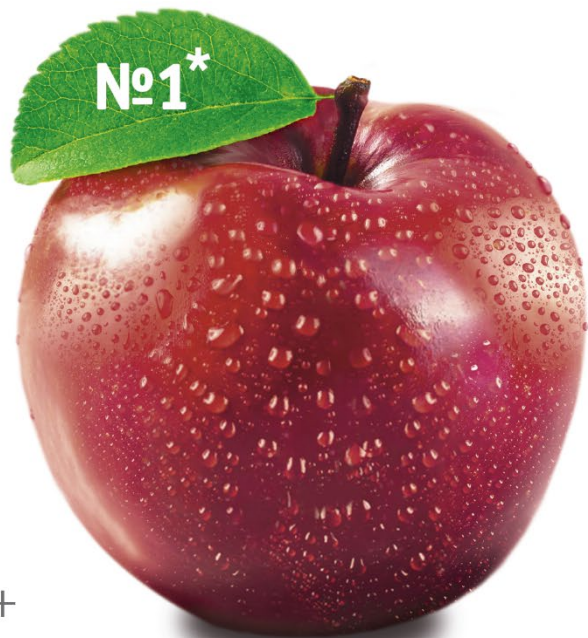


31ST INTERNATIONAL EXHIBITION FOR FOOD, BEVERAGES AND FOOD RAW MATERIALS

5–9 February 2024



18+

**FRESH IDEAS
FOR YOUR BUSINESS**

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

PROD EXPO



EXPOCENTRE Fairgrounds
Moscow, Russia



65 EXPOCENTRE

PROD
EXPO **FOOD**

PROD
EXPO **WINE**

PROD
EXPO **ORGANIC**

PROD
EXPO **PACK&
TECHNOLOGY**

www.prod-expo.ru/en

Advertising



PROD EXPO



WHY PRODEXPO?

DIRECT TALKS with buyes from wholesale companies, federal, regional and international retail chains, non-chain retailers, HoReCa and e-commerce, corporate and government buyers

UNIQUE OPPORTUNITIES to fill new market gap, increase sales, expand geographically, and build optimal supply chains

BEST OFFERS from leading Russian and foreign producers and distributors

ESTABLISHING CONTACTS with new supplies

NEW IDEAS for business development

PROD EXPO



► What our
exhibitors say

2,000+
EXHIBITORS

35
COUNTRIES

TOP-10
LARGEST B2B EVENTS OF THE
FOOD INDUSTRY

WHAT OUR EXHIBITORS SAY



Kirill Melnikov, Marketing Director, Blago Group

“We come here every year, because Prodexpo is probably the main event in the food industry not only in Russia, but also in the neighbouring and other countries. For suppliers who work with exports, and therefore for our export partners, Prodexpo is a platform where you can meet, conclude contracts, and see new products.”



Arman Zakaryan, CEO, PromExpo OOO

“It is not the first year that we have participated in Prodexpo with the Armenian group stand. The purpose of our participation is to promote Armenian products in the Russian market and to conclude new contracts. Here we find new partners, open new horizons. It is also important to find partners for joint ventures.”



Nasima Cherkasova, Head of Marketing, Rusagro Group

“We consider Prodexpo to be one of the most effective trade shows. The maximum number of meetings always takes place here. We meet our partners and find a lot of new contacts. The show has a high attendance rate. New people and new regions always appear at it.”

PROD EXPO

INTERNATIONAL RECOGNITION

11

FOREIGN NATIONAL PAVILIONS

Statistics of 2023



What the
organisers
of foreign
national
pavilions say



ARMENIA, BRAZIL, CHINA, IRAN, KYRGYZSTAN, PERU, PORTUGAL,
SERBIA, SRI LANKA, SOUTH OSSETIA AND TURKIYE

PROD EXPO

PROMOTING SMES

48 RUSSIAN REGIONAL
PAVILIONS

Statistics of 2023



Inna Gulak, Deputy Head at the Export Support Centre of the Krasnodar Krai

"For entrepreneurs in our region, Prodexpo is one of the priority trade shows. It attracts a large number of visitors and potential buyers. As a result of participation last year and the year before, our entrepreneurs signed contracts worth \$10 million."



Kirill Zaitsev, Director at the Industry Department of the Khanty-Mansi Autonomous Okrug – Yugra

"Prodexpo has already become traditional for Ugra. We participate in it almost every year. The show helps our producers to promote themselves, find new partners and new markets. That is why we pay special attention to it. And I am talking not only about sales. There is also an exchange of experience and expert opinions."



Natalia Rogotskaya, President at the Yaroslavl Oblast Chamber of Commerce and Industry

"We always participate in Prodexpo with our group stand. With this format, we build a kind of community of entrepreneurs and professionals, experts in their field, which then helps us and them a lot in our work. Every year, when we take part in the show, we see that companies get new impetuses in their development, new connections and, most importantly, new orders."



PROD EXPO

HIGH ROI 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, networking, diversification of markets, increase of sales, presentation of new products



98%

Exhibitors would recommend Prodexpo to their partners and peers

PRODUCT SECTORS SHOWCASE INDIVIDUAL SECTORS OF THE FOOD INDUSTRY

PROD
EXPO **FOOD**

PROD
EXPO **ORGANIC**

PROD
EXPO **WINE**

PROD
EXPO **PACK&
TECHNOLOGY**



PROD EXPO

PROD EXPO FOOD



Meat and meat products. Cooked meats. Poultry. Eggs



Dairy products. Cheese



Ice-cream



Vegetable oil



Confectionery. Bakery



New Year/Christmas products. Gifts



Snacks. Nuts. Dried fruit



Fish and seafood



Groceries. Cereals. Pasta. Spices, kitchen herbs



Canned food. Sauces, ketchups



Healthy food



Functional food



Baby food



Sports food



Halal products



Vegetables, fruit, mushrooms, berries, wild food



Honey and bee products



Gastronomy. HoReCa products



Frozen foods. Semi-prepared foods. Ready meals



Juices, mineral water. Soft drinks



Tea, coffee



Ingredients. Food additives. Raw materials



Russian regional pavilions



Foreign national pavilions



Trading companies, retail distribution centres. Marketplaces



Pet food



Tobacco

PROD EXPO WINE



Wine. Strong alcohol



Beer. Low alcohol

PROD EXPO ORGANIC



Prodexpo Organic (organic food and beverages)

PROD EXPO PACK& TECHNOLOGY



Packaging solutions



Equipment and services



Closures. Packaging design



Glass containers

PROD EXPO

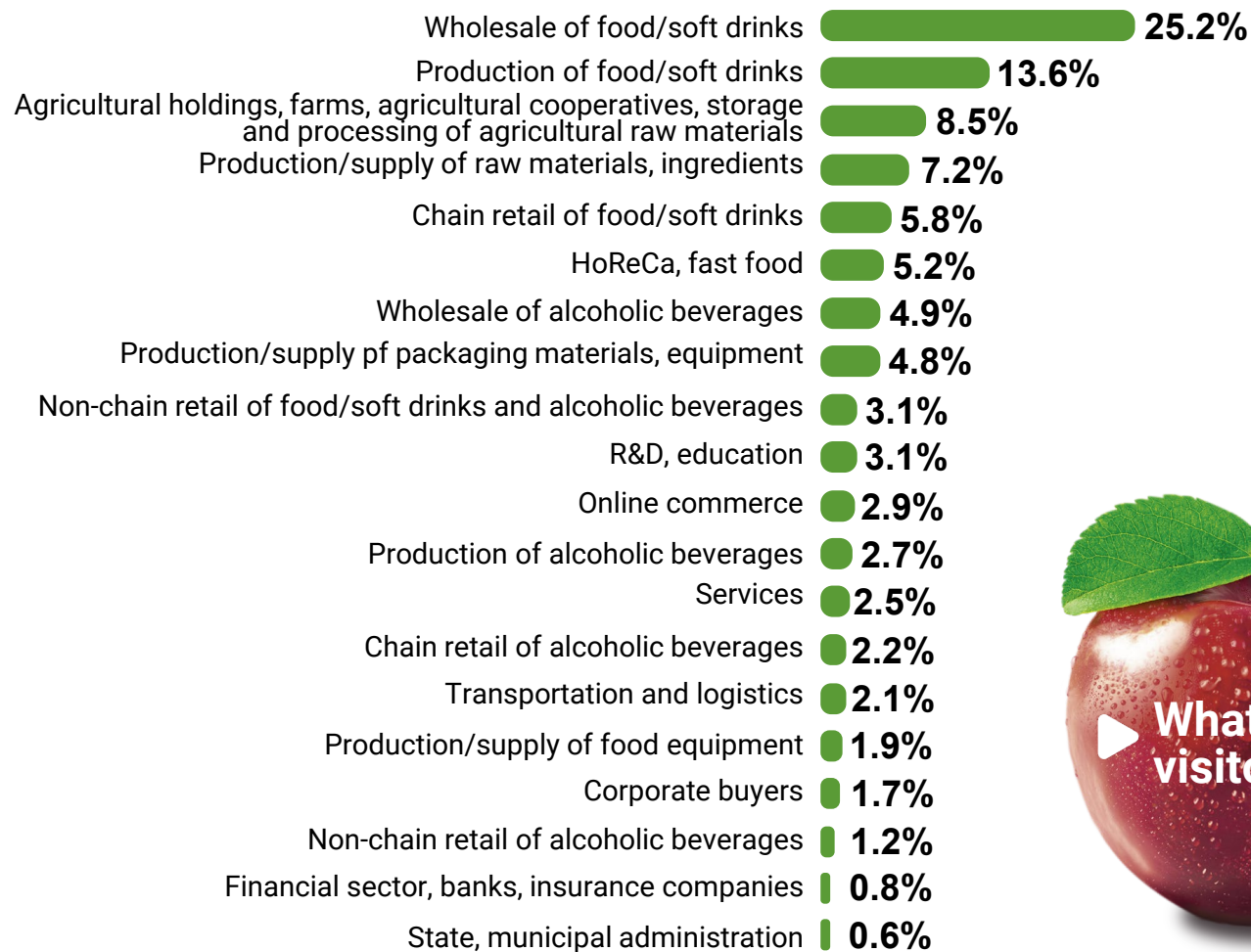
ONLY PROFESSIONAL
VISITORS

67,753 VISITORS
FROM 89 RUSSIAN REGIONS
AND 106 COUNTRIES



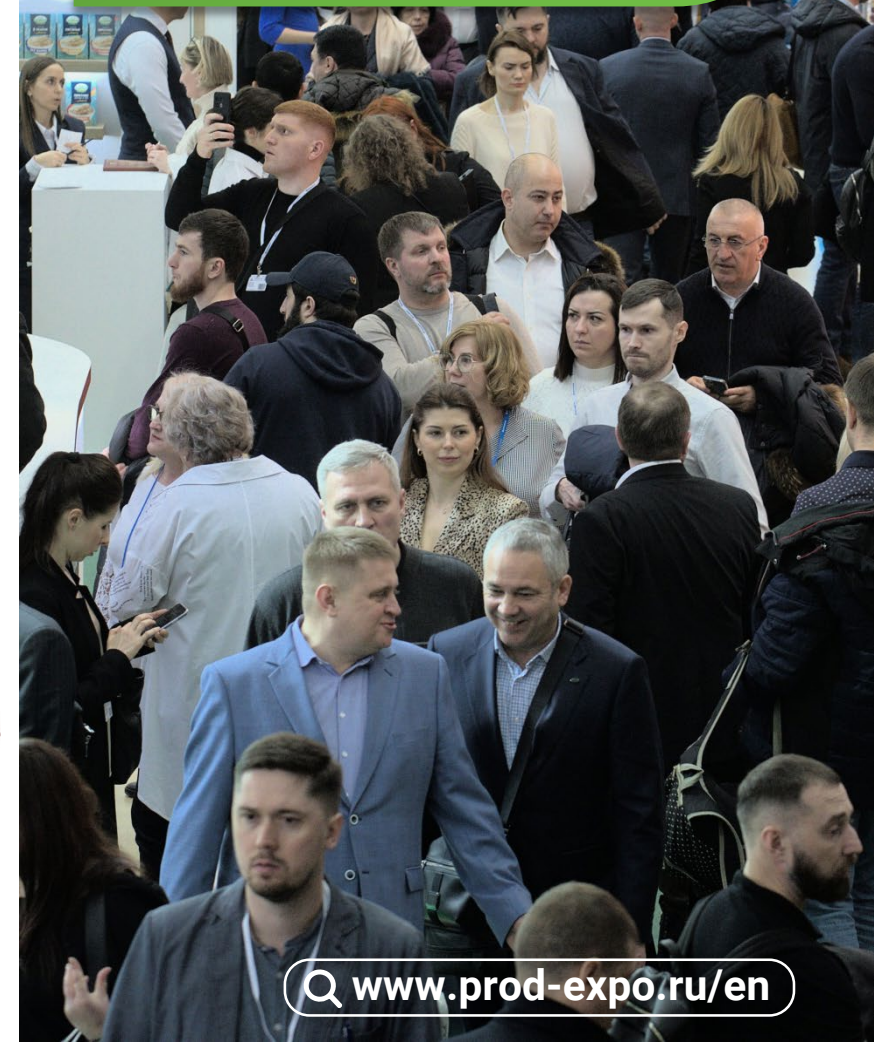
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VISITORS BY INDUSTRY SECTORS



Statistics of 2023

OUR VISITORS ARE BUYERS FROM WHOLESALE AND RETAIL CHAINS, FOOD PRODUCERS, E-COMMERCE AND HORECA, AND CORPORATE BUYERS



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EXPORT OPPORTUNITIES

5,406 FOREIGN VISITORS

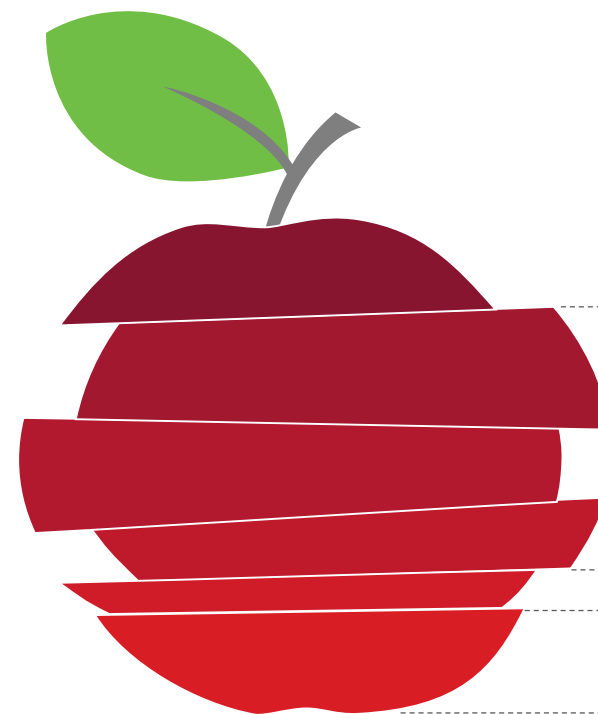
FROM **105** COUNTRIES

Statistics of 2023

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27,800+

VISITORS ARE INTERESTED
IN FOREIGN MARKETS



FOREIGN VISITOR PROFILE (NUMBER OF PEOPLE)

2,327 Company owner, CEO

896 Commercial director / head of sales

789 Area manager

392 Head of purchasing

175 Marketing director

827 International trade manager

Source: Romir at Prodexpo
Multiple replies possible

PROD EXPO

CONFERENCE PROGRAMME



30 EVENTS
5 COMPETITIONS

Purchasing Centre of Retail Chains™: Facts & Figures

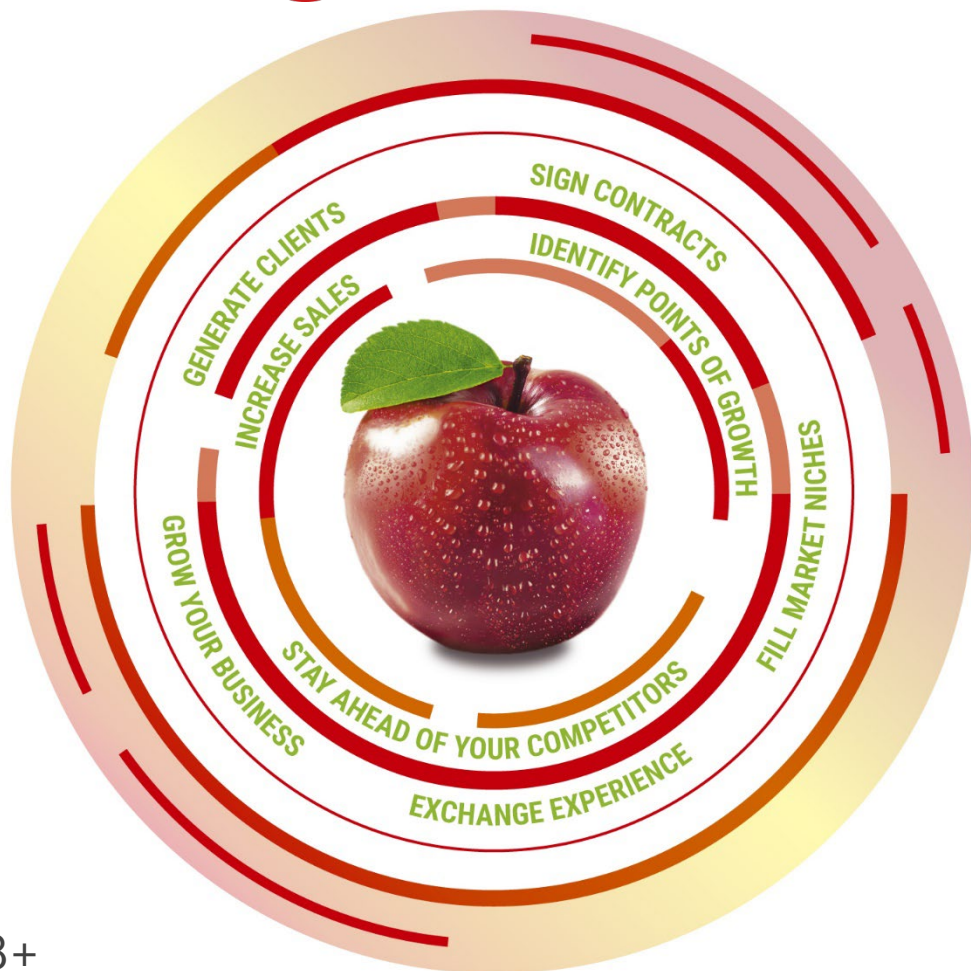
- 120+ federal and regional retail chains
- 20+ chain restaurants and cafes
- 300+ buyers
- 250+ suppliers
- Close to 7,000 talks negotiating the supply of both supplier-branded and private label products

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



PROD EXPO

JOIN US AT PRODEXPO 2024!



5–9 FEBRUARY
2024

Exhibition Team

Tatiana Piskareva, Project Head



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41-26 / 26-46 / 38-49



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18+

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