

EXHIBITION No.1 IN RUSSIA*

EXPOCENTRE Fairgrounds, Moscow, Russia



PROD EXPO

10–14
February 2020

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

www.prod-expo.ru/en



Time-tested recipes
for successful business

18+

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

**PROD
EXPO**
10–14
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**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

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

Guidelines for the development of the Russian food industry

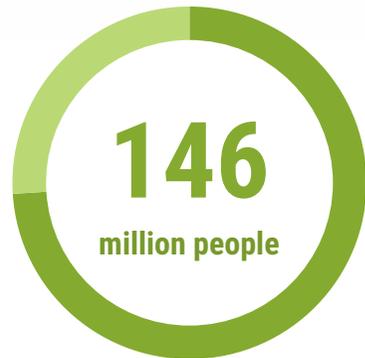
An effective platform for business networking and long-term partnerships



YOUR GATEWAY TO THE RUSSIAN FOOD MARKET

Russian food market is this country's
largest consumer market

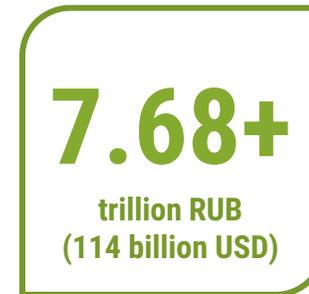
CONSUMER MARKET



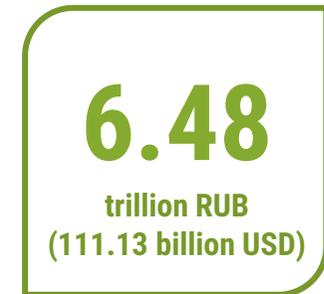
74%
City
population



Annual food costs



Market capacity



Food production volume
(including beverages
and tobacco)

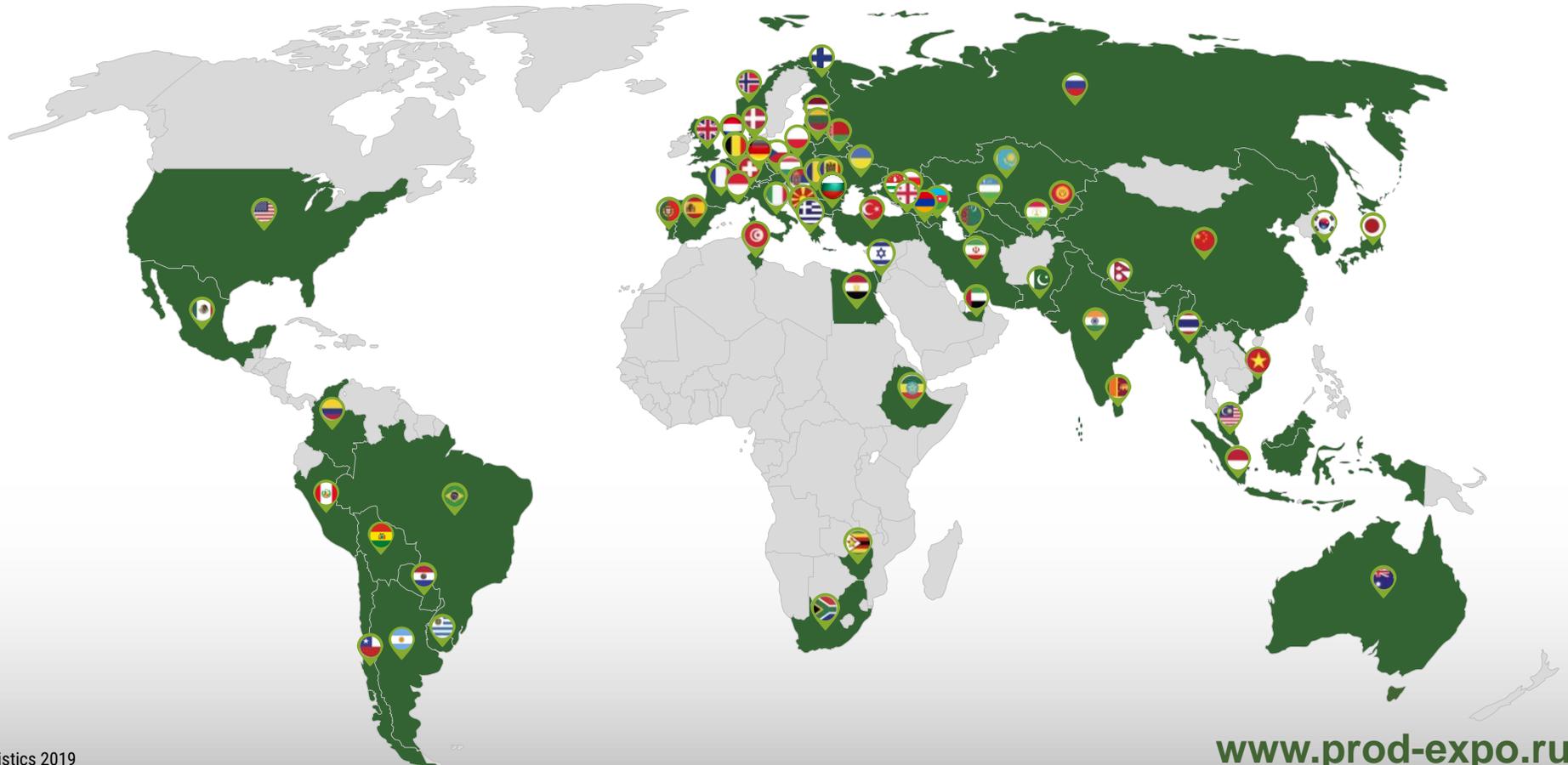


Who exhibits
at Prodexpo?

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

TESTIMONIALS

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





Product Sectors

All segments of food market

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

Wine&Spirits@Prodexpo



Alcoholic drinks. Wine

Retail@Prodexpo



Retail distribution centres



Juices, water



Beer



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



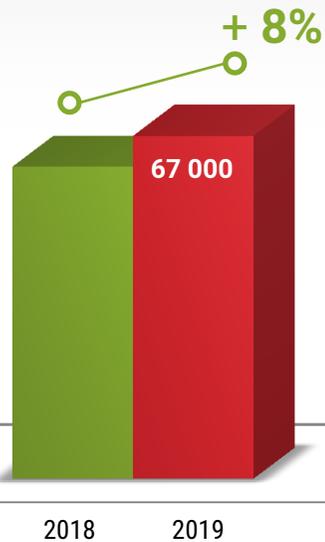
Salon of equipment
and services

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





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

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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