



Riga Food 2022

Riga Food 2022 professional visitors profile

The Baltic's largest food fair "Riga Food 2022", which brought together industry experts, professionals, public and non-governmental organizations, businesspeople and gourmets from all over the world, successfully finished on 10 September.

At "Riga Food 2022", **412 companies** from Latvia, Lithuania, Estonia, Hungary, Ukraine, Italy, Spain, Uzbekistan, Georgia, Canada, Moldova, Germany, Poland, the USA, Mexico, a total of **25 countries**, presented their products and services. 74% of the participants were producers, 16% were traders and wholesalers, while 5% – service providers, while 5% – others.

At the exhibition "Riga Food 2022", visitors could visit the **national joint stands of 12 countries:** Latvia, Lithuania, Estonia, Hungary, Ukraine, Italy, Spain, Uzbekistan, Georgia, Canada, Malaysia and Moldova.

Over three days, the exhibition was **attended by 20,347 people**, 25% of whom were foreign visitors. Registered professional visitors came **from 32 countries**. Store chains from Latvia, Lithuania and Estonia were widely represented.

During the "Riga Food 2022" 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: – 45% of visitors obtain information, 37% – new contacts, 18% – purchase orders.

Most of the "Riga Food 2022" professional visitors were representatives of the food manufacturing and trade sector. 23% – food manufacturing; 21% – food retail; 20% of the visitors represented food wholesale, 19% – public catering; 11% – manufacturing and trade of food processing equipment, packing and raw materials, technical process support services, and public catering and POS equipment trade; 3% – services for the food industry; 2% – food export / import; 1% – other sectors.

Professional status:

21%	Company owners, self-employed entrepreneurs
14%	Purchasing managers, regional managers
14%	Category managers
13%	Company managers
7%	Food and beverage managers
4%	Branch managers, store managers
26%	Other
1%	Students

Professional functions:

21%	Management
20%	Sales and distribution
15%	Purchases and supplies
13%	Food technology support
13%	Marketing, advertising, public relations
19%	Other

Number of employees in a company:

36%	1–5
13%	6–10

19%	11–100
25%	101–500
7%	More than 500



Riga Food 2023

“Riga Food 2023” will be held at Kipsala International Exhibition Centre in Riga, Latvia from 6–8 September 2023.