

Post Show Report

Prodexpo 2016

The 23rd International Exhibition for Food, Beverages and Food Raw Materials Prodexpo 2016 successfully ran from February 8 through 12, 2016 at Expocentre Fairgrounds in Moscow. Prodexpo is a major food and drink forum in Russia and Eastern Europe. The exhibition is organized by Expocentre and traditionally supported by the Russian Ministry of Agriculture. It runs under the auspices of the Russian Chamber of Commerce and Industry.

The Prodexpo 2016 participants and visitors were again satisfied with large expositions, excellent management, and a rich and interesting event program. It was very important and useful for understanding the changes and conditions of the food market.

This year **1,963 companies from 67 countries** put on display samples of their best products and beverages on **the total space of 90,000 sq m**. The Prodexpo 2016 visitor attendance amounted to **54,577** people. The number of visits made **110,071**.

In the welcome address to the Prodexpo 2016 participants and organizers Minister of Agriculture **Alexander Tkachyov** said that “this large-scale forum has proved itself as a respected exhibition and discussion platform which brings together major manufacturers, leading experts, and industry specialists from across the world”. A varied and comprehensive event program, according to him, “sets the main objectives for the food market development”.

The Prodexpo 2016 international exhibition was attended by Minister of Agricultural, Food and Forestry Policies of Italy **Maurizio Martina** accompanied by Ambassador Extraordinary and Plenipotentiary of Italy to Russia **Cesare Maria Ragaglini**, Latvian Ambassador to Russia **Astra Kurme**, First Deputy Prime Minister, Minister of Agriculture and Food of the Republic of Mordovia **Vladimir Sidorov**, representatives of the Ministry of Agriculture of the Republic of Belarus **Alexey Bogdanov** and **Alexander Shcherbenok**, and other officials.

The Prodexpo visitors emphasized the usefulness of national pavilions and Russian regional collective stands. They also pointed out a high organization level of the event, a wide range of agricultural products presented at the exhibition, and readiness to become perfect partners for Russian companies.

The Russian exposition was the largest one at Prodexpo 2016. The best achievements in the food processing industry were showcased by **1,390 Russian companies**, that is 10% more than in 2015.

Compared to the previous year **the number of regional group stands also increased**. Alongside well-known expositions from Penza, Kirov, Novosibirsk, Kostroma, Tomsk, and Tula oblasts, the group stands of **the Krasnoyarsk Krai**

and the Tver oblast made their debut at the trade show. The space of the regional group stand doubled in size compared to 2015.

Crimean companies actively participated in the trade show. Among them were not only wineries but also fish manufacturers.

27 Prodexpo product sectors cover a full range of domestic and foreign food and drinks.

Thus, compared to 2015 the number of participants in the Groceries and Cereals Salon has grown by **44%**, Meat and Meat Products Salon - by **33%**, Dairy Products and Cheese Salon – by **20%**, and Fish and Seafood Salon – by **17%**.

The Prodexpo largest **Confectionary and Bakery Salon** grew by **13%** compared to 2015. The participants in it were 315 companies.

New Russian companies joined the **Meat and Meat Products Salon**. The total number of participants were 79 enterprises, among them Russia's major agro-industrial holdings, meat processing and poultry factories. There is also some increase in the number of small enterprises participating in this Salon.

The Alcoholic Drinks Salon traditionally holds a special place at Prodexpo. 178 Russian and 106 foreign companies from 23 countries participated in it. The Salon featured the Wine from Russia project designed to support domestic winegrowing and winemaking. This year the subject of alcoholic and soft drinks moved to a new development stage according to the industry demands. As a result, the Alcoholic Drinks Salon was supplemented by the following sectors: Glass Containers, Packaging, Design and Bottling.

The number of Russian participants in the **Fish and Seafood Salon** increased by 17%. This year more companies from Far North, the Republic of Crimea, Kaliningrad and Murmansk took part in the trade show.

The mineral water segment stands out in the **Juices, Mineral Water and Soft Drinks Salon**. The segment is actively developed by the companies from the South of Russia and the North Caucasus.

The international EcoBioSalon served as a great platform to showcase new products and discuss the industry issues. **More than 40** companies put on display a wide range of high quality healthy and organic products which are invariably in great demand among Russian consumers.

Austria, Bulgaria, the Czech Republic, France, Hungary, Italy, Macedonia, Mexico, the Republic of South Africa, Paraguay, Poland, Portugal, Serbia, Spain, Uruguay, and other countries arranged their national pavilions at Prodexpo. Latin American countries widely presented their products at the trade show. Thus, **Argentina, Brazil** and **Chile** increased their floorspace this year. New companies from **Indonesia, Iran,** and **Sri Lanka** entered the Russian market. **Algeria** and **Tunisia** made their debut and arranged their national pavilions.

The foreign part of Prodexpo was presented by **573** companies which demonstrated their products and technologies. **Twenty-six** countries arranged their **national pavilions**.

It is noteworthy that **Nepal** and **Syria** became newcomers to the show. It testifies to the fact that more and more countries take interest in filling vacant niches of the Russian market, which were left by foreign companies.

The geography of foreign participants taking part in the **Meat and Meat Products Salon** underwent considerable changes due to embargo: market niches left by German companies were occupied by manufacturers from Argentina, Brazil, Paraguay, and Uruguay. **Meat exporters from India took part in this Salon for the first time.**

Chile has participated in Prodexpo for several years. Minister Plenipotentiary, Counsellor of the Embassy of the Republic of Chile in Russia **José Campusano Alarcón** said, “Prodexpo offers new interesting opportunities for win-win cooperation. We are interested not only in exports of Chilean goods to your country but also in setting up joint ventures. I hope our countries will sign the free trade agreement which will give a new impetus to develop our economic relations. Russia’s market is very important for us. There is a good reason we have significantly increased the space of our exposition this year.”

The Expocentre for Counterfeit-Free Exhibitions project was carried out at Prodexpo 2016. It is aimed to reduce the number of counterfeit products showcased at exhibitions.

The Prodexpo 2016 event program was comprehensive and multidisciplinary, as usual. Topics of forums, conferences, and round tables mirrored the situation in the industry.

High return on investment, efficiency of networking, a great influx of visitors, first of all, industry experts, potential partners and customers testifies to a high international standing of Prodexpo 2016 and its importance for the Russian and global food industries.

We look forward to seeing you at the 24th edition of Prodexpo that will run at Expocentre Fairgrounds on 6-10 February 2017.