



**Riga Food 2018**

Pārtikas izstāde Nr. 1

## Riga Food 2018 professional visitors profile

**The Baltic's largest food fair "Riga Food 2018", which brought together industry experts, professionals, public and non-governmental organizations, businesspeople and gourmets from all over the world, successfully finished on 8 September.**

A total of **721 companies from 37 countries** took part in "Riga Food 2018", including Latvian food manufacturers – 44%, Latvian food importers and wholesalers – 22%, foreign companies – 34%.

The fair offered **12 national collective stands** of Belarus, Georgia, Estonia, Italy, Canada, Russia, Lithuania, Mexico, Poland, Ukraine, Uzbekistan and Latvia. Countries represented at the food fair for the first time – Albania, Egypt and Cyprus.

Attendance in four days – **39,100 visitors**. Registered professionals represented 60 countries. Visitors also represented Latvian, Lithuanian and Estonian chains of stores.

During the "Riga Food 2018" 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: – 39% of visitors obtain information, 39% – new contacts, 22% – purchase orders.

Most of the "Riga Food 2018" professional visitors were representatives of the food manufacturing and trade sector. 29% of the visitors represented food wholesale, 26% – food manufacturing; 12% – manufacturing and trade of food processing equipment, packing and raw materials, technical process support services, and public catering and POS equipment trade; 11% – food retail; 9% – public catering; 6% – food export / import; 4% – services for the food industry; 3% – other sectors.

### Professional status:

<b>32%</b>	Company managers
<b>22%</b>	Company owners, self-employed entrepreneurs
<b>14%</b>	Category managers
<b>10%</b>	Purchasing managers, regional managers
<b>5%</b>	Branch managers, store managers
<b>4%</b>	Cooks, confectioners, bartenders, baristas, tea masters, food technologists and other specialists
<b>11%</b>	Other
<b>2%</b>	Students

### Professional functions:

<b>36%</b>	Management
<b>28%</b>	Sales and distribution
<b>13%</b>	Purchases and supplies

<b>10%</b>	Marketing, advertising, public relations
<b>5%</b>	Food technology support
<b>8%</b>	Other

**Number of employees in a company:**

<b>25%</b>	1–5
<b>19%</b>	6–10
<b>35%</b>	11–100
<b>15%</b>	101–500
<b>6%</b>	More than 500



**Riga Food 2019**

“Riga Food 2019” will be held at Kipsala International Exhibition Centre in Riga, Latvia from 4–7 September 2019.