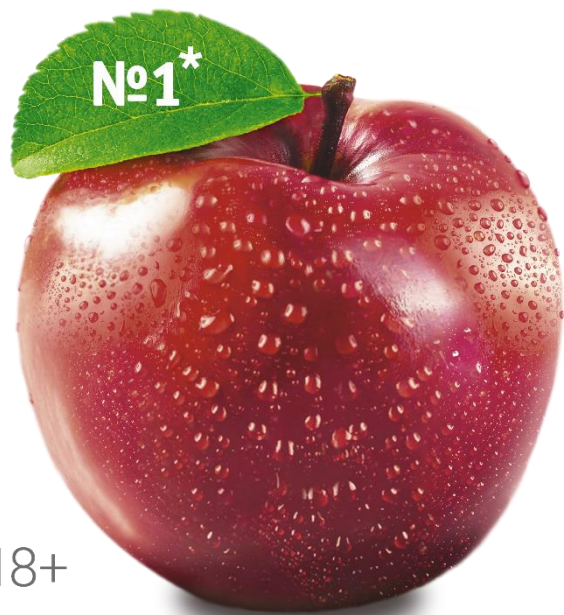


32ND INTERNATIONAL EXHIBITION FOR FOOD, BEVERAGES AND FOOD RAW MATERIALS

3-7
February **2025**



18+

**FRESH IDEAS
FOR YOUR BUSINESS**

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

PROD EXPO



EXPOCENTRE Fairgrounds
Moscow, Russia



 **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 buyers 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 geography, and build optimal supply chains

BEST OFFERS from leading Russian and foreign producers and distributors

ESTABLISHING CONTACTS with new suppliers

NEW IDEAS for business development

PROD EXPO



2,195

exhibitors

40

countries

TOP 10

largest B2B events
of the food industry

* Independent exhibition audit data
2024

www.prod-expo.ru/en

Exhibitor feedback



Video diary **PROD
EXPO** 2024



PROD EXPO

40

participating
countries



Argentina



Armenia



Azerbaijan



Belarus



Brazil



Bulgaria



Chile



China



Cyprus



Egypt



Finland



France



Georgia



Germany



Greece



India



Indonesia



Iran



Italy



Kazakhstan



Kyrgyzstan



Lithuania



Moldova



Poland



Portugal



Russia



Serbia



South Africa



South Korea



South Ossetia



Spain



Sri Lanka



Switzerland



Thailand



Tunisia



Turkiye



Turkmenistan



UAE



Uzbekistan



Vietnam



PROD EXPO

International recognition

12 foreign national pavilions

Statistics of 2024



Azerbaijan



Belarus



Brazil



China



Iran



Kyrgyzstan



Serbia



South Korea



South Ossetia



Sri Lanka



Tunisia



Türkiye



PROD EXPO



Export

497

RUSSIAN COMPANIES
ENGAGED IN EXPORTS

Exhibitor feedback



GREAT POTENTIAL
FOR INCREASED
COOPERATION



OPENING UP
NEW
OPPORTUNITIES



LONG-TERM
PROSPECTS

PROD EXPO

Promoting SMEs

48 Russian regional pavilions



Almir Ribeiro Americo, Head of the APEX-Brasil Russian office

"Participation in Prodexpo is a traditional moment of our work in Russia. We have participated in Prodexpo for almost 20 years. For our companies, the Russian market has always been strategically important. We need to increase trade, and we cannot afford not to participate in Prodexpo, as the exhibition is very effective."



Chang Shunjun, Account Manager at Beijing Okay Trade

"This is the first time we have taken part in the Prodexpo exhibition in Russia. Our company is engaged in supplying foodstuffs. Many people came by and were interested in our products. We want to sell our products in Russia, and the exhibition gives us the opportunity to find a suitable distributor. Our company will definitely attend the trade fair next year and show new products."



Kazem Jalali, Ambassador Extraordinary and Plenipotentiary of the Islamic Republic of Iran to Russia

"Relations between Iran and Russia are developing rapidly. Prodexpo creates all conditions for Iranian companies and their representatives to visit it. This trade show is a big step towards sales of goods on the Russian market. Many companies that demonstrated their products have already sold their goods on the Russian market for several years, and those companies that are still at the beginning of their journey were able to attract the attention of customers and Russian partners. Companies from different countries can exchange experience here. Thanks to this event, we get to know representatives of other countries in the Russian land."



Watch the video about work at regional pavilions



PROD EXPO

High ROI for exhibitors



88%

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

92%

of exhibitors are satisfied with the number and quality of sales leads

98%

of exhibitors would recommend Prodexpo to their partners and peers

Product sectors showcase individual sectors of the food industry

PROD
EXPO **FOOD**



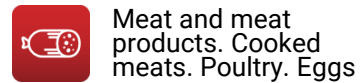
PROD
EXPO **ORGANIC**

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 nutrition



Functional food. Dietary supplements



Baby food



Sport nutrition



Halal food



Vegetables, fruit, mushrooms, berries, wild food



Honey and bee products



HoReCa products



Products for Asian food



Frozen food. Semi-prepared foods. Ready-to-eat foods



Juices, water. Soft drinks



Tea, coffee



Ingredients. Food additives. Raw materials



Russian regional pavilions – Multiproduct



Foreign national pavilions



Trading houses. Marketplaces



Pet food

PROD EXPO WINE



Wine. Hard alcohol



Beer. Low alcohol



Tobacco

PROD EXPO ORGANIC



Prodexpo Organic (organic food and beverages)

PROD EXPO TECHNOLOGY



Packaging solutions



Equipment and services



Corking. Design



Glass containers

PROD EXPO

Only professional visitors

71,414 visitors*
from 89 Russian regions
and 96 countries

37%

75%

76%



CEOs and top executives

Find suppliers, make purchases, conclude contracts

Qualified buyers

* Independent exhibition audit data 2024

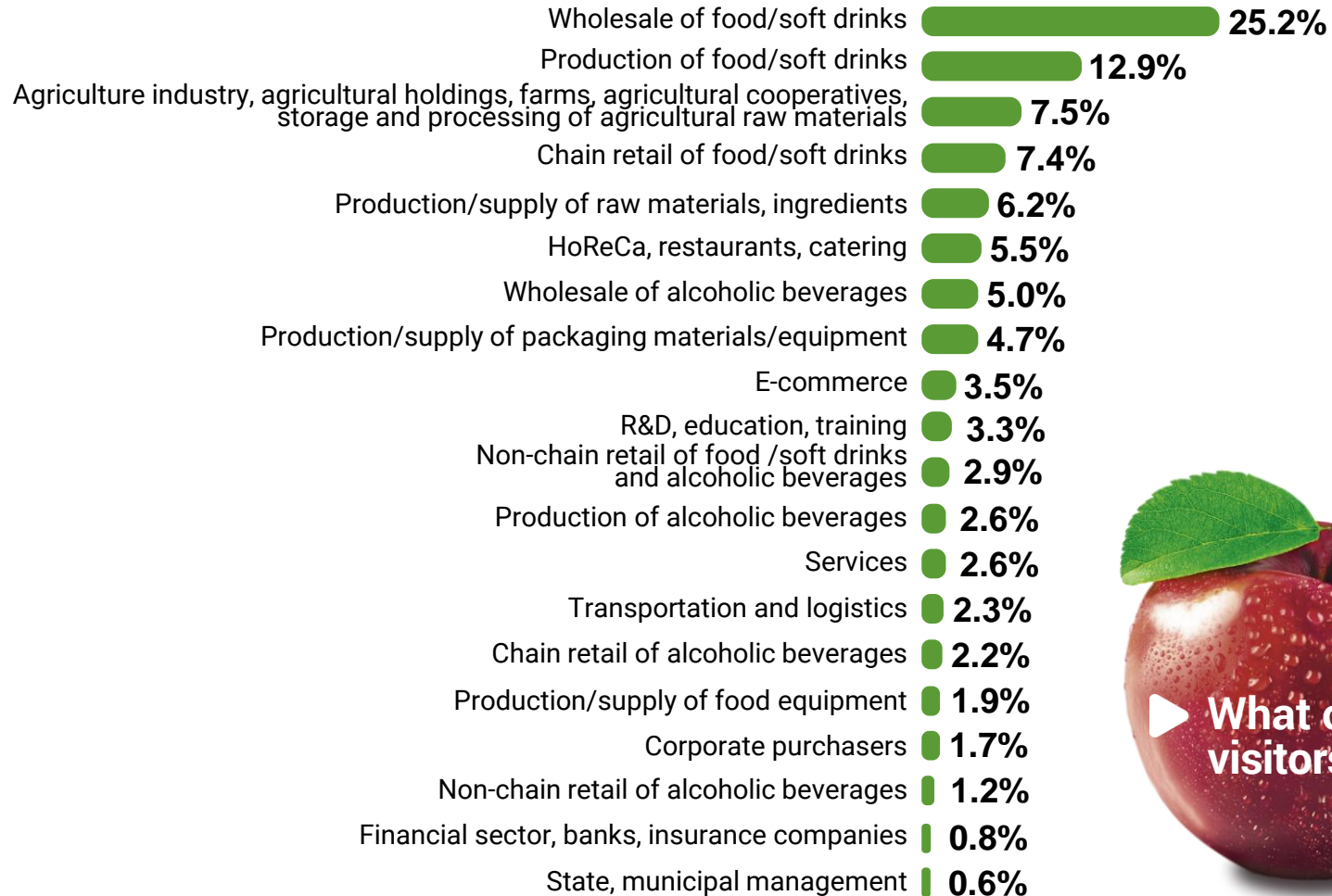


21,800
newcomers

www.prod-expo.ru/en

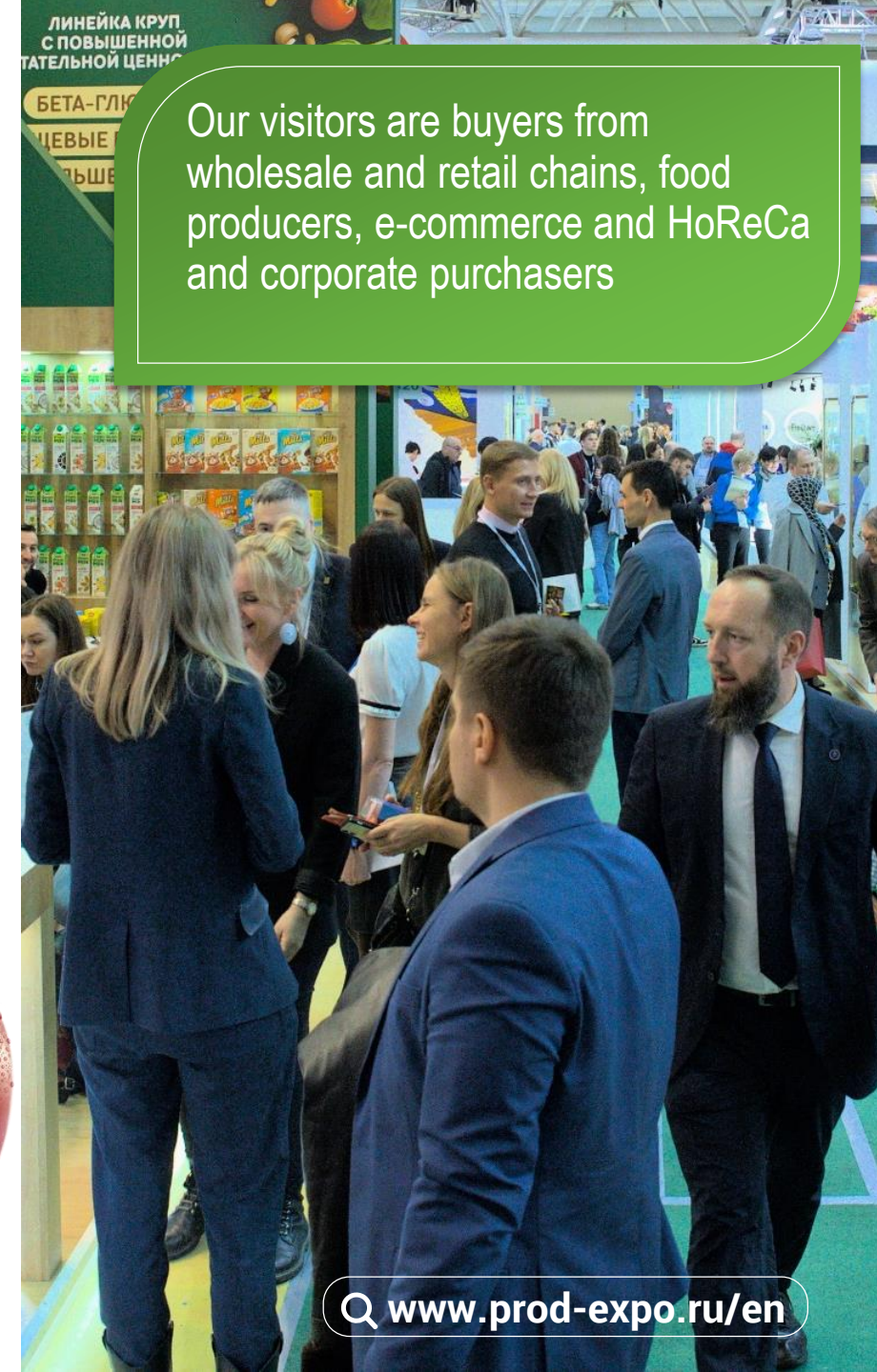
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Visitors by industry sectors



▶ **What our visitors say**

Our visitors are buyers from wholesale and retail chains, food producers, e-commerce and HoReCa and corporate purchasers



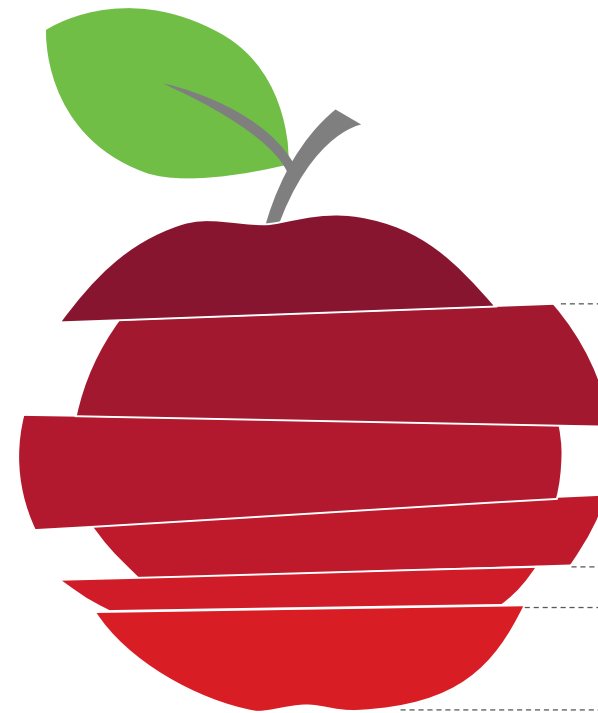
Export opportunities

6,388 foreign visitors

from **95** countries

28,500+

of visitors are interested in foreign markets



Foreign visitor profile (number of people)

2,747 Company owner, CEO

1,086 Commercial director/
head of sales

958 Area manager

447 Head of purchasing

192 Marketing director

1,022 International trade
manager

Source: Romir at Prodexpo
Multiple replies possible

www.prod-expo.ru/en

PROD EXPO

Conference programme



53 events
4,131 attendees

Purchasing Centre of Retail Chains™: Facts and Figures

- 120+ federal and regional retail chains;
- 20+ chain restaurants and cafes;
- 350+ strategic buyers of retail chains;
- 580+ suppliers;
- 3,100+ talks negotiating the supply of both supplier-branded and private label products



29,178,000,000 RUB: the amount of contracts concluded at the Purchasing Centre of Retail Chains™



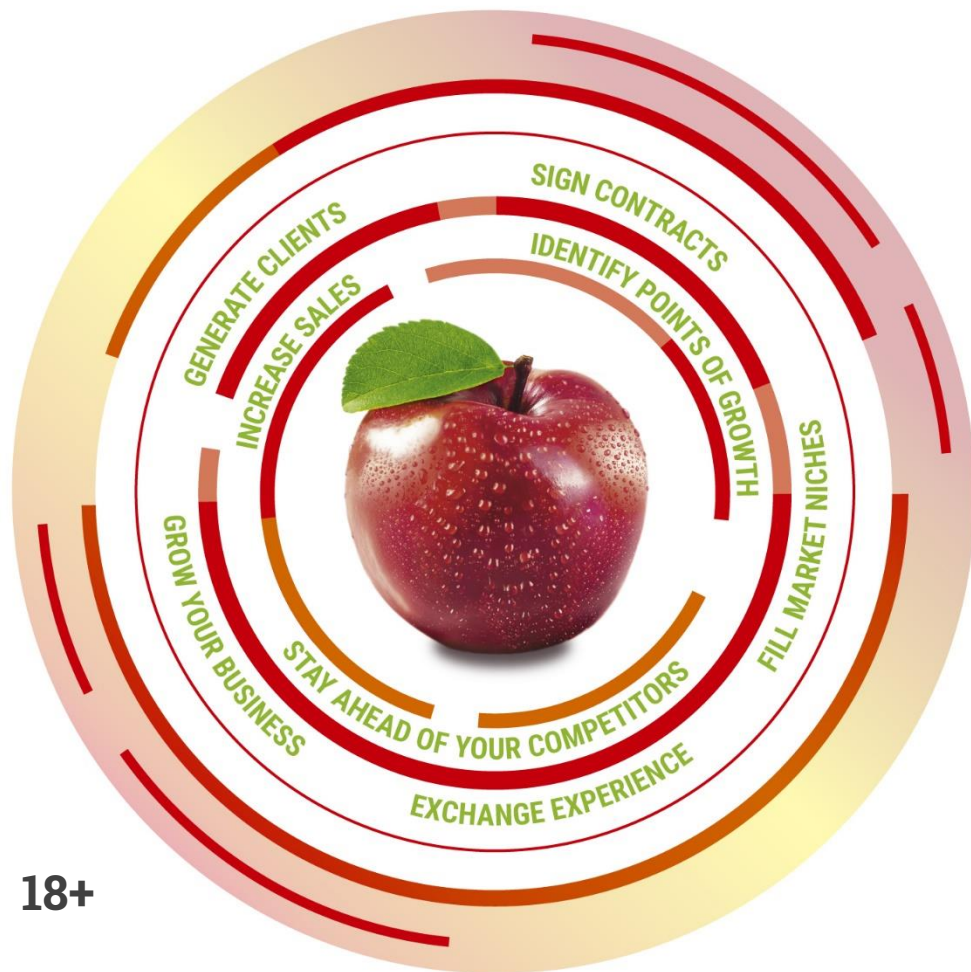
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PROD EXPO

Join us at Prodexpo!



3-7
February 2025



18+

Exhibition Team

Tatiana Piskareva, Project Head



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41-26 / 26-46 / 38-49



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