rich in terms of content, and able to deliver a full experience to professionals and consumers on the different aspects of this magical product.”

Messe Frankfurt organises trade fairs relating to food processing all over the world. They are grouped under the heading of ‘food technologies’. Currently, four events belong to this cluster: IFFA, the No. 1 show for the meat industry (Germany, Frankfurt am Main); Tecno Fidta – International Food Technology, Additives and Ingredients Trade Fair (Argentina, Buenos Aires); Meat Expo China – International Trade Fair for



Meat Industry (China, Changsha) and Modern Bakery Moscow – International Trade Fair for Bakery and Confectionery (Russia, Moscow).

These leading events offer an international transfer of knowledge on subjects of crucial importance to the sector, such as hygiene, automation, traceability and product safety. SALON DU CHOCOLAT™ will become the important industry-specific event for the continuously developing chocolate market of Russia.

Next edition of SALON DU CHOCOLAT™ in Russia, organized by Messe Frankfurt RUS, will take place on 19-21 March, 2020 in Moscow, Expocentre, Pavilion 3. The event will gather on its grounds the leading manufacturers and suppliers of cocoa beans, chocolate and chocolate products.

Read more at: www.salonduchocolat.ru

Further information about Messe Frankfurt's portfolio of events can be obtained at: www.food-technologies.messefrankfurt.com

Background information on Messe Frankfurt:

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com