



MARKET REPORT

Presentation by worldpronet

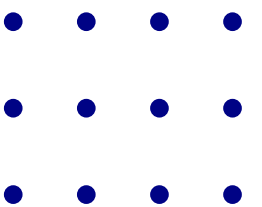


11/2022
MRO456



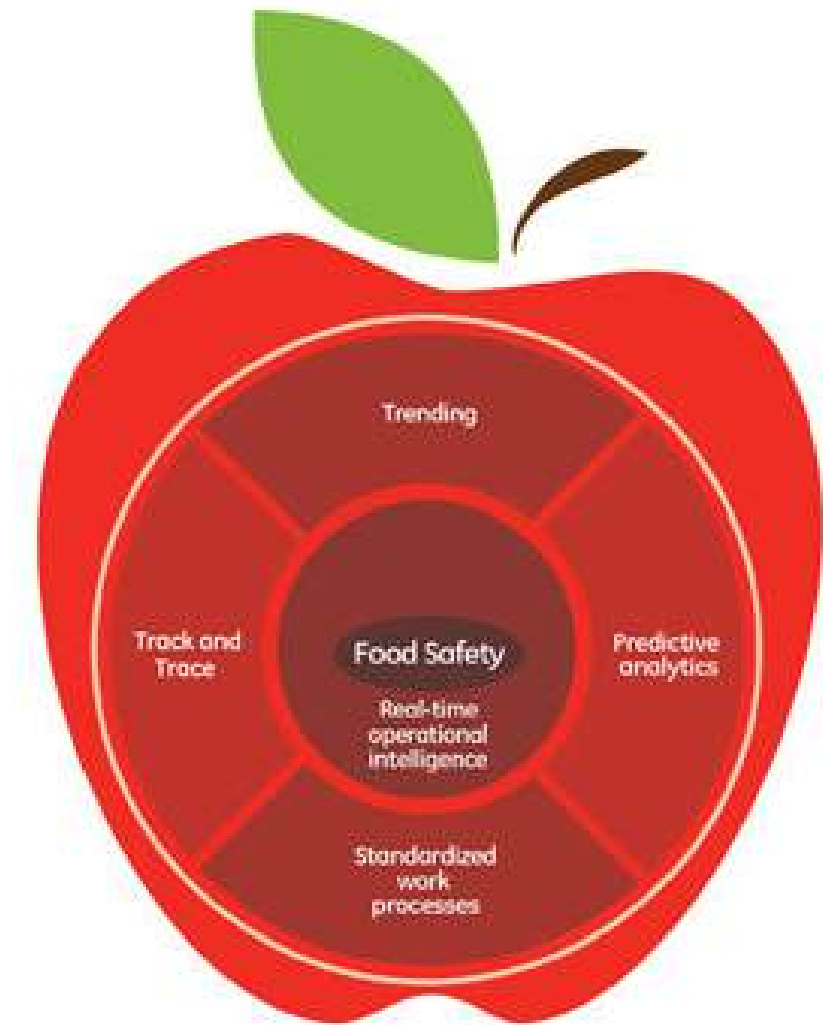


NORMEX



SAAS

- Software as a Service (SaaS) is the largest segment of the Public Cloud market, comprising more than half of the total market size. Growth in this segment will continue to slightly slow down in the coming years.
- Revenue in the Software as a Service segment is projected to reach US\$49.05bn in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2027) of 12.12%, resulting in a market volume of US\$86.90bn by 2027.
- In global comparison, most revenue will be generated in the United States (US\$113,500.00m in 2022).



FOOD SAFETY IN EUROPE

- Just over one fifth of Europeans (22%) say that safety is their main concern when choosing food
- Two-thirds of Europeans (66%) have changed their consumption after receiving information about a food risk. For 33% the change was permanent; for the other 33% only for a while
- Trust is highest in scientists (82%) and consumer organisations (79%) for information on food-related risks, followed by farmers (69%), national authorities (60%), EU institutions (58%), NGOs (56%) and journalists (50%). Fewer people trust supermarkets and restaurants (43%), food industries (36%) and celebrities, bloggers and influencers (19%)



ITALY

- Ferrero recalls 3,000 tonnes of Kinder chocolate after Salmonella contamination
- Kinder chocolate factory told to shut over salmonella cases

<https://www.bbc.com/news/business-61041760>



CHINA

- Most Chinese are not happy with their food according to China Consumer Association.
- About 68% of the 551,780 consumer complaints – up 5.7% from the same period last year – that the association received in the first half of 2022 were about food issues.
- According to Shenzhen and Dongguan Centers for Disease Control and Prevention's study, there was a Salmonella egg outbreak in 2019 in China, caused by a contaminated kitchen-made mayonnaise used in egg sandwiches



<https://www.sixthtone.com/news/1010902/food-safety%2C-real-estate-top-chinas-consumer-complaint-list>

<https://www.foodsafetynews.com/2022/07/mostly-kids-sick-in-chinese-salmonella-egg-outbreak/>

INDIA

7 June 2020 World Food Safety Day
Safe food in markets is everyone's business

Foodborne diseases in India lead to

- 120 000 deaths each year
- Impose a burden of over 8 million Disability Adjusted Life Years
- Children under 5 are at 40% more risk with around 30 000 deaths each year

Foodborne diseases in India

are expected to rise from 100 million in 2011 to 150-177 million in 2030

By 2030 1 out of 9 people will fall sick as compared to 1 out of 12 in 2011

Source: The economics of food safety in India: a rapid assessment, November 2017. #WORLDFOODSAFETYDAY2020

- India is suffering from adulterated foods.
- One in every five foods (grains, milk, pulses, spices and oil seeds) in India is adulterated

<https://www.weforum.org/agenda/2022/08/how-next-gen-technology-can-make-food-safer-in-india/>

Reference: <https://www.who.int/india/health-topics/food-safety>

FOOD SAFETY & MANAGEMENT SOFTWARE FIRMS



ZIP HACCP



REPRESENTATIVES



ALEXIADIS DIMITRIS

Food&Beverage
Consultancy
Restaurants



VIVEK MATTHAI

Food&Beverage
Dairy products expert



PEADAR MCLOUGHLIN

Food&Beverage
New product
development
Strategic thinking



ANNIE BEAUFORT

Food&Beverage
New product
development



**CHANDRASEKAR
MADHAIYAN**

Food&Beverage
Sales&export



DANIEL SAVI

Food&Beverage
Restaurants



SONIA BROGLIO

Food&Beverage
New product development



MOHAMED MUSA

Food&Beverage
Six Sigma
HACCP

MEET OUR STRATEGIC TEAM



MARIA GOLTZMAN

*Business development
manager*



ZALAN KHAN

*Business development
specialist*



OZAN KÖROĞLU

*Business development
specialist*



MUHAMMED ZAIN ABBAS

*Business development
specialist*



OUR CLIENTS

Our clients' portfolios include high and low-level commercial enterprises from a variety of industries.

We work with companies of all size, ensuring that our services are suitable for your business at every stage of it's market life cycle.





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————— *Lifting the limits* —————