



Riga Food 2019

Riga Food 2019 professional visitors profile

The Baltic's largest food fair "Riga Food 2019", which brought together industry experts, professionals, public and non-governmental organizations, businesspeople and gourmets from all over the world, successfully finished on 7 September.

A total of **700 companies from 37 countries** took part in "Riga Food 2019". 65% of the participants were producers, 30% were traders and wholesalers, while 3% – service providers.

Companies from Bashkortostan, the UK and Romania were represented at "Riga Food" for the first time! This year, the exhibition had a record number of national representations – national stands of 16 countries – Belarus, the Czech Republic, Georgia, Estonia, Italy, Mexico, Latvia, Lithuania, Canada, Uzbekistan, Poland, Ukraine and the Kherson Region, and Russia represented by its federal subjects Bashkortostan, Tula and Altai Regions.

Within four days, the exhibition was attended by **38,900 visitors** including professionals and general public from 50 countries around the world. 40% of attendance were foreign visitors. Visitors also represented Latvian, Lithuanian and Estonian chains of stores.

During the "Riga Food 2019" 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: – 42% of visitors obtain information, 35% – new contacts, 23% – purchase orders.

Most of the "Riga Food 2018" professional visitors were representatives of the food manufacturing and trade sector. 35% of the visitors represented food wholesale, 20% – food manufacturing; 14% – public catering; 12% – manufacturing and trade of food processing equipment, packing and raw materials, technical process support services, and public catering and POS equipment trade; 9% – food retail; 5% – services for the food industry; 2% – food export / import; 3% – other sectors.

Professional status:

32%	Company managers
21%	Company owners, self-employed entrepreneurs
19%	Category managers
11%	Food and beverage managers
4%	Purchasing managers, regional managers
3%	Branch managers, store managers
9%	Other
1%	Students

Professional functions:

42%	Management
22%	Sales and distribution
13%	Purchases and supplies
8%	Marketing, advertising, public relations
7%	Food technology support
8%	Other

Number of employees in a company:

24%	1–5
22%	6–10
39%	11–100
8%	101–500
7%	More than 500



Riga Food 2020

“Riga Food 2020” will be held at Kipsala International Exhibition Centre in Riga, Latvia from 9–12 September 2020.