



# Riga Food 2020

## Riga Food 2020 Professional Visitor Profile

The Baltics' largest food fair Riga Food 2020 held at Ķipsala International Exhibition Centre in Riga, Latvia, brought together industry experts, professionals, public and non-governmental organizations, businesspeople and gourmets from around the world.

Riga Food 2020 gathered **400 food companies from 30 countries**. 70% of the participants were producers, 25% – wholesalers and retailers, 3% – service providers, 2% – other.

Riga Food 2020 presented **national stands of 10 countries** – Latvia, Lithuania, Estonia, Belgium, the Czech Republic, Canada, Moldova, Japan, Ukraine and Poland. The National Stand of Japan was featured for the first time.

The four-day attendance was **18 100**, of which 10% were foreign visitors. The registered professional visitors represented **30 countries**. The Latvian, Lithuanian and Estonian chains of stores were widely represented.

**The professional visitors to Riga Food 2020 were registered and their interests in the exhibition were recorded.** Here are the results.

Professionals specified three reasons for visiting the fair: – 46% of visitors obtain information, 37% – new contacts, 17% – purchase orders.

Most of the Riga Food 2020 visitors represented the food manufacturing, trade and public catering sectors. 28% of visitors were food manufacturers, 23% – food wholesalers, 12% – food retailers, 12% – caterers, 9% – manufacturers and sellers of food processing equipment, packaging, food ingredients, technological services, public catering and vending equipment, 5% – service providers for the food industry, 3% – food import / export and 8% – other sectors.

### Professional status:

<b>24%</b>	Company managers
<b>15%</b>	Category managers
<b>13%</b>	Company owners, self-employed entrepreneurs
<b>5%</b>	Food and beverage managers
<b>4%</b>	Branch managers, store managers
<b>2%</b>	Purchasing managers, regional managers
<b>36%</b>	Other
<b>1%</b>	Students

### Professional functions

<b>21%</b>	Management
<b>18%</b>	Operations ensuring food technology processes
<b>15%</b>	Sales and distribution
<b>11%</b>	Purchases and supplies
<b>10%</b>	Marketing, advertising, public relations
<b>25%</b>	Other

**Number of employees:**

<b>36%</b>	1-5
<b>12%</b>	6-10
<b>25%</b>	11-100
<b>21%</b>	101-500
<b>6%</b>	More than 500



**Riga Food 2021**

Riga Food 2021 will be held at Ķīpsala International Centre in Riga, Latvia, from 9-11 September 2021.