



EVENT REPORT

POTATO RUSSIA 2007, MOSCOW

21ST - 23RD AUGUST 2007

BACKGROUND

Great Britain's Potato Exports

- The GB potato export industry is worth approx £40 million/annum.
- GB is a preferred producer of seed potatoes for many overseas markets.
- With rising yields lower wastage and static consumption any opportunity for growth of markets will necessarily come from export markets.
- GB seed exports are currently 80000t/annum (The Netherlands exports 800000t of seed potatoes per annum).
- GB ware potato exports are currently 130000t/annum.

Potato Russia 2007, Moscow

Potato Russia was held for the first time in Moscow on 21st – 23rd August 2007 at the All Russian Exhibition Centre in Moscow – and it scored a resounding success. The event was organised jointly by All Russian Exhibition Centre Ltd (AREC Ltd) and Europoint b.v.

Together, the **110 exhibitors from 14 countries** supplied a unique diversity of information on all aspects of the potato.

AIMS AND OBJECTIVES

It was decided to organise a coordinated British pavilion at Potato Russia 2007 following the success of a similar approach at Potato 2000, Emmeloord, World Potato Congress 2004, Kunming, Potato Europe 2005, Emmeloord and Potato Europe 2006, Hanover.

The British potato industry is principally made up of a large number of small and medium sized businesses. This is in contrast to exporting companies in the Netherlands where the vast majority of the trade is dominated by two large multinational companies. The coordinated approach allows British exporters to have a very visible, high impact presence at events like Potato Russia 2007 for an affordable price.

Russia was one of the nine countries that the BPC published a target market report on in 2006. The report revealed the huge potential of the Russian market and Potato Russia 2007 was considered the ideal opportunity for British companies to make new contacts and encourage existing trade with Russia. British seed exports to Russia have increased from 300 tonnes/annum in 03/04 to 1200 tonnes/annum in 06/07.

The principle objective of attendance at the show was to provide British potato and allied exporters the opportunity to establish contact with possible customers in new markets, mainly Russia, as well as access new contacts in existing markets.

ACTIVITY

Tuesday 21st August – Thursday 23rd August

British delegates attended Potato 2007 congress.

British delegates attended field demonstrations at Lorkh.

BPC British trade pavilion at Potato Russia 2007 trade show.



Participants:

Caithness Potato Exports Ltd	www.caithnesspotatoes.com
Cygnnet Potato Breeders Ltd	www.cygnnetpb.com
Greenvale AP Ltd	www.greenvale.co.uk
Higgins Agriculture Ltd	www.higgins.eu.com
Irish Potato Marketing Ltd	www.ipm.ie
MBMG Ltd	www.mbmgb.co.uk
Mylnefield Research Services Ltd	www.mrsLtd.com
Pocket Diagnostics Ltd	www.pocketdiagnostic.com
R J Herbert Engineering Ltd	www.rjherbert.co.uk
Saltire Seed Ltd	www.saltire-seed.co.uk
Scottish Executive/Scottish Agricultural Science Agency	www.sasa.gov.uk/seed_potatoes
BPC Sutton Bridge Experimental Unit	www.potato.org.uk/sbeu
The Produce Group	www.wolfandwolf.com

OUTCOMES

14 companies from across the potato and related support industries were involved on the British trade pavilion, the largest stand at the event. These companies between them held 143 meetings with potential customers. 42 of these meetings were rated as warranting further action and follow up.

OPPORTUNITIES IDENTIFIED

Customers are increasingly concerned over seed health issues and an important opportunity exists to position Britain as a supplier of high health high-grade seed.

The BPC Target Market Report Russia 2006 revealed that the majority of the Russian potato industry use home saved seed that deteriorates year on year, significantly reducing yield. There is therefore huge potential for high-grade British seed in Russia's expanding market.

SIGNIFICANT CONTACTS

51 new contacts have been added to the BPC overseas database as a direct result of the event.

As above, 143 face-to-face meetings were held by individual exporters.

CONCLUSION & NEXT STEPS

All contacts made at Potato 2007 will be contacted individually and provided with the relevant follow up information on British potato exports.

If demand warrants it, a BPC British Trade Pavilion will be organised for Potato Europe 2008, Villers-Saint-Christophe near Aisne, France in September 2008.