



Riga Food 2023

Characterising the professional visitors to Riga Food 2023

Riga Food 2023, the most important food industry fair in the Baltics, brought together industry experts, specialists, representatives of governmental and non-governmental organisations, entrepreneurs and gourmets from all over the world at Ķipsala International Exhibition Centre.

423 companies from Latvia, Lithuania, Estonia, Armenia, Belgium, China, Germany, Spain, Great Britain, Georgia, Italy, Moldova, Poland, Portugal, the Netherlands, Finland, Turkey, Sweden, Ukraine, Uzbekistan, Tajikistan, France, India, Switzerland, Bulgaria, Azerbaijan, Canada, Slovenia and Denmark – 30 countries in total – presented their goods and services at Riga Food 2023. 77% of the participants were manufacturers, 13% were retailers and wholesalers, 5% – service providers, and the remaining 5% included a variety of other businesses.

Riga Food 2023 showcased **national stands from 9 countries** – Latvia, Azerbaijan, Lithuania, Ukraine, Italy, Spain, Georgia, Canada and Moldova.

Over its three days, the fair was attended **by 21,381 guests**, 35% of whom were from abroad. Professional guests from **37 countries**. Store chains from Latvia, Lithuania, Estonia, Finland, Sweden and Denmark, as well as wholesalers from many other countries, were well represented.

Riga Food 2023 registered professional visitors and recorded their interests at the fair. See the results.

Professionals identified three purposes for attending the fair: to obtain information (45%), to make new contacts (39%) and to place purchase orders (16%).

Most of the professional visitors to Riga Food 2023 represented the food production, trade and catering sectors: 24% are active in food production, 12% in food retail, 25% in wholesale, 18% in catering, 10% in the production and sale of food processing equipment, packaging, raw materials, process support services, catering and trade equipment, 3% in food services, 2% in food import/export and 6% in other areas.

Professional status of visitors:

21%	Business owners, self-employed entrepreneurs
12%	Procurement managers, regional managers
13%	Category managers
12%	Company managers, directors
5%	Beverage and food group managers
3%	Branch managers, store managers
30%	Other staff
4%	Students

Functions of professional visitors in their companies:

26%	Management
20%	Sales and distribution duties
13%	Food technology process assurance responsibilities
9%	Marketing, advertising, public relations
13%	Purchasing and procurement functions
19%	Other

Number of people employed in the company:

28%	1-5
12%	6-10
27%	11-100
27%	101-500
6%	More than 500