

## Participant feedback

"Prodexpo is the most important event for Italian suppliers to the Russian market. Furthermore, the food sector is very important to Italy, so we could not but take part in this important event."

*Francesco Pensabene, Director of ICE Moscow*

"It is the first time that we show our products to the Russian market. These products include wine, cognac, and craft beer. We generated a lot of sales leads at Prodexpo. Here we have many offers and active networking. We had representatives of major Russian federal retails chains and retailers from other countries, such as Kyrgyzstan, Belarus, Moldova, at our stand. We are planning to come back next year."

*Evelina Sargsyan, Marketing Director at ArLeAM*

"For us, Prodexpo means new contacts and new contracts. The show is very effective not only for the sales department but also for marketing and other areas. We are 100% satisfied. Our company will continue its growth thanks to Prodexpo."

*Anna Boyko, Head of PR and Promotion at Ariant Group*



## Plan your participation!

**7–11 February 2022**

**EXPOCENTRE Fairgrounds  
Moscow, Russia**

You can find  
the **booking form** at  
[www.prod-expo.ru/en](http://www.prod-expo.ru/en)

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**7–11 February 2022**



# Prodexpo: Your shortcut to the Russian market!

Prodexpo WINE is the largest showcase of alcoholic beverages in Russia

## Great opportunities for your company to

- **show** your products to Russian distributors
- **hold** face-to-face talks with Russian federal and regional retail chains
- **find** new business partners and **sign** lucrative contracts
- **enter** the EEU market
- **evaluate** your company's position in the market
- **study** the market and **identify** the needs and demands of your target audience



- Vodka
- Brandy
- Whiskey
- Liqueur
- Alcohol infusion
- Gin
- Rum
- Wine
- Aperitif
- Sparkling wine
- Vermouth
- Beer
- Cider
- Mead
- Wine making materials

## Prodexpo WINE visitors

Prodexpo is attended by close to **67,000** industry professionals.

**83%** of the Prodexpo visitors are purchasing decision makers or influencers

**98%** of the visitors would recommend the show to their partners and peers

Source: Romir

## Conference programme

• **AlcoCongress** is the only networking platform that brings together all players of the Russian alcohol market. Its participants include leading analysis, and representatives of the Russian federal and regional executive authorities.

• **The Wine from Russia** project is an educational programme devoted to the Russian wine making. Industry professionals take part in tastings and workshops aimed at developing Russian winemaking and promoting the wine education. The project is supported by the industry's leading associations such as the Union of Wine Growers and Wine Makers of Russia, the Wine Producing Alliance, the Russian Association of Sommelier, the Federation of Restaurateurs and Hoteliers of Russia, and the Association of Sparkling Wine Producers.

• **AlcoHall:** Supply Negotiations brings together manufacturers, suppliers and buyers of alcoholic beverages for retail chains and HoReCa.



**360+** manufacturers and distributors from **38** countries!

Austria, Belarus, Belgium, Czechia, Estonia, Hungary, Ireland, Italy, Lithuania, Moldova, Monaco, Poland, Romania, Serbia, Slovakia, UK

