

Post Show Report Prodexpo 2020

Facts & Figures

EXHIBITORS

2,664 companies (+10.2 % compared to 2019),
Russian exhibitors:
1,853 companies (+9.8% compared to 2019)
811 foreign companies (+11.2% compared to 2019)

73 Countries:

Abkhazia, Argentina, Armenia, Austria, Azerbaijan, Belarus, Belgium, Brazil, Bulgaria, Chile, China, Colombia, Croatia, Cuba, Czech Republic, Denmark, Egypt, Finland, France, Georgia, Germany, Greece, Hungary, India, Indonesia, Iran, Ireland, Italy, Japan, Kazakhstan, South Korea, Kyrgyzstan, Latvia, Lithuania, Malaysia, Mexico, Moldova, Monaco, Nepal, the Netherlands, New Zealand, Norway, Philippines, Pakistan, Paraguay, Peru, Poland, Portugal, Romania, Republic of Estonia, Republic of North Macedonia, Russia, San Marino, Serbia, Slovakia, South Ossetia, Spain, Sri Lanka, Sweden, Switzerland, Tajikistan, Thailand, Tunisia, Turkey, Turkmenistan, the RSA, the UK, the USA, Uganda, Ukraine, Uruguay, Uzbekistan, Venezuela

International pavilions: Argentina, Armenia, Azerbaijan, Belgium, Brazil, Chile, Croatia, China, Cuba, France, Hungary, India, Indonesia, Italy, South Korea, Latvia, Moldova, South Ossetia, Philippines, Poland, Portugal, Republic of North Macedonia, Serbia, Spain, Sri Lanka, Tajikistan, Thailand, Turkey, the RSA, Uruguay, Uzbekistan

47 Russian regional pavilions
(more than doubled if compared to 2019):

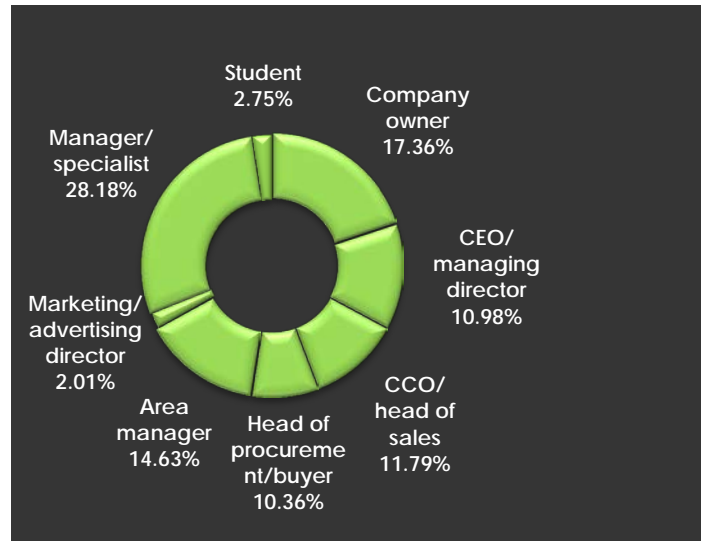
25 Russian regional pavilions – NEW

[Russian regional expositions>>](#)

VISITORS

68,647 Visitors (+2.6% compared to 2019) from **115 countries,**
85 including regions of Russia.

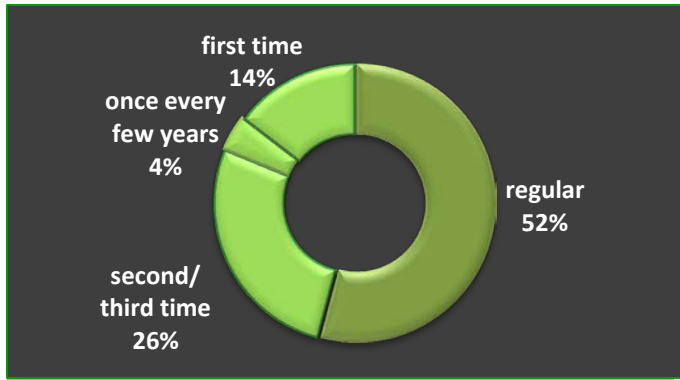
Job titles



82% of visitors are decision makers or main influencers
52% of visitors plan to buy after the exhibition
> 30,000 of visitors interested in entering foreign markets

21,400+ visitors were **newcomers**

Frequency of participation



Participant goals

To sign contracts / agreements	80%
To diversify markets, enter new markets and regions	68%
To increase sales	66%
To promote products / services	54%
To search for suppliers	23%
To learn about new products / market analysis	22%
To carry out investment projects	11%

High ROI for participants

88% of exhibitors achieved their goals
 92% of exhibitors satisfied with business leads
 98% of exhibitors would recommend their partners to participate in Prodexpo

Industry sectors

Wholesale of food/soft drinks	28.73%
Wholesale of alcoholic beverages	5.67%
Production of food/soft drinks	16.29%
Production of alcoholic beverages	2.52%
Retail of food/soft drinks/ alcoholic beverages	17.42%
Retail chains	9.24%
HoReCa, restaurants, catering	9.5%
Agriculture industry, agricultural holdings, Farms, agricultural cooperatives, storage and processing of agricultural raw materials	3.41%
Production/supply of packaging, packaging equipment	5.46%
Services	3.71%
Advertising services	3.57%
Transport and logistics	2.75%
Production/supply of food processing equipment	2.73%
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	43%
To increase sales	37%
Procurements	37%
To search for suppliers	27%
To promote products / services	23%
To learn about new products / market analysis	22%
To diversify market, enter new markets and regions	17%
To explore the trade show to participate in the future	8%
To carry out investment projects	6%
To enter chain stores	3%
To attend supporting events	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*:

Confectionery. Bakery.	26%	Vegetables, fruit, mushrooms, berries, wild food	11%
Confectionery raw materials		Packaging solutions for the food industry (ProdexpoPack)	11%
Meat and meat products. Cooked meats and sausages	26%	Gastronomy. Food for restaurants	10%
Poultry. Eggs	13%	Organic products	10%
Dairy products. Cheese	25%	Farmers' produce	9%
Groceries. Cereals. Pasta. Seasonings.		Baby food	9%
Spices. Kitchen herbs	22%	Functional food	7%
Tea. Coffee	21%	Halal food	7%
Juices. Water. Soft drinks	20%	Honey and bee products	7%
Alcoholic drinks. Wine	19%	Production of store brand products	7%
Beer	14%	Glass containers. Closures. Design	6%
Snacks. Nuts. Dried fruit	18%	Trading houses, wholesale distribution centers	5%
Vegetable fats	16%	Pet food	6%
Frozen food. Semi-prepared foods.		International pavilions	5%
Ready to eat foods	15%	Russian regional pavilions	5%
Canned food. Sauces. Ketchups	15%	Equipment and services salon	5%
Healthy eating	15%		
Fish and seafood. Aquaculture	15%		
Ice cream	13%		

Visitors geography

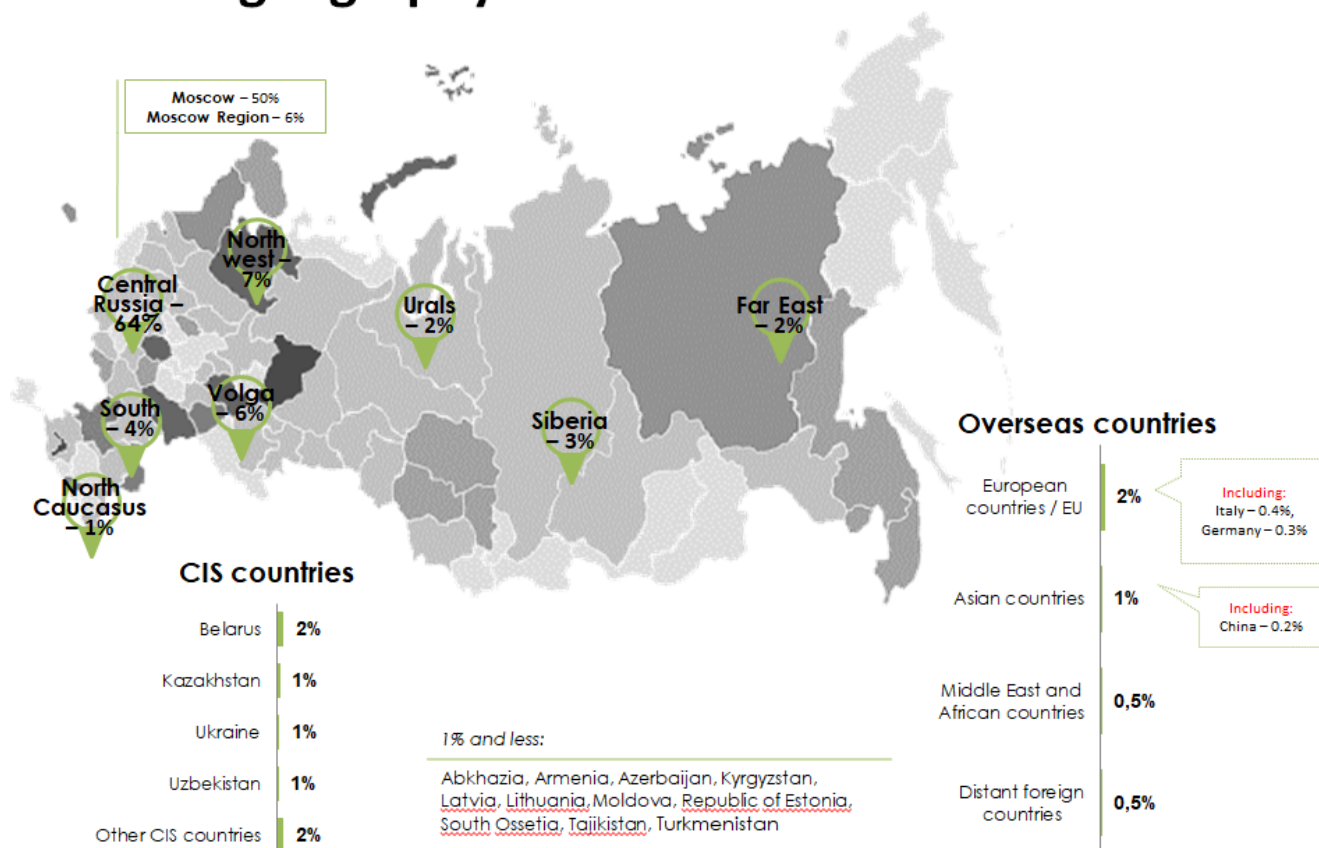
56% – Moscow and Moscow region

33% – All other Russian regions

7% – CIS

4% – other countries

Visitors geography



*Multiple replies possible

Source: Romir Research Holding