

## Press Release

### Prodexpo 2017

24<sup>th</sup> International Exhibition for Food, Beverages and Food Raw Materials

**Dates:** 6-10 February 2017

**Venue:** Expocentre Fairgrounds

**Organized by** Expocentre AO

**Supported by** the Russian Ministry of Agriculture

**Auspices of** the Russian Chamber of Commerce and Industry

**Logos:** UFI, RUEF

**Exhibition area:** about 100,000 sq m

**Exhibitors:** **2,178** companies

**Russian exhibitors:** **1,551**

**Countries:** **57**

**International pavilions:** **29** (Argentina, Armenia, Austria, Brazil, Bulgaria, Chile, China, France, Greece, Hungary, India, Iran, Italy, Japan, Macedonia, Moldova, Paraguay, Poland, Portugal, the Republic of South Africa, Serbia, South Korea, Spain, Sri Lanka, Tunisia, Turkey, the UAE, Uruguay, Uzbekistan)

**Russian group stands:** **11** (Tomsk, Vologda, Kirov, Kostroma, Astrakhan, Tambov, Penza, Tula, Novosibirsk regions, Stavropol and Krasnoyarsk Krai)

**Types of products on display:** alcoholic drinks, vegetable oils, canned food, confectionery and bakery, meat and meat products, fish and seafood, dairy products, gourmet foods and delicatessen, etc.

*“For many years Prodexpo has proved itself as a respected business platform which promotes international cooperation and exchange of experience with leading manufacturers from many countries”.*

*Alexander Tkachyov, Minister of Agriculture of the Russian Federation*

### Facts & Figures

According to the Russian National Exhibition Rating, Prodexpo was chosen the largest exhibition in Russia in 2014-2015 in the Food Products category.

This year the number of participants has increased by 11% and the exhibition space by 12%.

Prodexpo 2017 will occupy not only all Expocentre’s pavilions but even temporary prefabricated ones.

Food manufacturers from Asia, Africa and Latin America are taking up stronger positions at the show. For the first time the UAE will participate in Prodexpo with its national pavilion. This year Turkey comes back to the trade show; its exhibition

space will be the third largest after China and Spain. Greece and Tunisia have greatly enlarged their exhibition area. More Sri Lankan companies take part in the show. Uruguay plans to show a wide range of export products. Two Japanese prefectures will take part in the trade show. South Korea will arrange its national pavilion after a long break.

Post-Soviet countries also take an active part in Prodexpo. Armenia will showcase products of 44 companies. The Republic of Moldova returns to the trade show to put on display a great variety of products from wine to canned food. Among the CIS countries the largest number of companies will come from Belarus. After some break Uzbekistan arranged its national pavilion to showcase fresh fruit and vegetables, drinks and dries fruit, canned food and confectionery. Companies from Georgia, Kyrgyzstan and Azerbaijan actively participate in the trade show.

*“The secret of Prodexpo success is determined by its high efficiency. For both newcomers and experienced market players participation in the show is one of the key steps towards promotion of food and drinks to the market.”*

*Tatyana Piskareva, Head of Prodexpo Exhibition*

### **Prodexpo Salons**

- **Confectionery and Bakery Salon** is the largest salon at Prodexpo 2017 with 383 exhibitors, among them Chipita, Sweet Nut, Slavyanka, Kommunarka, AKKOND, etc.
- **Alcoholic Drinks Salon** features 319 companies from 31 countries. There is considerable increase in the beer section. The exhibitors will present beer at different prices including premium beer from Monaco. More Russian brewers and newcomers this year. A wide range of Crimean, Krasnodar and Stavropol wines. Among the exhibitors there are Sovetsky Winery (Crimea), Vina Livadii (Crimea), Evpatoriyskiy Zavod Klassicheskikh Vin, Kuban Loza and others. Apart from traditional winemakers from France, Italy, Spain, Portugal, the Republic of South Africa, Hungary, and Austria, the salon participants are also Japanese and Chinese companies. The number of manufacturers and suppliers of vodka has decreased whereas the brandy section increased.
- **Milk and Dairy Products** is the third largest salon. It will be presented by more than 160 companies from Argentina, Belarus, Iran, Ireland, Italy, Kazakhstan, Paraguay, Russia, and South Korea. Among the Russian companies there are leading cheesemakers, e.g., Belebey Dairy Plant, Ichalki Trading House, Karat, etc., as well as milk companies such Komos Group, Ecomilk, Selo Zelenoe, Renna Holding, Rostagrokomples, Food Milk, Nalchikskiy Molochny Kombinat.
- **Meat and Meat Products Salon** features over 115 exhibitors from 16 countries. Regular participants in the salon are poultry producers, e.g., Resource Group, Chelny Broiler, Utolina, Indolina, Veles Agro, Vitebsk Broiler Poultry Factory, Uglichskaya Poultry Farm, and Praxis-Ovo. The newcomer of the salon is

Lobanovskaya Indeika. Compared to 2016, the number of major Russian agroholdings has increased, among them Miratorg, Agro-Belogorye, Agropromkomplektatsiya, Ostankinskiy Myasopererabatyvayushchiy Kombinat, Prodo, and Ohotno Agroholding. The newcomers are Eco Meat Factory, Zdorovaya Ferma, Fermach retail chain, etc. Reputable processors, such as Bogatyr and Rublevskiy, will showcase their products as well.

- **Canned Food Salon** brought together over 150 participants from 23 countries. The exhibitors of meat products are Glavproduct, OVA, Kaliningrad Package Factory, Elinskiy Pischevoy Kombinat, Hame Foods, Barko, Argo Myasokonservnyy Zavod, Skopinsky Meat Processing Plant, Standart Kurganskiy Myasokombinat, Baryshskiy Myasokombinat, and others. Canned vegetables and sauces will be presented by companies from Krasnodar Krai, Kabardino-Balkaria, and the Far East. Food production plant Ruskon, which specializes in production of ready-made meals for long-term storage in polymer packages, participates in Prodexpo for the second time.

- **Fish and Seafood Salon.** The newcomer to the salon is Dobroflot that will put on display canned products.

- **Groceries Salon** has shown considerable growth: 149 companies from 16 countries. The regular participants in the show are Agro Alliance, First Grain Company, Doshirak, Baisad, Resurs, AFG National Agro Holding, Stoylenskaya Niva. The newcomers are Drink International, Nash Product, Azelis, and Lugan.

- **Halal Salon.** The Prodexpo premiere is organized in cooperation with the International Center for Halal Standardization and Certification of the Russian Council of Muftis. The salon will bring together 23 manufacturers. For the first time Prodexpo organizes the competition for the best halal product. The aim is to provide customers with useful information about quality of halal products.

- **EcoBioSalon** will be devoted to healthy food and bring together over 70 companies – suppliers of healthy and eco-friendly food from Armenia, Bolivia, France, Greece, Japan, Russia, South Korea, and Sri Lanka.

- **Tea and Coffee Salon** is expected to be very promising. It will feature products of 107 companies from Bulgaria, China, Ecuador, Germany, India, Japan, Mexico, Russia (Crimean, Krasnodar and Altai teas), South Korea, Spain, Sri Lanka, and Turkey.

- **Juices, Mineral Water, Soft Drinks Salon** participants are mostly manufacturers and distributors of mineral water. There is some decrease in the companies showcasing juices. The exhibitors of the salon are companies from Armenia, Azerbaijan, China, Georgia, Greece, Kazakhstan, Moldova, Russia, and South Korea.

28 salons include a wide range of food and drinks from across the world. You can see products by pavilions [on the exhibition website](#).

*“We expect the trade show to generate great interest among the industry professionals. Last year about 55,000 industry experts from all regions of Russia visited the trade show. We hope the growth will be ensured by such salons as Milk and Dairy Products, Groceries, Vegetable Oils and Fats, Confectionery, Tea and Coffee, and Alcoholic Drinks. Today, these salons are on the rise. The Meat and Meat Products, Canned Food, Fish and Seafood, and Soft Drinks salons also show sustainable development.”*

*Tatyana Piskareva, Head of Prodexpo Exhibition*

### **Key Associated Events**

- [12<sup>th</sup> Russian Food Forum "Supplier for Retail Chain"](#)
- [Purchasing Centre for Retail Chains™](#)
- Consultation session “Russian Export Center: Supportive Measures for Exporters and Manufacturers of Russian Food and Drinks”
- Conference “Quality Is a Positive Image of Manufacturers and Retailers”
- Halal International Forum
- [Professional competitions](#)

The participants in the associated events (seminars, round tables, conferences, forums, congresses, workshops, and presentations) are key players of the food market, top managers of agroholdings, major companies, retail chains, as well as representatives of the Russian Ministry of Agriculture, the Federal Service for Veterinary and Phytosanitary Surveillance, the Russian State Duma, and foreign delegations.

To learn more about the associated event, please go to <http://www.prodexpo.ru/en/events/meropryatiya/>.

A wide range of industry media will be presented in Pavilion 8.5. The trade show will be covered by more than 30 media partners and accredited journalists.

Prodexpo is open on February, 6-9 from 10.00 to 18.00. On the 10<sup>th</sup> of February from 10.00 to 16.00. The official opening ceremony will run on the 6<sup>th</sup> of February at 12.00 in the Gallery between Pavilions No.2 and 8.

### **Expocentre Press Service**