



PROD EXPO

5 - 9
February 2018

25th Anniversary 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



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Prodexpo: New Opportunities



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

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

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

55,000+
visitors
from **100**
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

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. Confectionery raw materials



Tea, coffee



Fish and seafood. Rybpromresurs **NEW!**



Canned food. Sauces, ketchups



Gastronomy. Products for restaurants



Closures. Packaging design. Beverage processing



Packaging solutions for the food industry – ProdexpoPack Exhibition



Alcoholic drinks



Glass containers



Trading companies



Retail distribution centres



Salon of equipment and services



EcoBioSalon



Healthy nutrition. Farm products



Baby food



Vegetables, fruit, mushrooms



Pet food



Honey and bee products



Expositions of Russian regions



National pavilions. Gourmet and delicatessen



Halal food



www.prod-expo.ru/en



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

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)

New opportunities.
Maximum effect
from every
contact

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Prodexpo visitors

Industry professionals interested
in partnerships and contracts

- **55,000+** visitors from **100** 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



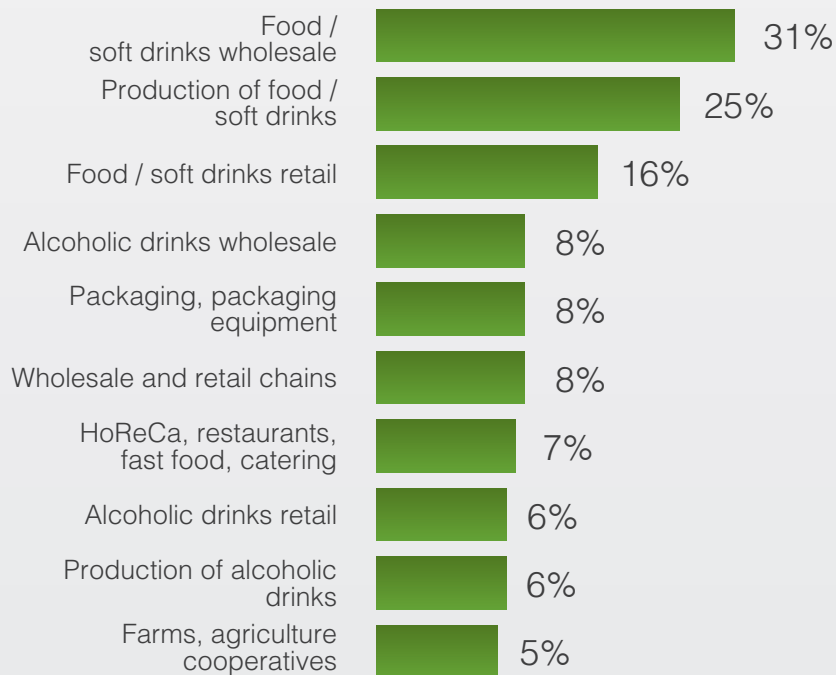
www.prod-expo.ru/en



Visitor profile*

TOP10

Visiting goals*



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

Major Networking Platform

PROD EXPO 5-9 2018 February

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:



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)

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
- Professional competitions



www.prod-expo.ru/en

Plan your participation!

DATES

Build-up: 30 January – 4 February 2018

Running: 5–9 February 2018

Breakdown: 10–12 February 2018

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

Applications for
participation are accepted
before 1 June 2017.



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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