



PROD EXPO

8-12
February 2016

23rd International Exhibition
for Food, Beverages
and Food Raw Materials

Organized by



Supported by
Russian Ministry of Agriculture

Under auspices of
Russian Chamber of Commerce and Industry

Expocentre Fairgrounds, Moscow, Russia

www.prod-expo.ru/en



**Time-tested recipes
for successful business**

18+

PRODEXPO 2015

FACTS & FIGURES

PROD EXPO

8-12
February 2016

some **100 000 sq m** of exhibition space

EXHIBITORS:

MAJOR FOOD COMPANIES
GLOBALLY

2 309 participants
from **65** countries of
Europe, Asia, Africa,
Australia, North and South
America
35 national pavilions

VISITORS:

STAKEHOLDERS OF THE
FOOD MARKET

54 932 professional
visitors
from **97** countries and all
federal districts of Russia

TOTAL SECTORAL COVERAGE

22 thematic salons
cover a whole range of
food and beverages

TRIGGER OF BUSINESS IN THE RUSSIAN FOOD MARKET

124 federal and local
chains in the Purchasing
Centre for Retail Chains™

PRODEXPO 2015 VISITORS

PROD EXPO

8-12
February 2016

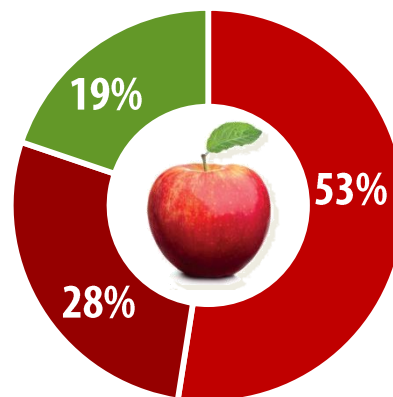
81% Decision makers

VISITOR ACTIVITY CHART



2.5 days consumed
per visitor in average

BUYING AUTHORITY



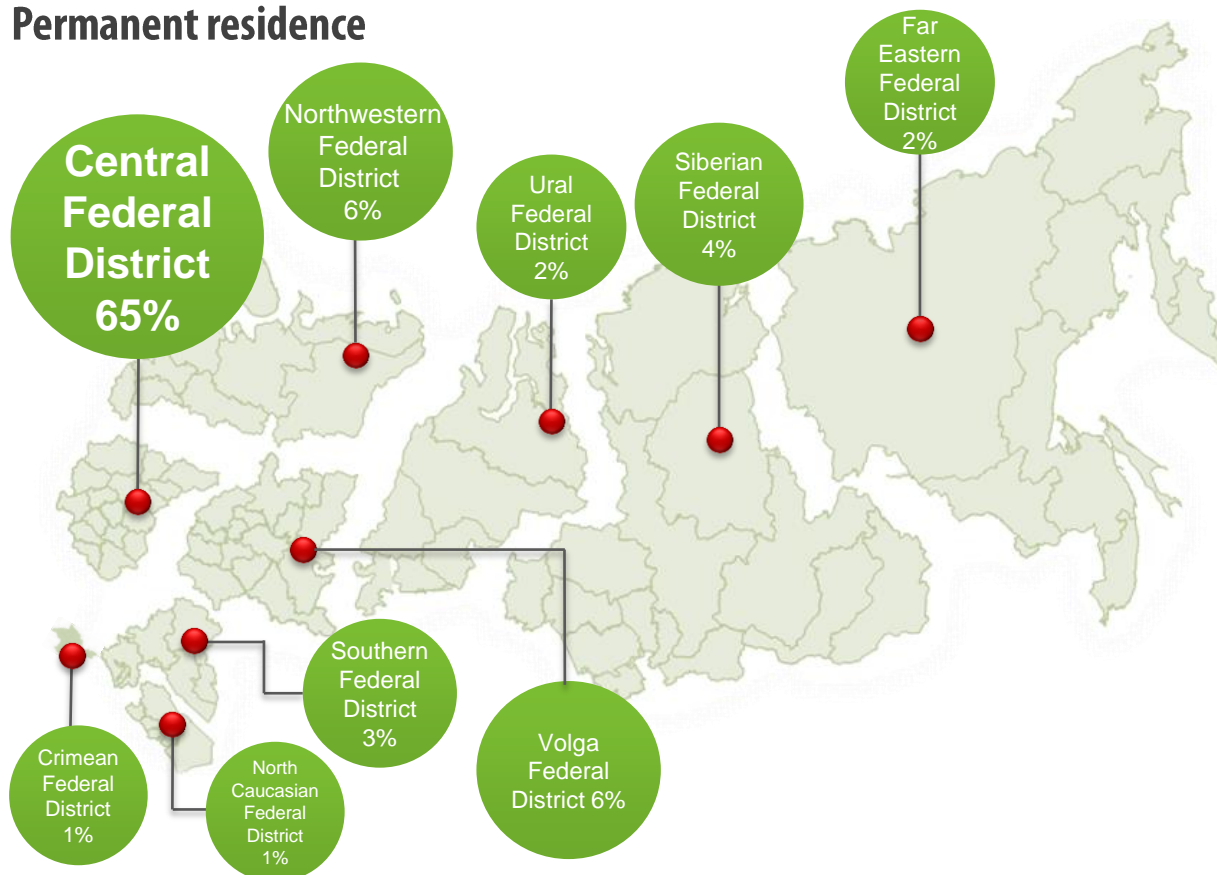
PRODEXPO 2015 VISITOR GEOGRAPHY

PROD EXPO

8-12 February 2016

54 932 professionals from 97 countries and across Russia

Permanent residence



65% visitors from Central Federal District

25% visitors from other federal districts

10% visitors from the Commonwealth of Independent States (CIS) and other countries

CIS – 5%

Other countries – 5%

FEEDBACK FROM PRODEXPO 2015

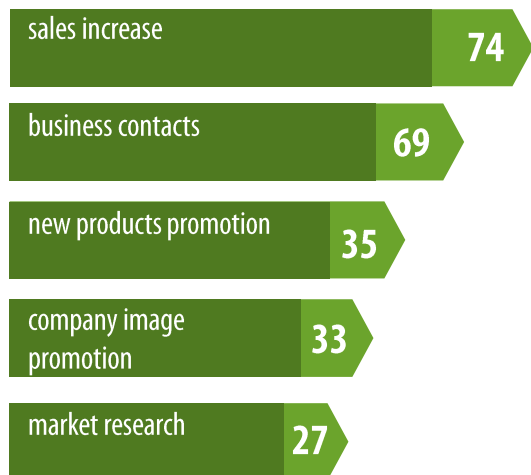
PROD EXPO

8-12
February 2016

84% exhibitors achieved goals

87% visitors achieved goals

EXHIBITOR SUCCESS INDEX (%)



VISITOR SUCCESS INDEX (%)



78% visitors satisfied with exhibitor profile

72% exhibitors satisfied with business contacts

83% exhibitors plan to return in 2016

THEMATIC SECTORS

PRODEXPO 2016

PROD EXPO

8-12
February 2016



Meat and meat products. Cooked meats. Poultry. Eggs



Dairy products. Cheese



Ice Cream Salon



Groceries. Cereals. Pasta. Spices, kitchen herbs



Vegetable fats



Juices, mineral water. Soft drinks



Frozen food. Semi-prepared foods. Ready meals.



Confectionery. Snacks, nuts, dried fruit. Bakery. Ingredients for confectionery products



Tea, coffee



Fish and seafood



Canned food. Sauces, ketchups



Gastronomy. Food for restaurants. Fine food. Trading companies



Alcoholic Drinks Specialized Salon for industry professionals



Fruit, vegetables



National pavilions



Organic and farmers' produce



EcoBioSalon



ProdexpoPack Exhibition: Packaging Solutions for the Food Industry



Equipment and Services Salon



Baby food



Pet food



Honey and bee products

www.prod-expo.ru/en/

PRODEXPO 2015

ASSOCIATED EVENTS

Resource of knowledge and expertise
Broad business opportunities

PROD EXPO

8–12
February 2016

KEY EVENTS

- ProdForum: Russian Forum of Food Retail Chains Suppliers
- Purchasing Centre for Retail Chains™
- Allrussian AlcoCongress
- Conference on baby food market development
- Conference on Manufacture, Control, Certification and Promotion of Eco Bio Products on the Russian Market
- Conference at the Ice Cream Salon
- Seminars, panels with food and drinks retailers and manufacturers

PRODEXPO 2015 PURCHASING CENTRE FOR RETAIL CHAINS

contracts with retail chains

worth over **6.5 billion rubles**

3 000 negotiations on supplies

124 federal and local chains



PROD EXPO

8-12
February 2016

PROFESSIONAL CONTESTS

- Best Product
- Best Innovative Product
- Choice of Retail Networks
- International Alcoholic Drinks Tasting
- ProdExtraPack: Best Food Packaging and Label
- Best Consumer Marketability
- Successful Promotion of High Quality Goods

PRODEXPO: A UNIQUE CHANCE TO FIND YOUR NICHE IN THE RUSSIAN FOOD MARKET!

PROD EXPO

8-12 February 2016

DATES

Assembly: 2 – 7 February 2016

Running: **8 – 12 February 2016**

Dismantling: 13– 15 February 2016

VENUE

Total in/outdoor exhibition area of Expocentre Fairgrounds
14, Krasnopresnenskaya nab.

Moscow, Russia, 123100

Tel.: + 7 (499) 795-37-99

FOOD EXHIBITIONS DIVISION

Exhibition Director

Tatyana Piskareva

Tel.: + 7 (495) 609-40-52, +7 (499) 795-27-98,

+ 7 (499) 795-41-26, + 7 (499) 795-26-46

Fax: + 7 (495) 609-41-68

E-mail: galina@expocentr.ru, prodexpo@expocentr.ru,

mezvist@expocentr.ru



www.prod-expo.ru/en/