

EXHIBITION No.1 IN RUSSIA*

Expocentre Fairgrounds, Moscow, Russia

PROD EXPO 5-9 2018 February



18+

Organized by



Supported by
Russian Ministry of Agriculture

Under auspices of
Russian Chamber of Commerce and Industry

25th International
Exhibition for Food,
Beverages and Food
Raw Materials

www.prod-expo.ru/en

* Source: Russian National Exhibition Rating.
See more at www.exporating.ru/en

Time-tested recipes
for successful business

Russia's Food Market



Over **\$16.5 bn**
funds raised in agribusiness

About **\$26 bn**
Russian Government plans to
allocate for the industry upgrade
within next five years



**Funds available for
Russian and international
companies registered in Russia**

Russia's Food Market



A **40%**
increase

Agricultural
products output
increased
within the last
10 years

Higher
volume output
boosted exports

+104%
in 2015
Production of foodstuffs,
beverages & tobacco worth

\$92.9 bn
(+ 2.4%)

Export / import of foodstuffs and agricultural raw materials



Current trends – construction & building of



Dairy farms



Greenhouse complexes



Processing enterprises



Retail and logistics centres

Benefits offered by Russia's Food Market



Potential customers

Russia's population exceeds 146 m people



Novelties

Evoke consumer interest



Technology transfer

No bans. Favourable environment for innovations. Industrial parks throughout Russia



Terms for upgrading

Lower duties on non-Russian made equipment and raw materials



Investments into upgrading and new production facilities

Tax privileges for investors and companies localizing production in Russia



Access to EAEU markets

Special conditions for industrial projects

Expocentre AO – Prodexpo Organizer



Successful

Over 30 Expocentre's own brands are tradeshows of high international standing



Convenient

In the heart of Moscow: transport, hotels, sightseeing within walking distance



Qualitative

Top level technologies & services



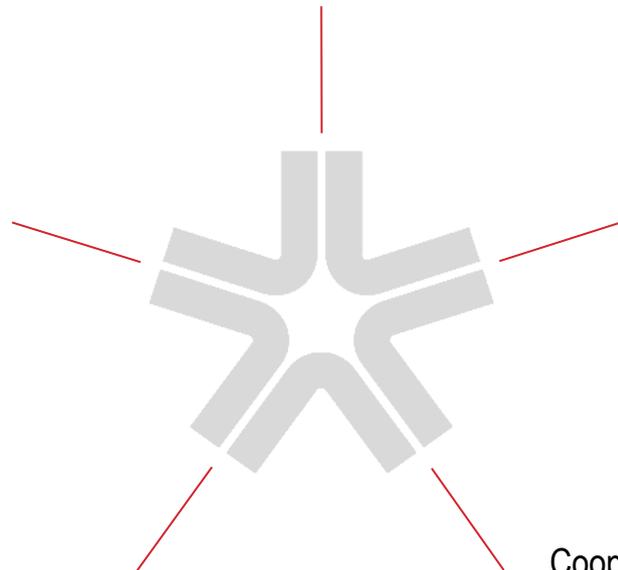
Professional

58-year experience & expertise



Beneficial

Cooperation with public, state and local authorities, Russian CCI and industrial associations/unions



Officials comment



Alexander Tkachyov

Minister of Agriculture
Russian Federation

The forum's long and glorious history has brought international recognition as a meeting point of major manufacturers, experts and industry professionals. A diverse associate program marks out the route for market development.



Viktor Evtukhov

State Secretary - Deputy Minister
of Industry and Trade
of the Russian Federation

For over 20 years Prodexpo has been Russia's most established annual food trade show, which determines development trends of the domestic food industry. I would like to emphasize the importance of Prodexpo in facilitating business communication between food producers and retail chains. The exhibition organizes the Purchasing Centre for Retail Chains which targets agricultural manufactures and processors, and buyers.



Sergey Katyrin

President of Russian Chamber
of Commerce and Industry

Prodexpo contributes greatly toward broader contacts with international companies seeking to form long-term partnerships in Russia and helps raise competitiveness of Russian made products.

Prodexpo: Major Food Show



Exhibitors: major food companies globally

2,188 participants from **58** countries
95,737 sq m of exhibition space
40 national and regional pavilions



Visitors: stakeholders of the food market

61,352 professional visitors from **100** countries
and from across Russia



Total sectoral coverage

28 salons cover a whole range of food and beverages



Trigger of business in the Russian food market

100 federal and local chains from **53** cities
in the Purchasing Centre for Retail Chains™



Held since 1994
project with a 24-year history



Rates among world's
top ten food shows



According to the Russian National
Exhibition Rating, Prodexpo is
Russia's largest trade show
in terms of:

- exhibition space
- professional interest
- market coverage

Product Sectors



- | | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  Meat and meat products.
Cooked meats.
Poultry, eggs |  Fish and seafood |  Expositions of Russian regions |
|  Dairy products. Cheese |  Baby food |  National pavilions.
Gourmet and delicatessen |
|  Ice Cream Salon |  Vegetables, fruit,
mushrooms |  Retail distribution centres |
|  Groceries. Cereals.
Pasta. Spices,
kitchen herbs |  Honey and bee products |  Packaging solutions
for the food industry –
ProdExpoPack Exhibition |
|  Vegetable fat |  EcoBioSalon |  Glass containers |
|  Juices, mineral water.
Soft drinks |  Healthy nutrition.
Farm products |  Closures. Packaging design.
Beverage processing |
|  Frozen foods. Semi-prepared
foods. Ready meals |  Alcoholic drinks |  Gastronomy. Products for restaurants |
|  Confectionery. Snacks.
Nuts, dried fruit. Bakery.
Confectionery raw materials |  Canned food.
Sauces, ketchups |  Trading companies |
|  Tea. Coffee |  Pet food |  Salon of equipment and services |
| | |  Halal products |



28 product sectors

cover a wide range
of food and drinks
from all over the world

Prodexpo: Leading the Food Industry



Opportunities backed by facts



Meet reliable partners and distributors
Find a shortcut to your customer



Immerse in knowledge
and exchange experience



See the all-inclusive assortment
of foodstuffs and beverages



Make your company or brand known to
a wide professional audience



Enhance interregional
and interstate cooperation

98% exhibitors would recommend
Prodexpo to partners and
associates

93% plan to participate
in Prodexpo 2018



- Shows the latest global trends
- Helps launch new products on EAEU market
- Promotes national priority projects
- Wide range of high quality foodstuffs from all over the world
- Vast sales opportunities in Russia
- A powerful tool to find new partners

Exhibitors



Major Russian and international companies



Russian Exposition



Biggest display ever

1,543 Russian companies

by **11%**

compared with 2016

11 regions with group stands

+31%

increase in space rented by regional expositions compared with 2016

 Kirov Region

 Kostroma Region

 Krasnoyarsk Region

 Novosibirsk Region

 Penza Region

 Stavropol Region

 Tomsk Region

 Tula Region

 Astrakhan Region new

 Vologda Region new

 Tambov Region new



International Exhibitors



645 companies from **58** countries

- | | | |
|---------------|-----------------|-------------------------|
| 1. Argentina | 20. Greece | 39. Paraguay |
| 2. Armenia | 21. Hungary | 40. Poland |
| 3. Austria | 22. Iceland | 41. Portugal |
| 4. Azerbaijan | 23. India | 42. Republic of Belarus |
| 5. Bolivia | 24. Indonesia | 43. Romania |
| 6. Brazil | 25. Iran | 44. Russia |
| 7. Bulgaria | 26. Ireland | 45. Serbia |
| 8. Chile | 27. Italy | 46. South Africa |
| 9. China | 28. Japan | 47. South Korea |
| 10. Colombia | 29. Kazakhstan | 48. Spain |
| 11. Croatia | 30. Kyrgyzstan | 49. Sri Lanka |
| 12. Cyprus | 31. Latvia | 50. Tajikistan |
| 13. Denmark | 32. Lithuania | 51. Thailand |
| 14. Ecuador | 33. Macedonia | 52. Tunisia |
| 15. Finland | 34. Malaysia | 53. Turkey |
| 16. France | 35. Mexico | 54. UAE |
| 17. Georgia | 36. Moldova | 55. Ukraine |
| 18. Germany | 37. Monaco | 56. Uruguay |
| 19. UK | 38. New Zealand | 57. USA |
| | | 58. Uzbekistan |

29 national pavilions



Visitors

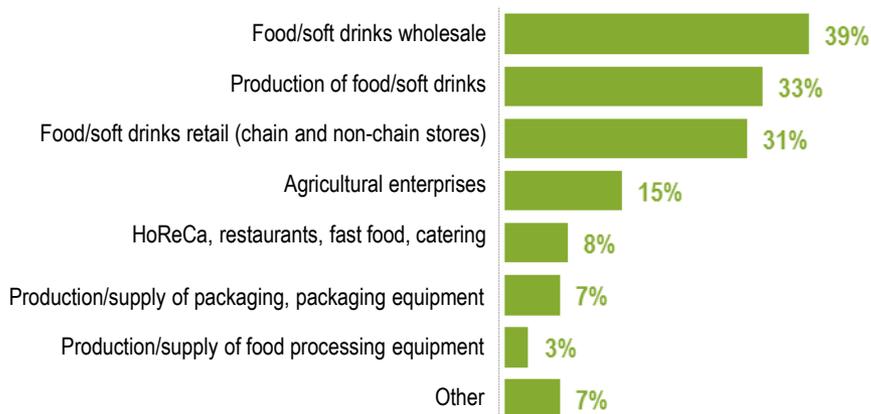


Visitor Geography

more than **61,000** visitors from **100** countries,

more than **1,000** Russian cities

Visitor profile*



* Multiple replies possible

123,931

visits

+ 12.6%

in 2016



83% qualified buyers

98% recommend Prodexpo to associates

Major Networking Platform



6,000 negotiations

Over 100 international and Russian retail chains
have talks and sign contracts with exhibitors:

METRO

МАГНИТ

Перекресток
СУПЕРМАРКЕТ

Пятёрочка

X5RetailGroup

SPAR

Purchasing Centre for Retail Chains™ at Prodexpo

6,000 negotiations on deliveries

100 federal and regional retail chains

270 purchasers

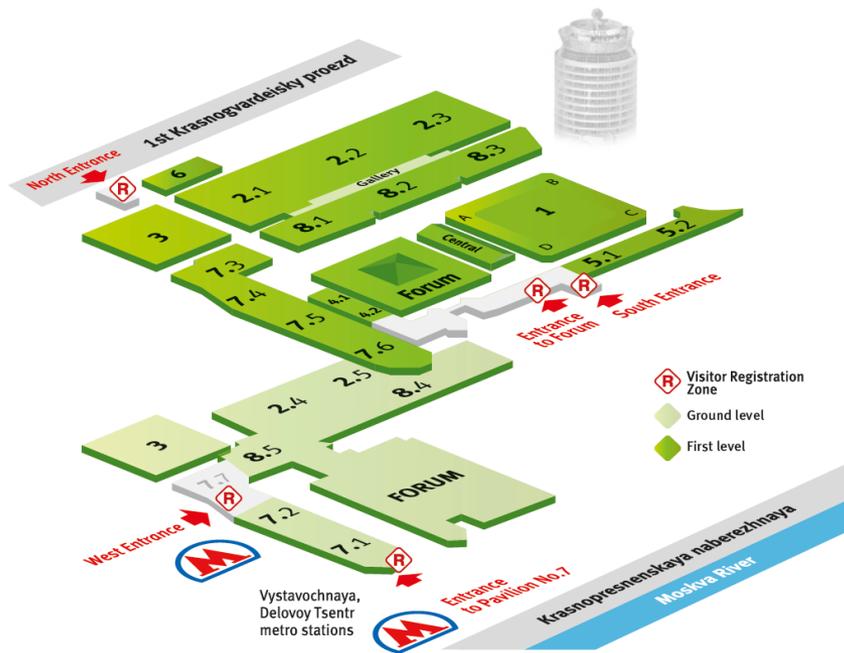
300 top managers of production
and distribution companies



Associate Events

- Russian Food Forum on Marketing and Advertising
- Purchasing Centre for Retail Chains™
- Russian AlcoCongress

Book a stand now!



Venue

Expocentre Fairgrounds, all pavilions and open air space

14, Krasnopresnenskaya nab., Moscow, Russia, 123100

Phone: +7 (499) 795-37-99

E-mail: voronin@expocentr.ru, mezhvist@expocentr.ru

To book a stand
at Prodexpo 2018,
please complete
the online
application form

