

# EXHIBITION No.1 IN RUSSIA\*

EXPOCENTRE Fairgrounds, Moscow, Russia



Organised by



Supported by  
Russian Ministry of Agriculture

Under auspices of  
Russian Chamber of Commerce and Industry

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

# PROD EXPO

10–14  
February 2020

27th International Exhibition  
for Food, Beverages and Food  
Raw Materials

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



Time-tested recipes  
for successful business

**PROD  
EXPO**  
10–14 February 2020

**EXHIBITION No.1 IN RUSSIA\***



**26 years  
of success**



**Ranks  
among  
the world's top ten  
food trade shows**



**Russia's  
largest  
trade show in  
the Food Products  
category\***







# What is Prodexpo?

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

**Russia's main annual event for the food, beverages and alcohol industry**

**Guidelines for the development of the Russian food industry**

**An effective platform for business networking and long-term partnerships**



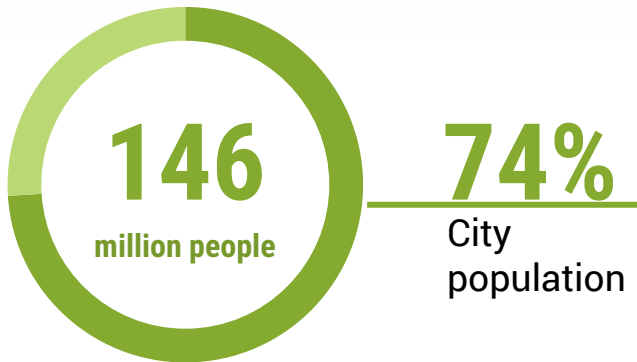
Statistics 2019

**PROD  
EXPO**  
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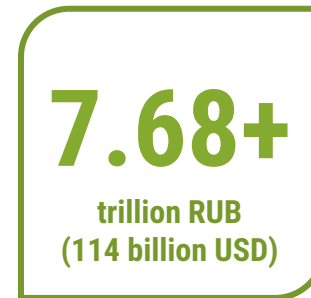
# YOUR GATEWAY TO THE RUSSIAN FOOD MARKET

Russian food market is this country's  
largest consumer market

## CONSUMER MARKET



Annual food costs



Market capacity



Food production volume  
(including beverages  
and tobacco)

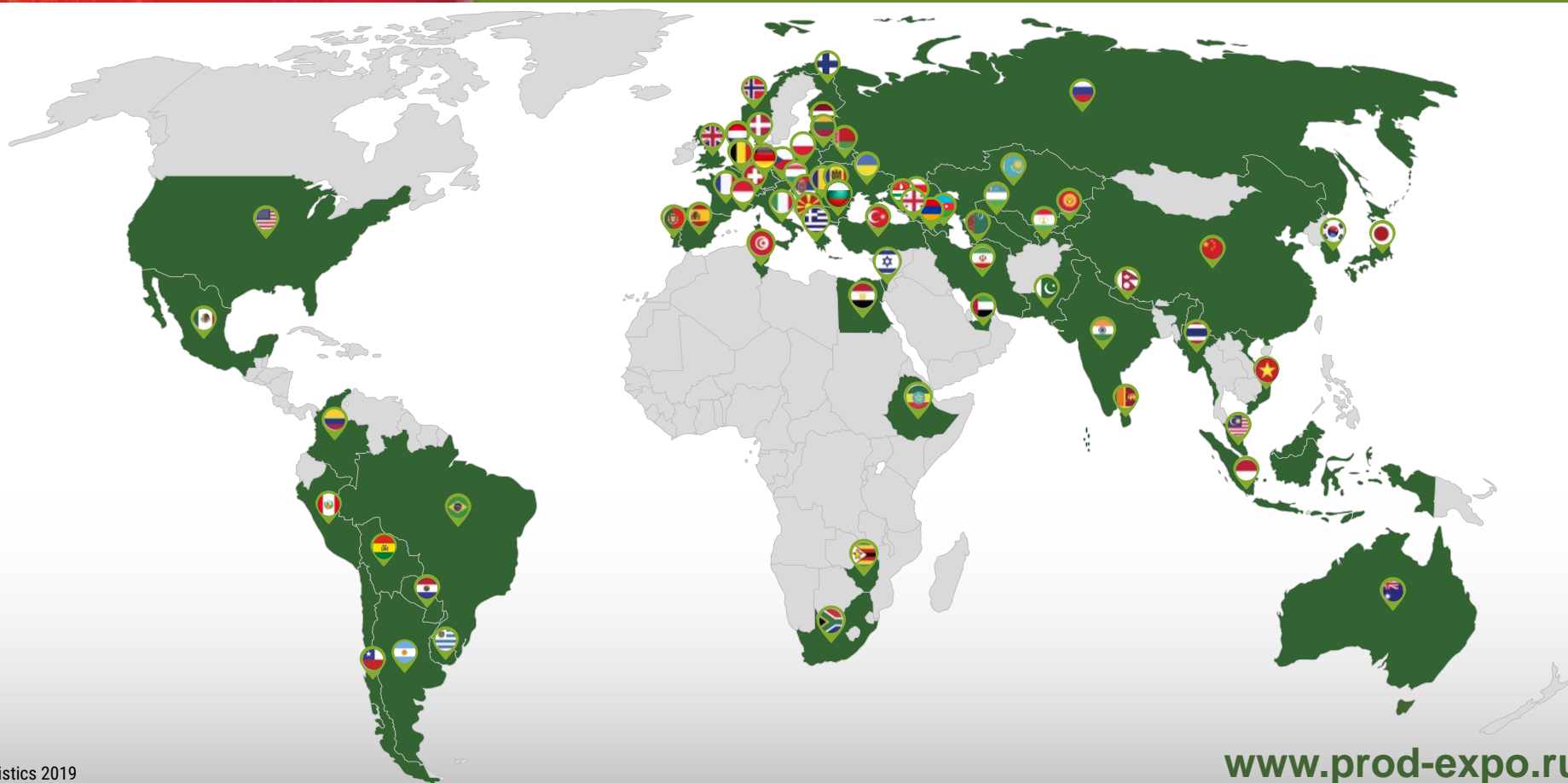


Who exhibits  
at Prodexpo?

**OUR EXHIBITORS** are leading Russian and foreign manufacturers  
and distributors of food, beverages and food raw materials

2,400+ exhibitors  
from 69 countries

1,688 Russian  
and 729 foreign companies







## HIGH COMMERCIAL RETURNS FOR EXHIBITORS\*

**88%**

Exhibitors met their objectives related to generation of sales leads, diversification of markets, sales increase, presentation of new products

**92%**

Exhibitors are satisfied with the number and quality of sales leads

**97%**

Exhibitors would recommend Prodexpo to their partners and peers

### **Sergey Sazhin**

**CEO, Sazhinskiy Confectionary**

*"We are regular participants in Prodexpo. During the year we develop new products, bring new ideas to life, and then show all of them here. One can sign real contracts here."*

### **Evgenia Beskrovnaya**

**Representative of Bonne Joumat Oy (Finland)**

*"I believe that this exhibition is very effective. We have talks practically every minute. People are interested in products and contracts. It is great! We will definitely come back."*

### **Almir Ribeiro Américo**

**CEO, Apex-Brasil Eurasia Representative Office (Brazil)**

*"Prodexpo is a perfect place for promotion."*

### **Rimma Moskvitina**

**Head of the Export Support Centre, the Altai Fund of Development of Small and Medium Enterprises**

*"Altai companies are looking to expand market reach in Russia, as well as to grow exports. We have visitors who are wholesalers, retailers, representatives of retail chains, Russian and foreign partners. The size of the show is impressive. I can see that the organisation here is world class."*

### **Hiroshi Sano**

**Director, European Branch of Nihonsakari Co., Ltd. (Japan)**

*"I am really impressed by the number of visitors and very satisfied with this trade show."*

### **Lilia Kuropteva**

**CEO, SKIF Group**

*"We catch and process unique wild Yakutian fish. Prodexpo is a very good place to promote our products."*

### **Vladislav Sabantsev**

**Director of Packaging Materials Sales, RUSAL**

*"Almost 90% of Russian food manufacturers are here. Moscow is the centre of Russia, and EXPOCENTRE is the centre of Moscow. Everybody knows where EXPOCENTRE Fairgrounds is. We don't need to explain people where it is."*

### **Dejan Delic**

**Director, Commercial and Technical Bureau at the Serbian Embassy in Russia**

*"Prodexpo is the most well-known international trade show of food and beverages not only in Russia and also in the CIS countries, everywhere where they speak Russian. It showcases products under all leading global brands from all continents. It is the main show to promote food."*

## NATIONAL AND REGIONAL PAVILIONS

30+ national pavilions

Growth in the number of  
exhibitors of national pavilions



21 Russian regional pavilions

- |                       |  |
|-----------------------|--|
| 1. Altai Krai         | 12. Pskov Oblast                       |
| 2. Amur Oblast        | 13. Republic of North Ossetia – Alania |
| 3. Astrakhan Oblast   | 14. Ryazan Oblast                      |
| 4. Kirov Oblast       | 15. Tver Oblast                        |
| 5. Kostroma Oblast    | 16. Tomsk Oblast                       |
| 6. Krasnoyarsk Krai   | 17. Tula Oblast                        |
| 7. Kursk Oblast       | 18. Ulyanovsk Oblast                   |
| 8. Novosibirsk Oblast | 19. Volgograd Oblast                   |
| 9. Omsk Oblast        | 20. Vologda Oblast                     |
| 10. Orlov Oblast      | 21. Yaroslavl Oblast                   |
| 11. Penza Oblast      |  |





# Product Sectors

All segments of food market

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

## Prodexpo Basic Food



Meat and meat products.  
Cooked meats. Poultry. Eggs



Fish and seafood



Canned food. Sauces,  
ketchups



Dairy products. Cheese



Vegetable fat



Vegetables, fruit, mushrooms



Ice Cream Salon



Groceries. Cereals. Pasta.  
Spices, kitchen herbs



Honey and bee products



Confectionery. Snacks. Nuts.  
Dried fruit. Bakery



Frozen foods. Semi-prepared  
foods. Ready meals



Baby food

## Prodexpo Soft Drinks



Tea, coffee



Juices, water

## Wine&Spirits@Prodexpo



Alcoholic drinks. Wine



Beer

## Retail@Prodexpo



Retail distribution centres



Trading companies

## Healthy&Speciality@Prodexpo



Healthy food



Dietary food



Special dietary food

## Prodexpo Ingredients



Food additives.  
Raw materials

## Prodexpo Organic



Organic food and  
beverages

## Prodexpo Gourmet



Products for HORECA,  
gourmet foods

## ProdexpoPack



Packaging solutions for  
food industry



Closures. Packaging design.  
Beverage processing



Glass containers

## Russian Regions@Prodexpo



Russian regional pavilions

## Prodexpo International



National pavilions

## ProdexpoTech&Services



Salon of equipment  
and services

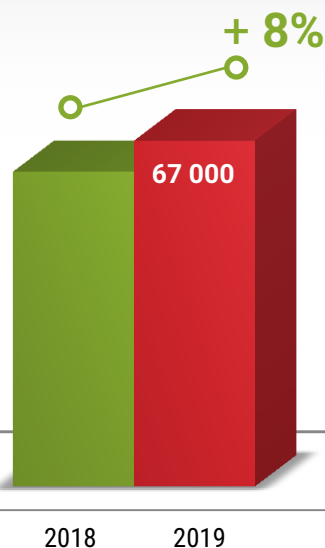


# PROD EXPO

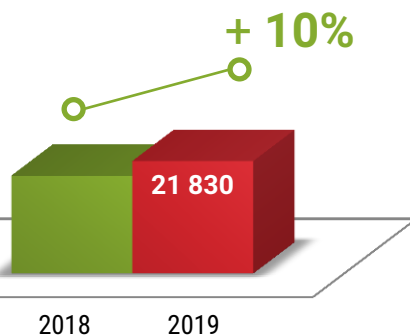
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## VISITORS

Close to **67,000** visitors  
from **112** countries and all  
federal districts of Russia



**21,830** visitors from  
different Russian regions



**280+**

buyers  
from **110** Russian federal  
and regional retail chains conduct  
negotiations and sign contracts  
on the Prodexpo show floor in the  
Purchasing Centre for Retail Chains

**29,562**

people are going  
to make purchases after the show



Visitors would recommend  
Prodexpo to their partners  
and peers



Qualified  
buyers



## Visitors by industry groups

26% Wholesale of food/beverages

25% Retail of food/beverages

23% Production of food/beverages

7% HoReCa, restaurants, fast food

6% Agricultural enterprises

4% Manufacturing/distribution of packing materials, equipment

4% Transportation and logistics, aftersale services, advertising services

2% Manufacturing/distribution of food equipment

2% Corporate buyer

1% Other (finances, research, education, public administration)



**Join us  
at Prodexpo  
to seize the  
opportunity to**

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

- Increase sales
- Expand geographically (Russia + Eurasian Economic Union)
- Sign lucrative contracts
- Showcase your products
- Better understand the needs of your target audience
- Study the market
- Gain important insights and network with peers





# JOIN US AT PRODEXPO 2020!

10–14  
February 2020

BOOK A STAND

## Venue

EXPOCENTRE Fairgrounds, 14, Krasnopresnenskaya nab., Moscow, Russia, 123100

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