



## Welcome Message to the participants of the 28th International Exhibition Prodexpo 2021

**D**ear colleagues,

On behalf of the Federal Service for Surveillance on Consumer Rights Protection and Human Wellbeing I would like to welcome exhibitors, visitors and organisers of Prodexpo 2021.

Nutrition is one of the most important factors mediating the human relationship with the environment. Rational and balanced nutrition creates the conditions for normal physical and mental development, contributes to disease prevention, and increases the length and quality of life of the population.

Executive Order No. 204 of the President of the Russian Federation of 07.05.2018 "On the National Goals and Strategic Objectives of the Development of the Russian Federation through to 2024" defines the strengthening of public health in the Russian Federation as one of the priority tasks of the national project "Demography". This task cannot be achieved without stable access to a healthy and varied diet for various population groups.

Today, the urgent task is to develop proposals to increase the entrepreneurial community's interest in producing food products for healthy eating (specialised food products, products with reduced fat, sugar and salt content, as well as functional and enriched food products).

Rospotrebnadzor supports the creation and improvement of control and traceability mechanisms for products directly in circulation. A well-established labelling system will enable consumers to purchase quality safe goods, reduce the administrative burden on bona fide businesses and corruption risks, while allowing control and supervisory authorities to react promptly in case of violations of the established requirements.

Rospotrebnadzor continues to actively monitor compliance with the mandatory requirements established by the technical regulations of the Eurasian Economic Union in order to protect consumer rights, create a level playing field for food producers in the consumer market, and implement measures aimed at suppressing and preventing food adulteration.

I am positive that the exhibition will be constructive and creative, allowing for a high level of expert consideration of the topics proposed in the programme, and that its solutions will certainly be put into practice.

**Anna Popova**

Head of the Federal Service for Surveillance  
on Consumer Rights Protection and Human Wellbeing