

More than 50 enterprises represent the Republic of Belarus at the WorldFood exhibition in Baku

Country's food industry major enterprises participate in the National Exposition of the Republic of Belarus at the 21st Azerbaijan International Food Industry Exhibition "WorldFood" (Baku, May 21 – 23, 2015)

The exhibition is the most significant event in Azerbaijan's food industry, and since 2015 is declared the Year of Agriculture in Azerbaijan, a great deal of attention will be given to the exhibition from the country's governance, Azerbaijani business circles and the international business community. The exhibition is traditionally visited the President of Azerbaijan Ilham Heydar oglu Aliyev.

Considering the high importance of the Belarusian-Azerbaijani relations defined by constant positive dynamics and consolidated by mutual visits of the Presidents and Heads of Governments of the Republic of Belarus and the Republic of Azerbaijan, it is expected that the exhibition will be visited by the delegation of the Government of the Republic of Belarus headed by the Deputy Prime Minister of the Republic of Belarus.

More than 50 food industry enterprises of the Republic of Belarus will be presented in the framework of the National Exposition. The exhibition area within the pavilions will be 312 sq.m., 214 of which will be occupied by the food industry enterprises. Thus, Baku will host the largest food industry exposition of the Republic of Belarus abroad in 2015.

Considering the specifics of products the Belarusian food industries will be presented in three topical clusters.

"Belgospisheprom", the head association of the food industry enterprises, jointly with JSC "Minsk Kristall" occupies an 80 sq.m. stand. It will showcase the most diverse products: candy, juice, canned food, mashed vegetables and fruits, baby food, and distillery products.

The major meat and dairy holdings, Concern "Brestmiasomolprom", holdings "Minoblmyasomolprom" and "Gomel meat&dairy company" will present a wide range of dairy products and cheeses. What is significantly important when exporting meat and dairy products to Azerbaijan, the country of traditional Muslim culture, is that part of the presented products is made according with "halal" standards. In particular, JSC "Gomel Meat Plant", the "Borisov Meat Processing Plant" OJSC, and JSC "Brest Meat Packing Plant" have an approval certificate ES Halal-01: 2012 "General requirements for the production, manufacture, processing, storage of HALAL". For Muslims "halal" is kind of a quality mark. It confirms that the product is made in accordance with Muslim traditions and has no forbidden components (e.g. pork, blood).

A wide range of dairy products is promised to be shown by the Belarusian dairy companies. OJSC "Glubokoe Dairy-Canning Factory", OJSC "Lida Milk Plant", JSC "Dairy World" (Grodno), OJSC "Byelovezhskiye Syry" will demonstrate preserved milk products, milk with long-term expiration date, whey

based beverages, cheese, butter, cottage, and innovative products – preserved milk products with sugar substitutes.

JSC “Slutsk Centre of Grain Production” counts on the interest of food companies and retailers of Azerbaijan to purchase wheat and rye flour, baking ingredients, cereals (buckwheat, semolina, barley) and rapeseed oil.

JSC “Bakery-confectionary company “Domochoy” (Mogilev) will present bakery products.

For the visitors of the exhibition it is planned to hold presentations and degustations of products.

The stand of the Belarusian Chamber of Commerce and Industry will showcase the economic potential of the Republic of Belarus, its exporting possibilities and investment attractiveness, information about the country’s leading companies and absentee participants.

The preparation of the National Exposition is provided by Exhibition Unitary Enterprise “Belinterexpo” of the Belarusian Chamber of Commerce and Industry with the active support of the Embassy of the Republic of Belarus in the Republic of Azerbaijan and Azerbaijan export and import foundation (AZPROMO).

Exhibition Unitary Enterprise “Belinterexpo” of the Belarusian Chamber of Commerce and Industry is the organizer of National Expositions of the Republic of Belarus abroad, National Expositions of foreign countries in the Republic of Belarus, as well as a series of international exhibition projects of its own.

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