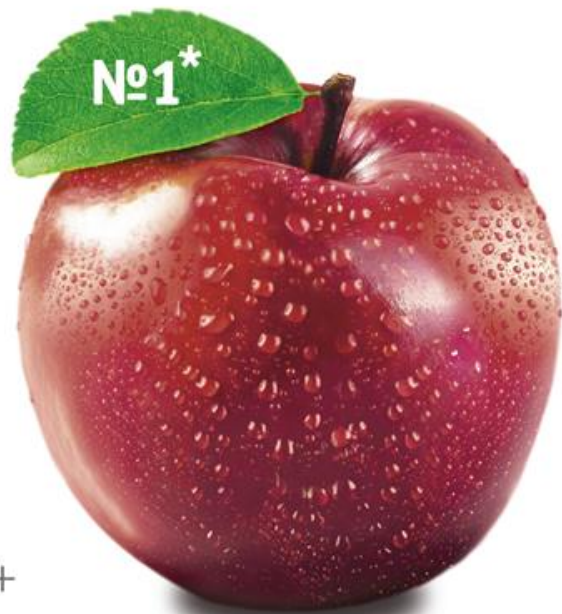


30TH ANNIVERSARY INTERNATIONAL EXHIBITION FOR FOOD, BEVERAGES AND FOOD RAW MATERIALS

6-10 February 2023



18+

**TIME-TESTED RECIPES
FOR SUCCESSFUL BUSINESS**

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

PROD EXPO

30
YEARS OF TRUST



EXPOCENTRE Fairgrounds
Moscow, Russia



 **EXPOCENTRE**

PROD EXPO **FOOD**

PROD EXPO **WINE**

PROD EXPO **ORGANIC**

PROD EXPO **PACK & TECHNOLOGY**

www.prod-expo.ru/en

Advertising



Why
participate?

PROD EXPO



DIRECT CONTACTS with buyers from wholesale companies, federal, regional and international retail chains, non-chain retailers, HoReCa enterprises, corporate buyers from all regions of Russia, the EAEU and other countries

UNIQUE OPPORTUNITIES to fill market gaps and ensure sales for your company

NEW IDEAS for business development

THE PLACE TO SEE leading Russian and foreign manufacturers and distributors

DIRECT NETWORKING with experts in production and trade

What is Prodexpo?

PROD EXPO



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



PROD EXPO

Your gateway to
the Russian food market

Russian food market
is this country's
largest consumer market



111.13 billion USD

Food production volume
(including beverages
and tobacco)



75%

city population

over **\$320** billion

annual expenses on food

Product sectors



PROD EXPO PACK & TECHNOLOGY



PROD EXPO ORGANIC



PROD EXPO WINE

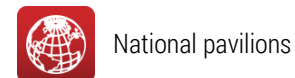
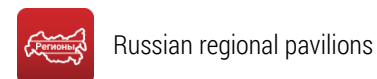
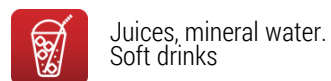
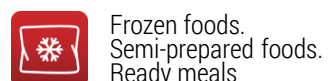
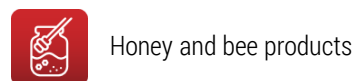
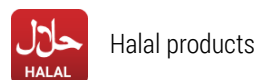
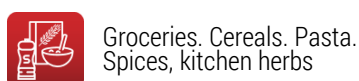
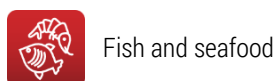
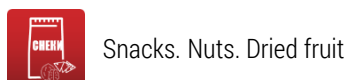
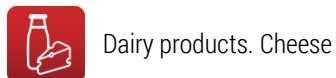
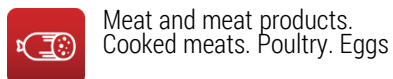


PROD EXPO FOOD

PROD EXPO

Product sectors

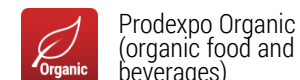
PROD EXPO FOOD



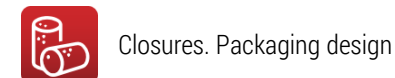
PROD EXPO WINE



PROD EXPO ORGANIC



PROD EXPO PACK& TECHNOLOGY



PROD EXPO

Promoting SMEs

47 regional
group stands

Data of 2022



Suzanna Damir, Deputy Minister of Economic Development of Stavropol Krai

"Prodexpo is an important landmark platform for the industry. Our aim is to get as many export contracts as possible, and to attract the attention of retail chains. We plan to take part in Prodexpo every year, so that even more producers can reach the regional and international audiences."



Olga Dolmatova, Deputy Director at the Vologda Agribusiness Information and Consulting Centre

"Our centre is the rightful owner of the trademark "True Vologda Product", which unites almost 80 enterprises of the food processing industry. Our group stand at Prodexpo allows us to promote the producers and the large export potential of the region to the maximum extent possible."



Maria Yarovenko, Deputy Head at the Export Support Centre of Sakhalin Oblast

"Sakhalin oblast is mostly known as an oil and gas region, but here at Prodexpo we want to show our exclusive products that are not yet widely known either in Russia or abroad. We realise their great potential and believe in their success!"



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PROD EXPO

Worldwide
recognition

17 country
pavilions

Data of 2022



Feedback from
the organisers
of national
pavilions



PROD EXPO

Worldwide recognition

17 country pavilions

Data of 2022



Almir Ribeiro Américo, Head at Moscow Representative Office of Apex-Brazil Eurasia

"Times are not easy today. Brazil is very far from Russia. But despite this, we have been present at Prodexpo for over 20 years. We have not missed a single edition of the show. Russia is an important market for Brazil, and Prodexpo is the most important showcase for Brazilian products."



Kairat Torebayev, Vice Minister of Trade and Integration of the Republic of Kazakhstan

"It is a reputable exhibition which has carved out a niche for itself as an international platform. We see great potential in it. There is a large concentration of exporters, importers, retail chains, and distributors. This is where the most impactful contracts are concluded."



Evelina Sargsyan, Marketing Director at ArLeAM

"ArLeAM is a general sponsor of Prodexpo for the second year in a row. Prodexpo is the largest and most prestigious exhibition in the region. We had a very good experience of cooperation last year. We established useful contacts. It is a big bid for our brand. It allows Russian and major international companies to become familiar with our high-quality products."

www.prod-expo.ru/en



▶ Feedback

PROD EXPO

High commercial returns for exhibitors



92%

Exhibitors are satisfied with
the number and quality of
sales leads



88%

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



98%

Exhibitors would
recommend Prodexpo
to their partners and peers



PROD EXPO

Only professional visitors

48,759 visitors from 85 Russian regions and 96 countries



PROD EXPO

Visitors by industry sectors



Our visitors are buyers from wholesale and retail chains, food production and HoReCa companies, corporate buyers



Export opportunities

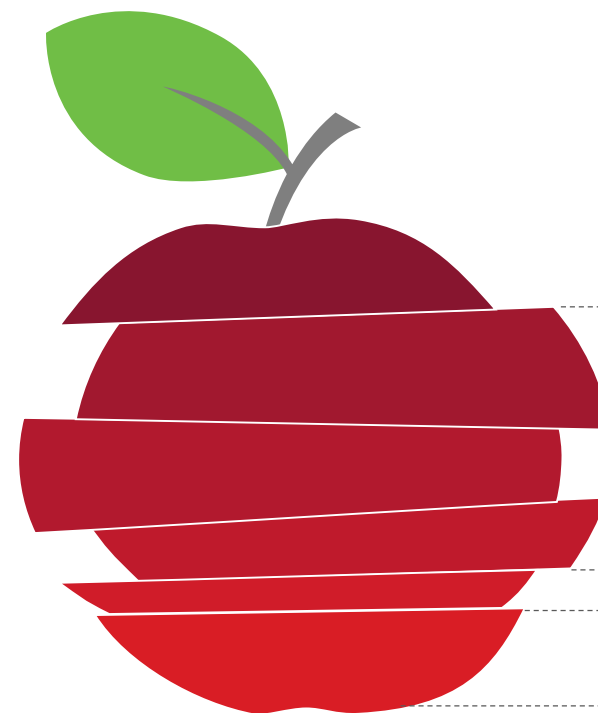
4,642 Foreign visitors

from **96** countries

Data of 2022

www.prod-expo.ru/en

19,600+ visitors are interested in foreign markets



Visitor profile, people

2,127 Company owner, CEO

696 Commercial director/
Head of sales

589 Area head

292 Head of purchasing

125 Marketing director

813 International trade manager

Romir Research Holding at Prodexpo
Multiple replies possible.

PROD EXPO

Conference programme



48 events
and 8 competitions

Purchasing Centre of Retail Chains™: Facts & Figures

- 120+ federal and regional retail chains
- 20+ chain restaurants and cafes
- 300+ buyers
- 250+ suppliers
- Close to 7,000 talks negotiating the supply of both supplier-branded and private label products

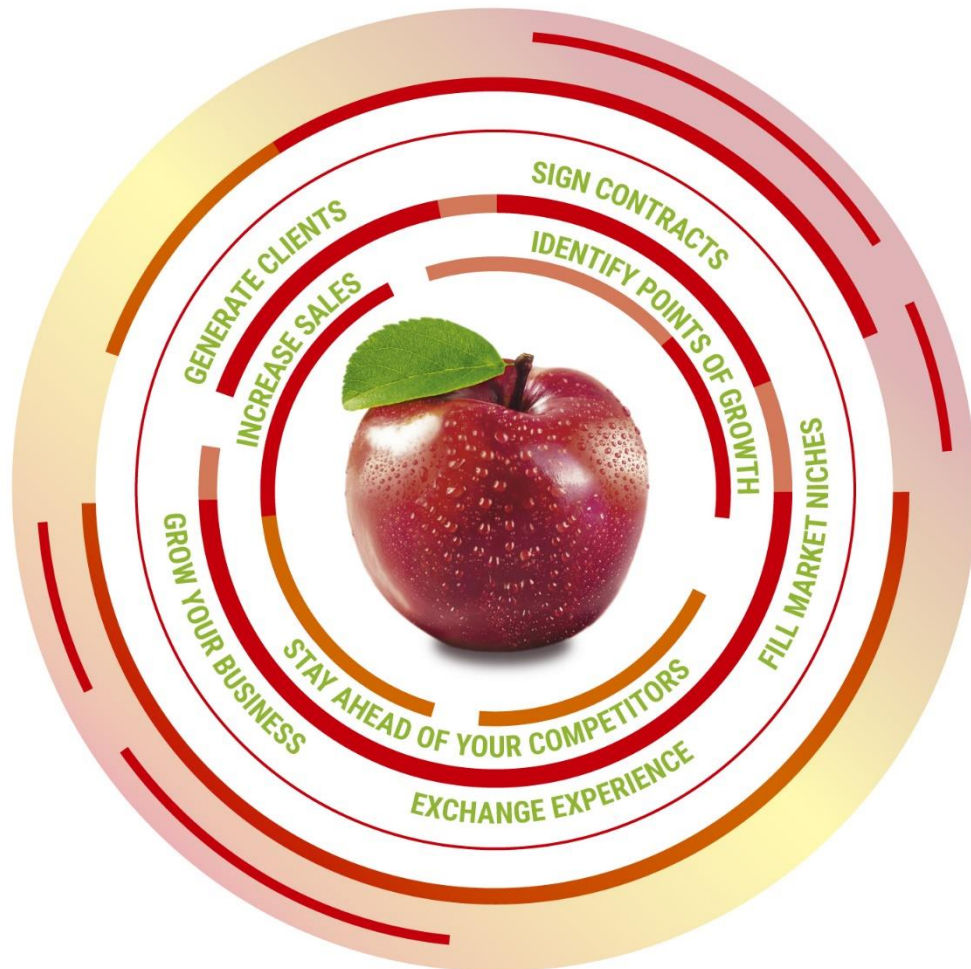
Purchasing Centre of Retail Chains™ brought together 120+ federal and regional retail chains such as Auchan, METRO, Magnit, Perekrestok, VkusVill, Azbuka Vkusa, Magnolia, Verny, Spar, etc.

Purchasing Centre of Retail Chains: HoReCa helped 20+ restaurants and cafes to renew and broaden the range of products and pool of suppliers.



PROD EXPO

Join us at Prodexpo!



18+



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Under auspices of



Exhibition Team

Tatiana Piskareva, Project Head



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prodexpo@expocentr.ru
voronin@expocentr.ru

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