



# THE DAIRY NEWS



«MILK EXPORTERS OF THE FUTURE»

GERMANY, HANNOVER, CONVENTION CENTER (CC), HALL 15/16

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## MILK EXPORTERS OF THE FUTURE

Under the auspices of "EuroTier", the world's leading trade fair for animal husbandry, the German Agricultural Society DLG e.V. in cooperation with the Russian Dairy Research Center (RDRC) and The DairyNews organizes an international conference that revolves around the global trends on the dairy market.

In recent decades, we have observed a dynamic growth of milk production in the traditional exporting countries, an intensification of trade and capital investment flows as well as a true globalization of the dairy market. However, now we see another trend that is associated with the development of regional markets, the growth of milk production in countries that have traditionally been viewed as importers of dairy products.

Post-Soviet countries and states of Asia which have significant potential for development in the near future will be able to compete with the present global players of the dairy market. At this conference, the representatives of the agricultural government authorities, branch associations and experts of the future exporting countries will exchange views on the impact of global trends on the regional markets, to discuss the key issues of the industry and share experiences of exporting to third countries.



**RUSSIAN DAIRY RESEARCH CENTER** was founded in 2014 as an independent, analytical platform dedicated to the preparation of high-quality studies of the dairy industry. The main objective of the Centre is to provide universal analytical tools for all participants of the dairy market allowing to assess the market situation and make realistic forecasts, thereby creating the basis for the dynamic development of the national dairy industry. The Center cooperates with regional agricultural government authorities, branch unions and associations, representatives of the expert and the business community. The Center is a partner of international research organizations such as IFCN (Germany), GIRA (France), MilkPoint (Brazil) and others. Important part of the Centre's activities is the organization of events to discuss the methodological and practical issues related to the analysis of the dairy market.

The Center prepares the ratings, reflecting the key indicators of the development of the Russian dairy industry, publishes analytical materials about all aspects of the dairy market. Materials of the Center are published in Russian and English.

[russiandairy.com](http://russiandairy.com)



**DLG e. V.** (Deutsche Landwirtschafts-Gesellschaft – German Agricultural Society) is the leading expert organization for European agricultural and food sector. The DLG's mandate is to promote technical and scientific progress in the agribusiness industry. DLG e.V. unites more than 27 thousand farmers, suppliers of machinery and equipment for agriculture, as well as processors of agricultural products from Germany and other countries.

[www.dlg.org](http://www.dlg.org)



**The DairyNews** - the largest media of the Russian dairy market and one of the largest special media in the global dairy market. The DairyNews is a powerful, authoritative and independent media, publishing every day dozens of news about the situation on the dairy market in Russia and abroad.

The number of readers who receive daily newsletters is more than 4 thsd. Since 2013, The DairyNews publishes the most important news not only in Russian but also in English. Since 2015 the most important news in English are sent to subscribers on a daily basis. The number of subscribers from other countries is about 1 thsd. The DairyNews follows the principles of transparency, accessibility and independence - all information about dairy farming and dairy industry, as well as the activities of enterprises - dairy market players - is always fully accessible and free to readers.

The DairyNews is the organizer of some of the most significant events on the dairy market in Russia, such as the annual Summer Dairy Summit and the Motor

Rally "Way for milk!" In addition, The DairyNews have organized a number of training fields for exchange of knowledge and practice: Silage School, Management School, School of Healthy and series of seminars entitled "How to Build a Dairy Factory".

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<http://www.dairynews.ru>

<http://www.dairynews.com.ua>

# INVITED SPEAKERS



Evgeny Akhpashev,  
Director of the Department of Food Processing  
Industry of Ministry of Agriculture of the  
Russian Federation



Tamara Usacheva,  
Deputy of Head of the Chief Department for  
Foreign Cooperation of Ministry of Agriculture  
and Food of the Republic of Belarus



Lukasz Wyrzykowski,  
Director Dairy Sector Analysis of International  
Farm Comparison Network (IFCN) Germany



Stefan Durr,  
CEO of EkoNiva Agricultural Holding



Hal Chin,  
Beijing Orient Dairy Consultants Ltd (China)



Michael Mishchenko,  
Director of The Russian Dairy Research  
Center (RDRC)

RDRC

# PROGRAMME

15.00-17.30	International Conference «MILK EXPORTERS OF THE FUTURE»
15.00-16.00	<u>Session I.</u> Global Trends on the Dairy Market
15.00-15.10	Welcome address René Döbelt, Member of the Supervisory Board of DLG e.V. Michael Mishchenko, Director of Russian Dairy Research Center (RDRC)
15.10-15.50	<u>Reports</u>  The Global Dairy Market: what awaits us in the future in the next 20 years  The New Geography of the Dairy Market: problems and prospects for milk exporters of the future
15.50-16.00	Discussion
16.00-17.30	<u>Session II.</u> Regional Aspects of the Development of the Dairy Export
16.00-17.15	<u>Reports</u>  Import substitution policy and the prospects for development of export potential of the Russian dairy industry  Dairy Company EkoNiva: Are there any chances and expediency in the export of dairy products?  Diversification of Belarusian dairy export  Chinese Dairy Market: can the largest importer become an exporter?
17.15-17.25	Discussion
17.25-17.30	Closing address Michael Mishchenko, Director of Russian Dairy Research Center (RDRC)





## PARTNERSHIP OPTIONS

Status	GOLD PARTNER	SILVER PARTNER	BRONZE PARTNER	REGULAR PARTNER
Partnership cost	€ 3300	€ 2500	€ 1700	€ 1000
Partnership news release on <a href="http://www.dairynews.ru">www.dairynews.ru</a> and <a href="http://www.dairynews.com.ua">www.dairynews.com.ua</a>				
Logo and partnership status on event programmes				
Logo and partnership status on roll-ups in conference hall				
Company roll-up in conference hall				
Banner placement on <a href="http://www.dairynews.ru">www.dairynews.ru</a> and <a href="http://www.dairynews.com.ua">www.dairynews.com.ua</a> (for two weeks)				
Interview with a company official				
Brief interview with a company official				
Article placed in Sponsored section on <a href="http://www.dairynews.ru">www.dairynews.ru</a> and <a href="http://www.dairynews.com.ua">www.dairynews.com.ua</a> (for two weeks)				
Partnership mentioned in all news releases				
Company leaflets in conference hall				

## CONTACTS



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