

DRAFT PROGRAM

DAY 1, APRIL 18, GENERAL CONFERENCE.

Topics for discussion:

- Dairy export — challenges and prospects in the conditions of the global competition
- Current situation and strategy of development of the dairy industry in Belarus
- Industrial effectiveness — key to lucrative export
- Competitive and marketing strategy for expansion of export sales
- New dairy products: tendencies, technology, marketing
- Round table discussion with representatives of dairy plants. Moderator — A. I. Bogdanov, Head of the Central Office for Foreign Economic Activities of the Ministry of Agriculture and Food of the Republic of Belarus

Gala dinner for forum participants. Rewarding the winners of the «Hundred Roads of Export» competition.

DAY 2, APRIL 19, TOPICAL SEMINARS.

Seminar 1. Methods and technology of production of dry milk products

Topics:

- General situation in the world. Market development. New products.
- Dry milk products market in China.
- Preparation of raw materials, bactofuge, skimming, heat treatment.
- Protein concentrates: whey, casein and crude protein.
- Membrane technologies in production of dry products, protein standartization.
- Modern condensation technologies.
- Microparticulation: technical and technological aspects.
- Acid whey processing.
- Current trends in methods and technology of production of dry products.
- Technological and functional additives in dry dairy products: lecithin, dihydroquercetin, etc.

Seminar 2. Methods and technology of production of cheese and curd products

Topics:

- General situation in cheese market. Features of the Russian and world markets.
- Current trends in technological approaches in cheese production. Artisan cheese, sheep, goat cheese.
- Preparation of raw materials, concentration by ultrafiltration before ripening.
- Cheese production equipment.
- Equipment for brining and brine handling.
- Ingredients for cheese production: starter cultures, enzymes, technological additives.
- Technology of Greek-style yogurts.
- Equipment for curd production.
- Equipment for production of chocolate glazed curd bars.
- Cheese coverings: packages, latex, wax, etc., nisin.
- Microclimate systems in cheese storage rooms.
- Slicing. Packing. Cheese sold by weight.

Seminar 3. Progressive marketing for sales increase

Subjects:

- Analysis of milk markets of the CIS countries, China and other perspective world regions.
- Everything begins with strategy...
- Global and local trends in the milk market. Changes in consumer preferences.
- Russian cheese market: how to find the niche.
- Review of successful business cases of dairy sales.
- Effective negotiations with large retail chains. What KPI stand before retail field and how it controls them.
- Package as an instrument of influence on sales.
- Differentiation on the shelf. Modern methods of brand manipulation.
- Promotion in social media.
- How to motivate personnel when sales are falling. Features of motivation of category managers in retail field. Motivation without budget.

DAY 3, APRIL 20, EXCURSION.

*Visit to a modern milk-processing enterprise
Excursion to the famous Mir Castle Complex. Cultural program.*

IF YOU HAVE ANY QUESTIONS ON PARTICIPATION IN THE FORUM, PLEASE CALL:

- +375 (17) 33-16-555: organizing committee; **RU**
+375 (29) 33-55-100: Andrej Kireenko — work with speakers; **RU**
+375 (29) 671-65-57: Inna Kurlovich — work with partners; **RU**
+375 (25) 975-93-74: Natalia Yanukovich — registration of participants, ticket sales **ENG**
or send an email: milk@produkt.by, prodby@mail.ru

For details, visit the website milk.produkt.by



DAIRY BELARUS

IV EXPORT FORUM



Date:
APRIL 18-20, 2018

YOU ARE WELCOME TO PARTICIPATE

Organizers:



milk.produkt.by

WHERE AND WHEN

April 18-20
Minsk, Belarus
Belarus Hotel



More than **400** participants



15 countries



Representatives of **30** Belarusian dairy plants — more than 80 % of total amount of Belarusian manufacturing complex. Dairy producers from Russia, Ukraine, Poland, etc. have been invited to participate.

FEATURES OF THE 4TH EXPORT FORUM “DAIRY BELARUS”:

FOR PARTICIPANTS

The forum traditionally welcomes top speakers from the European Union, China, Russia, Ukraine. The program includes 7 sessions in production, marketing and sales.

DIALOGUE WITH AUTHORITIES

Leonid Konstantinovich Zayats, Minister of Agriculture and Food of the Republic of Belarus, will welcome the participants of the forum. The main feature of «Dairy Belarus-2018» is a discussion «Elements of successful export diversification». The moderator is Aleksey Igorevich Bogdanov, Head of the Central Office for Foreign Economic Activities of the Ministry of Agriculture and Food of the Republic of Belarus.

FOR PURCHASERS

The forum «Meat Belarus» is a very convenient platform for international wholesale companies. The event will guarantee a dialogue between purchasers of dairy products and heads of Belarusian manufacturing companies.

FOR SUPPLIERS

A three-day business program is an excellent opportunity to hold negotiations with dairy plants on processing equipment deliveries, packing, ingredients.

More than 30 supplying companies took part in the forum in 2017.

TASTING OF NEW PRODUCTS

Tasting of the best samples of Belarusian dairy products will take place at the stand of the «Champion Taste» competition within the forum. More than ten dairy processing companies will present novelties and the best export products.

EXCURSION

On the third day of the forum participants will be able to visit one of the Belarusian modern dairy companies and learn the process of dairy production.

In conclusion, they will be offered an excursion to the famous Mir Castle Complex.



PRESS ABOUT THE FORUM

The event attracts attention of Belarusian and international press. In 2017, more than **70** media outlets wrote about it, reports were shown on all central TV channels of Belarus.

PARTICIPANTS OF THE FORUM-2017:

Savushkin Product OJSC, Bereza Cheese-Making Plant OJSC, Pruzhany Dairy Plant OJSC, Baranovichi Dairy Plant OJSC, Kobrin Butter and Cheese Making Factory OJSC, Belovezhskie Syry OJSC, Minsk Dairy Plant N 1 OJSC, Molochny Gostinets State Enterprise, Molodechno Dairy Plant OJSC, Slutsk Cheese-Making Plant OJSC, Zdravushka Milk OJSC, Milkavita OJSC, Turov Dairy Plant OJSC, Rogachev Milk Canning Plant OJSC, Kalinkovichi Dairy Plant OJSC, Moloko OJSC, Glubokoe Dairy Canning Factory OJSC, Postavy Dairy Plant OJSC, Lepel Milk Canning Plant OJSC, Molochny Mir OJSC, Novogrudskie Dary OJSC, Shchuchin Creamery OJSC, Lida Milk Canning Plant OJSC, Dyatlov Cheese-Making Plant OJSC, Babushkina Krynka OJSC, Molochnye Gorki OJSC, and others.

OUR SPEAKERS



Leonid Konstantinovich Zayats, Minister of Agriculture and Food of the Republic of Belarus



Yury Nikolaevich Braginets, President of Detskoselsky concern (Russia)



Igor Vyacheslavovich Brylo, Deputy Minister of Agriculture and Food of the Republic of Belarus, Ph.D, associate professor



Tatyana Ivanovna Shingareva, Mogilev State University of Food Technologies (Belarus), Ph.D, associate professor



Aleksey Igorevich Bogdanov, Head of the Central Office for Foreign Economic Activities of the Ministry of Agriculture and Food of the Republic of Belarus



Eugenia Bounoce, CEO «France Group», officer of The Order of Agricultural Merit of France



Artyom Sergeevich Belov, Executive director of SOUZMOLOKO (Russia)



Sergey Aleksandrovich Baranov, Kizelman Rus CEO



Marina Sergeevna Petrova, Petrova Five Consulting CEO (Russia), Ph.D, associate professor



Alexander Mikhailovich Pankov, Managing Partner, Director of the Consulting Group Zdes i Seychas



Mikhail Aleksandrovich Mishchenko, Director of Russian Dairy Research Center, publisher of The DairyNews agency (Russia)



Igor Kachalov, President, Yasnye Resheniya Pribylnogo Rosta Center (Clear Decisions for Profit Growth), Professor of the Institute of Business Studies RANEPА



Maxim Leonidovich Malygin, Vice President for strategy and investments at Neva Cheeses (Russia)



Oleg Viktorovich Dymar, MEGA a. s. Office in Belarus, Ph.D, D.Sc, associate professor

PARTICIPANTS ABOUT THE FORUM



Maxim Malygin,
Vice President for strategy and investments at Neva Cheeses (Russia):

I liked the forum. It has an international character and a great number of speakers. I have personally learnt a lot of useful information. Our company has been working with Belarusian producers for a long time. Many of them are our partners, and I would like to wish further prosperity.



Vladimir Popenya,
Director of Beryozovsky Cheese-Making Plant (Belarus):

The forum is very important and necessary. It should be held further. Here one can meet reputed leaders from the ministry, exchange opinions, argue, and discuss important questions in detail during specialized sessions.