

Post Show Report Prodexpo 2019

Facts & Figures

EXHIBITORS

2,417 companies (+30 companies compared to 2018),
Russian exhibitors: 1,688 companies
(534 exhibitors are exporters)
729 foreign companies.

69 Countries:

Abkhazia, Argentina, Armenia, Australia, Austria, Azerbaijan, Belarus, Belgium, Bolivia, Brazil, Bulgaria, Chile, China, Colombia, Czech Republic, Denmark, Egypt, Ethiopia, Finland, France, Georgia, Germany, Greece, Hungary, India, Indonesia, Iran, Israel, Italy, Japan, Kazakhstan, South Korea, Kyrgyzstan, Latvia, Lithuania, Macedonia, Malaysia, Mexico, Moldova, Monaco, Nepal, the Netherlands, Norway, South Ossetia, Pakistan, Paraguay, Peru, Poland, Portugal, Romania, the RSA, Russia, Serbia, Spain, Sri Lanka, Switzerland, Tajikistan, Thailand, Tunisia, Turkey, Turkmenistan, the UAE, the UK, Ukraine, Uruguay, the USA, Uzbekistan, Vietnam, Zimbabwe

International pavilions: Argentina, Armenia, Azerbaijan, Brazil, Chile, China, Ethiopia, France, Germany, Greece, Hungary, India, Indonesia, Italy, Japan, South Korea, Latvia, Macedonia, Moldova, South Ossetia, Paraguay, Peru, Poland, Portugal, Serbia, Spain, Sri Lanka, Turkey, Uruguay, Uzbekistan.

21 Russian regional pavilions (165 companies)

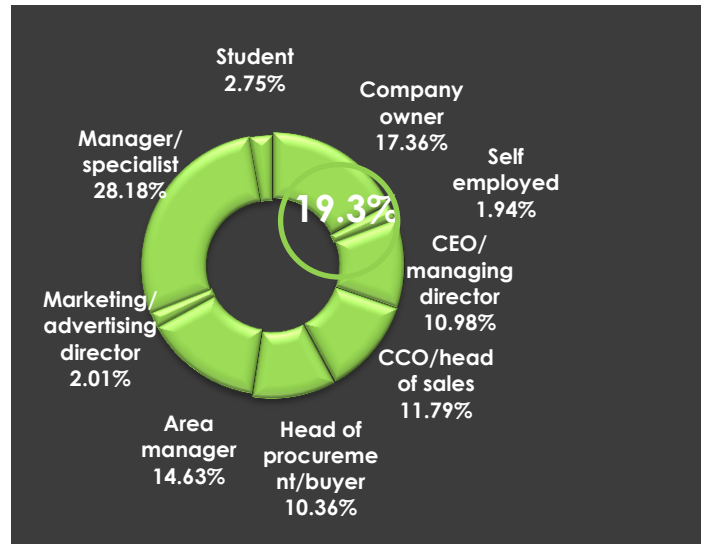
(+48% compared to 2018):

Kirov, Kostroma, Novosibirsk, Penza, Ryazan, Tomsk, Tula, Tver, Volgograd and Yaroslavl oblasts, Krasnoyarsk krai, the Republic of North Ossetia-Alania; newcomers are Altai krai, Amur, Astrakhan, Kursk, Omsk, Orlov, Pskov, Ulyanovsk and Volgograd oblasts.

VISITORS

66,915 Visitors (+7.9% compared to 2018) from 112 countries,
85 including regions of Russia.

Job titles

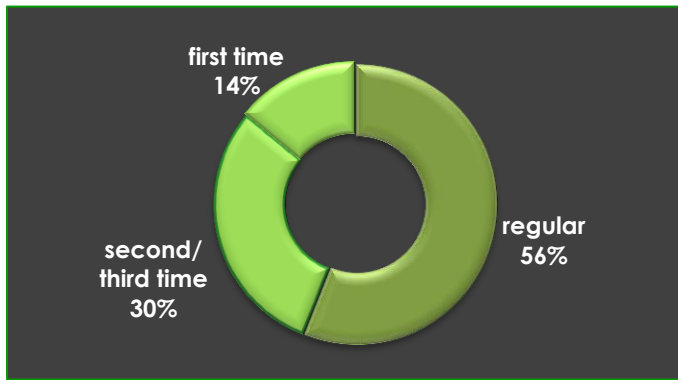


81% of visitors are decision makers or main influencers

48% of visitors plan to buy after the exhibition

43% of visitors interested in entering foreign markets

Frequency of participation



Participant goals

To sign contracts / agreements	87%
To increase sales	72%
To diversify markets, enter new markets and regions	63%
To promote products / services	51%
To search for suppliers	30%
To carry out investment projects	27%
To learn about new products / market analysis	23%

High ROI for participants

88% of exhibitors achieved their goals
 92% of exhibitors satisfied with business leads
 97% of exhibitors would recommend their partners to participate in Prodexpo

Positive feedback from exhibitors and industry experts>>

Industry sectors

Wholesale of food/soft drinks	29.21%
Production of food/soft drinks	27.92%
Retail of food/soft drinks	17.42%
Retail chains	11.04%
HoReCa, restaurants, catering	9.5%
Wholesale of alcoholic beverages	7.32%
Retail of alcoholic beverages	6.79%
Production of alcoholic beverages	5.54%
Agriculture industry, agricultural holdings, Farms, agricultural cooperatives, storage and processing of agricultural raw materials	8.44%
Production/supply of packaging, packaging equipment	6.16%
Transport and logistics	4.7%
Services	4.51%
Advertising services	4.35%
Production/supply of food processing equipment	3.36%
Corporate purchasers	1.84%
Research institutes, science, education	1.48%
Financial sectors, banks, insurance companies	1.12%
State, municipal management	0.83%

Visitor goals*

Main goals: to sign contracts, increase sales, diversify markets and procurements

To sign contracts / agreements	48%
Procurements	47%
To increase sales	25%
To learn about new products / market analysis	21%
To promote products / services	17%
To diversify market, enter new markets and regions	13%
To explore the trade show to participate in the future	10%
To carry out investment projects	9%
To attend supporting events	6%
To enter chain stores	2%

High visitor satisfaction figures confirm a strong ROI

86% of visitors **achieved their goals** and consider their attendance effective
 98% of visitors would recommend their colleagues to visit Prodexpo

Visitor interests*:

Meat and meat products. Cooked meats and sausages	29%	Packaging solutions for the food industry (ProdexpoPack)	12%
Dairy products. Cheese	28%	Vegetables, fruit, mushrooms, berries, wild food	12%
Confectionery. Bakery. Confectionery raw materials	28%	Fine foods. Gastronomy. Food for restaurants.	11%
Groceries. Cereals. Pasta. Seasonings. Spices. Kitchen herbs	25%	Farmers' produce	10%
Tea. Coffee	23%	Organic products	9%
Juices. Water. Soft drinks	23%	Baby food	9%
Alcoholic drinks. Wine. Beer	22%	Honey and bee products	8%
Snacks. Nuts. Dried fruit	20%	Production of store brand products	7%
Healthy eating	17%	Halal food	7%
Frozen food. Semi-prepared foods. Ready to eat foods	17%	Glass containers. Closures. Design	7%
Canned food. Sauces. Ketchups	16%	Trading houses, wholesale distribution centers	6%
Fish and seafood. Aquaculture	16%	Pet food	6%
Poultry. Eggs	15%	International pavilions	5%
Ice cream	15%	Russian regional pavilions	5%
Vegetable fats	13%	Equipment and services salon	5%

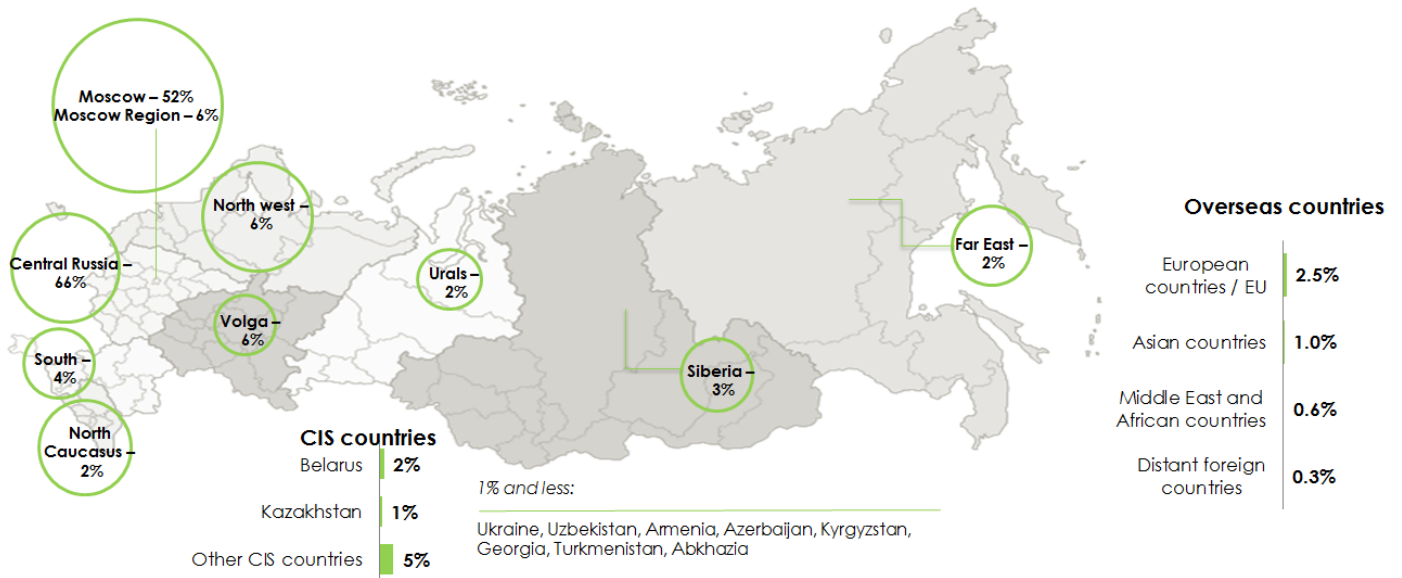
Visitors geography

58% – Moscow and Moscow region

32% – All other Russian regions

6% – CIS

4% – other countries



*Multiple replies possible

Source: Romir Research Holding