



PROD

EXPO

6-10 February 2017

24th 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

**Time-tested Recipes
for Successful Business**

18+



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PRODEXPO: NEW OPPORTUNITIES

Russia's largest
trade show*
in terms of



Floorspace
size



Professional
interest



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

About **2,000**
exhibitors
from **60+**
countries

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

55,000+
visitors
from **100**
countries and all
federal districts
of Russia

27 product
sectors:
all segments
of the food
market

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



- **Wide range of foodstuffs of high quality from all over the world**
- **Potential to expand sales in Russia**
- **Effective way to search for sales leads**

Prodexpo: leading the food industry

- Shows the latest global trends
- Facilitates the launch of new products
- Promotes national priority projects

Why participate?

- 84% of exhibitors rate Prodexpo's efficiency as "excellent" or "very good" (Source: Russian Public Opinion Research Centre)
- Regular participation of global and Russian food industry leaders
- 94% of visitors are industry professionals (Source: Event Audit)

OPPORTUNITIES BACKED BY FACTS



Find reliable partners, suppliers and distributors, as well as a shortcut to your client



Immerse in knowledge and exchange experience



See the all-inclusive assortment of foodstuffs and beverages



Make your company or brand known to as many industry professionals as possible



Enhance cooperation with other regions and countries



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THE MOST POWERFUL MARKETING TOOL

Participation results

64%

Regular exhibitors

76%

Exhibitors reached their goals

83%

Exhibitors confirmed positive effect
from exhibiting

72%

Exhibitors rate Prodexpo "excellent"
or "very good" in terms of quality
and quantity of sales leads

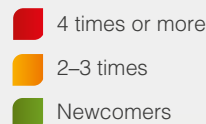
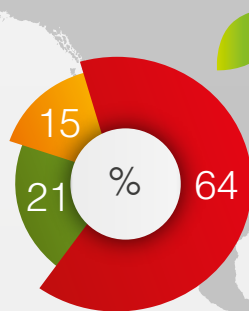
87%

Visitors satisfied
with Prodexpo, reached
their goals

Exhibitors*

Participation experience

Exhibit goals



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



Consistently reliable

“Prodexpo becomes more and more popular in the Chilean business circles. The largest wine makers book these dates in their calendars not to miss the opportunity to show their products to professionals of the Russian alcoholic market. Prodexpo is the right place to search for reliable partners and promote our products in the Russia market.”

José Campusano Alarcón,
*Minister Plenipotentiary, Counsellor of the Embassy
of the Republic of Chile in the Russian Federation,
Head of the Export Promotion Bureau (ProChile)*

“The exhibition met the expectations of French exporters who were part of the French pavilion. This year was very difficult because of the embargo, geopolitical environment and economic climate in Russia. But French exporters have faith in the market and are ready to support their Russian partners, as well as expand their activities and sign new contracts. The French pavilion enjoyed a large number of visitors. The exhibitors were satisfied with the quantity and quality of their contacts.”

Tatyana Korsunskaya,
*General Director
of Sopexa-East OOO (Sopexa S.A.)*

“During Prodexpo we signed memorandums on cooperation with six major Russian chains. Our company Subhi Vatan signed an agreement for supply of canned food and jams to Kazakhstan. Our debut was a success. We are going to participate in Prodexpo next year again.”

Sayora Abdullaeva,
*Head of Delegation, Head of Foreign Relations
Department of the Chamber of Commerce
and Industry of the Republic of Tajikistan*



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NEW OPPORTUNITIES.
MAXIMUM EFFECT
FROM EVERY
CONTACT



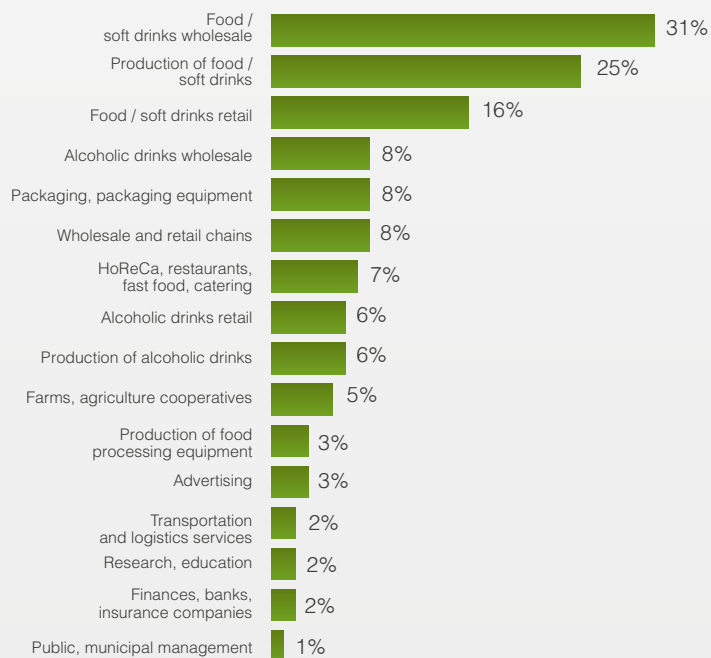
Prodexpo visitors*

Industry professionals interested
in partnerships and contracts

- **55,000+** visitors from **100** countries and all federal districts of Russia
 - 65%** Visitors from the Central Federal District of Russia
 - 23%** Visitors from other regions of Russia
 - 10%** Visitors from other countries
- **81%** of visitors make final buying decisions or influence these decisions
- **2 days** Average time every visitor spends at Prodexpo



Visitor profile*



Visiting goals*



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



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MAJOR NETWORKING PLATFORM



- 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
- Aquaculture International Conference 2017. Fish production, logistics, processing and selling
- 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



JOIN PRODEXPO 2017 EVENTS!

- Exchange knowledge and expertise with your colleagues
- Keep up-to-date with industry trends
- Discuss prospects and the latest news of the food industry

Purchasing Centre for Retail Chains™ at Prodexpo

- 6 750** negotiations on supplies
- 124** federal and regional retail chains
- 250** 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)

Over 7.5 billion rubles

Major Russian retail chains operating of the Russian food market are actively engaged in Prodexpo's associated events. More than 120 international and Russian retail chains, among which are X5 RetailGroup (Pyaterochka, Karusel, Perekrestok chains), Magnit, Metro Cash & Carry, SPAR etc., conduct negotiations and sign contracts directly at Prodexpo.

PROFESSIONAL COMPETITIONS

- The industry-leading Competition for the Best Product
- The Best Innovative Product Competition, The Choice of Retail Chains Competition
- The International Alcoholic Drink Tasting Competition
- The ProdExtraPack International Competition for the Best Food Packaging and Labels
- The Best Consumer Properties and Successful Promotion of High Quality Goods Competitions

Buyers and retail chains closely look at competition results to find products which are more likely to enjoy a widespread popularity.



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PRODUCT SECTORS



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. Confectionery raw materials



Tea, coffee



Fish and seafood.
Rybpromresurs **NEW!**



Canned food. Sauces, ketchups



Gastronomy. Products for restaurants



Trading companies



Retail distribution centres



Alcoholic drinks



Glass containers



Closures. Packaging design.
Beverage processing



Packaging solutions for the food
industry – ProdexpoPack Exhibition



Salon of equipment and services



Expositions of Russian regions



National pavilions. Gourmet and
delicatessen



EcoBioSalon



Healthy nutrition. Farm products



Baby food



Vegetables, fruit, mushrooms



Pet food



Honey and bee products



DATES

Build-up: 31 January – 5 February 2017

Running: 6–10 February 2017

Breakdown: 11–13 February 2017

APPLYING FOR PARTICIPATION

You can find the application form
at www.prod-expo.ru/en.

Applications for participation are accepted
before 1 September 2016.

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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VENUE

Expocentre Fairgrounds
Krasnopresnenskaya nab. 14
Moscow, Russia, 123100
All pavilions of Expocentre
Fairgrounds

Getting here by public transport

Vystavochnaya, Delovoy Tsentr
metro stations (West Entrance)

By car

- Krasnopresnenskaya naberezhnaya 14 (South Entrance)
- 1st Krasnogvardeisky proezd (North Entrance)

