



# PROD EXPO

11-15  
February 2019

26th International Exhibition  
for Food, Beverages  
and Food Raw Materials

Organized by



Supported by the Ministry of Agriculture  
of the Russian Federation

Under auspices of the Chamber of Commerce  
and Industry of the Russian Federation

Expocentre Fairgrounds, Moscow, Russia  
[www.prod-expo.ru/en](http://www.prod-expo.ru/en)

Time-tested Recipes  
for Successful Business

18+  
  



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## Prodexpo: Exhibition No. 1\*



Running since 1994;  
25 years of history



Ranks among the  
world's top ten food  
trade shows



Prodexpo is Russia's  
main annual event for  
the food industry and  
the largest trade show  
in the Food Products  
category in the following  
characteristics:

- number of exhibitors
- exhibition space
- number of professional visitors
- market coverage

## Prodexpo

- Russia's largest\* and most worldwide known trade show
- Russia's main event of the year in the food industry
- Guidelines for the development of the Russian food industry
- An effective platform for business networking and long-term partnerships

**2,270+**  
exhibitors  
from **60**  
countries

**100,000** sq m  
floorspace  
**30+**  
national and  
Russian regional  
pavilions

**61,000+**  
visitors  
from **97**  
countries and all  
federal districts  
of Russia

**28** product  
sectors:  
all segments  
of the food  
market

\* Source: Russian National Exhibition Rating, see more at [www.exporating.ru/en](http://www.exporating.ru/en)

# Product Sectors

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Meat and meat products. Cooked meats.  
Poultry. Eggs



Dairy products. Cheese



Ice Cream Salon



Groceries. Cereals. Pasta. Spices,  
kitchen herbs



Vegetable fat



Juices, mineral water. Soft drinks



Frozen foods. Semi-prepared foods.  
Ready meals



Confectionery. Snacks.  
Nuts. Dried fruit. Bakery



Tea, coffee



Fish and seafood



Canned food. Sauces, ketchups



Gastronomy. Products for restaurants



Packaging solutions for the food  
industry – ProdexpoPack Exhibition.  
Closures. Packaging design  
Beverage processing



Alcoholic drinks. Wine



Glass containers



Trading companies



Retail distribution centres



Salon of equipment and services



EcoBioSalon



Healthy nutrition. Farm products



Baby food



Vegetables, fruit, mushrooms



Ingredients



Pet food



Honey and bee products



National pavilions



Expositions of Russian regions



Halal food



[www.prod-expo.ru/en](http://www.prod-expo.ru/en)



# Capacity of the Russian agro market is **100 billion USD**

**Soundappan Soundararajan, Director for Tea Industry Development at the Ministry of Commerce and Industry of India**

"Russia has been a major consumer of Indian tea for a long time. We have a long history of doing business between our countries and plan to continue developing our relations. The times change. We have many new tea brands now. We know this trade show and like its management very much. A lot of our partners, both Russian and Indian, wanted to attend this show and we provided them with the opportunity. We have high hopes for the Russian market. We have already managed to agree on some big contracts."

**Lusine Balayan, Project Manager, Development Foundation of Armenia**

"The goal of our participation is to increase export of Armenian products to Russia. We believe Prodexpo is a key event to accomplish this goal. Apart from the Armenia national pavilion, there are several large Armenian companies taking part in the show. The Prodexpo organizers do a great job. Over the years we have become close friends. Thanks to their support and help, we get things done."

## LATEST TRENDS



**Dairy farms**



**Greenhouse complexes**



**Agro-processing enterprises**



**Wholesale distribution and logistics hubs**

## Prodexpo gives you every opportunity to

- increase sales
- expand sales territory
- introduce a new product to the market
- show your products to potential clients

## - High commercial returns for exhibitors

**87%** of exhibitors reached their goals, i.e., sales leads, networking, new clients and markets, sales increase, presentations of new products

## - Loyalty of industry professionals

**96%** of exhibitors would recommend Prodexpo to their partners

## - Lucrative contracts

Face-to-face talks with distributors, federal and local retail chains



Maximum effect  
from every contact

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## Prodexpo visitors

Industry professionals interested in partnerships and contracts

- **61,000+** visitors from **97** countries and all federal districts of Russia
  - Visitors from the Central Federal District of Russia **65%**
  - Visitors from other regions of Russia **23%**
  - Visitors from other countries **12%**
- **81%** of visitors make final buying decisions or influence these decisions
- **98%** of visitors would recommend Prodexpo to their partners
- **2 days** is an average time every visitor spends at Prodexpo



[www.prod-expo.ru/en](http://www.prod-expo.ru/en)



## Visitor profile\* (%)



## Visiting goals\*



\* Source: Russian Public Opinion Research Centre.  
Multiple responses possible

# Major Networking Platform

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## Over 122 million USD

Worth of contractual agreements with retail chains

**Over 120** international and Russian retail chains have talks and sign contracts with exhibitors:

**METRO**

**МАГНИТ**

**Пятёрочка**

**О'КЕЙ**  
ОПЕРЕЖАЯ ЖЕЛАНИЯ

**Д**  
ДИКСИ

гипермаркет  
**КАРУСЕЛЬ**

**Перекресток**  
СУПЕРМАРКЕТ

**SPAR**

## Purchasing Centre for Retail Chains™ at Prodexpo

**6,000** negotiations on supplies

**124** federal and regional retail chains

**600** purchasers

**40** area managers of PLB chains

**600** manufacturers and distributors

**890** participants (the record figure in Russia in the category of the largest number of participants in simultaneous purchasing negotiations)

## Event program

- Russian Food Forum with Purchasing Centre for Retail Chains™
- Russian AlcoCongress
- Conference of the Russian Ministry of Agriculture and the Russian Federal Service for Veterinary and Phytosanitary Surveillance
- Conference on the Baby Food Market
- Conference on the Russian Organic Market
- Conference within the Ice Cream Salon
- Workshops and roundtables for food and beverage retailers and manufacturers
- International professional competitions



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# Plan your participation!

## DATES

Build-up: 5–10 February 2019

Running: 11–15 February 2019

Breakdown: 16–18 February 2019

You can find the booking form  
at [www.prod-expo.ru/en](http://www.prod-expo.ru/en)

Applications for  
participation are accepted  
before 1 June 2018.



**Important! Please indicate the type of products to be displayed at the exhibition when applying for participation.**

In case of displaying animal or plant exhibits, the exhibitor should, 30 days prior to their delivery, submit the list of these exhibits showing their quantity, a certificate or license issued by appropriate national authorities in the country of origin, and indicate the Russian border points through which the exhibits will be delivered.

## CONTACTS

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