31ST INTERNATIONAL EXHIBITION FOR FOOD, BEVERAGES AND FOOD RAW MATERIALS









Post Show Report

18+

Exhibitors 2,195_{companies}

40 Countries Argentina, Armenia, Azerbaijan, Belarus, Brazil, Bulgaria, Chile, China, Cyprus, Egypt, Finland, France, Georgia, Germany, Greece, India, Indonesia, Iran, Italy, Kazakhstan, Kyrgyzstan, Lithuania, Moldova, Poland, Portugal, Russia, Serbia, South Africa, South Korea, South Ossetia, Spain, Sri Lanka, Switzerland, Thailand, Tunisia, Turkiye, Turkmenistan, the UAE, Uzbekistan, Vietnam



Exhibitors

1,658 Russian exhibitors



48 Russian regional pavilions

Republics of Adygea, Altai, Buryatia, Crimea, Chuvashia, Kabardino-Balkaria, Kalmykia, Karelia, Khakassia, Komi, Mordovia, North Ossetia–Alania, and Udmurtia; Altai, Krasnodar, Krasnoyarsk, and Primorsky Krais; Astrakhan, Belgorod, Chelyabinsk, Irkutsk, Kaliningrad, Kaluga, Kostroma, Kurgan, Kursk, Leningrad, Moscow, Nizhniy Novgorod, Novgorod, Novosibirsk, Omsk, Orel, Penza, Samara, Saratov, Smolensk, Tambov, Tula, Tver, Ulyanovsk, Vladimir, Volgograd, Vologda, Voronezh, and Yaroslavl Oblasts; Khanty-Mansi – Ugra and Yamalo-Nenets Autonomous Okrugs

Exhibitors

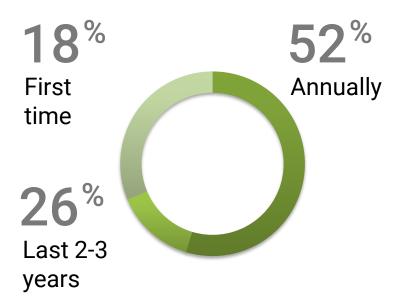
Foreign exhibitors

537

12 Foreign national pavilions



Frequency of participation



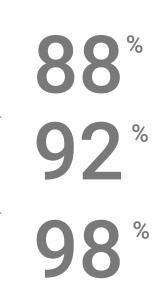
Participant goals

Sign contracts /	80%
agreements	
Diversify markets,	68%
enter new markets and regions	00 /0
Increase	66%
sales	00 ⁄0
Promote products /	54%
services	54 ⁄o
Search	23%
for suppliers	Z3 /0
Learn about new products /	77 0/
market analysis	22%
Carry out	11%
investment projects	

High ROI for participants

Exhibitors met objectives

Exhibitors satisfied with number and quality of business leads Exhibitors would recommend their partners and peers to participate in Prodexpo





Visitors

71,414 96 visitors countries

89 regions of Russia

Job titles

25.9% Manager/

specialist

17.9%

Area manager

9.8%

Head of procurement / buyer 12.4% CEO/ managing director

24.2[%]

Company

owner

9.8%

CCO/ head of sales



Visitors

74.1[%]

of visitors are decision makers or main influencers

46.5[%]

Feedback

of visitors plan to make purchases after the exhibition

28,500+

of visitors interested in entering foreign markets

21,800+

visitors were newcomers



Industry sectors

Wholesale of food/soft drinks	25.2%
Wholesale of alcoholic beverages	5.0%
Production of food/soft drinks	12.9%
Production of alcoholic beverages	2.6%
Chain retail of food/soft drinks	7.4%
Chain retail of alcoholic drinks	2.2%
HoReCa, restaurants, catering	5.5%
Production/distribution of raw materials, ingredients	6.2%
Production/supply of packaging, packaging equipment	4.7%
Non-chain retail of food/soft drinks	2.9%
Non-chain retail of alcoholic drinks	1.2%
Online store, e-commerce	3.5%
Agriculture industry, agricultural holdings, farms, agricultural cooperatives, storage and processing of agricultural raw materials	7.5%
Services	2.6%
Transport and logistics	2.3%
Production/supply of food processing equipment	1.9%
Corporate purchasers	1.7%
Financial sectors, banks, insurance companies	0.8%
R&D, education/ training/retraining	3.3%
State, municipal management	0.6%

High visitor satisfaction figures confirm a strong ROI



96% of visitors are satisfied with the quality of exhibitors



of visitors would recommend their colleagues and peers to visit Prodexpo



Visitor objectives

Sign contracts / agreements	23.1%
Search for suppliers	15.2%
Search for products/business services	10.8%
Procurements	9.1%
Procurements Generate new business contacts	9.1% 9.1%



Search for buyers	7.5%
Business networking	4.6%
Entering new markets and new regions	3.9%
Start supplying products to retail chains, access to marketplaces	3.5%
Attend supporting events	2.5%
Generate investments / Implementation of investment projects	1.6%

Visitor interests*

Meat and meat products. Cooked meats and sausages	27.7%
Poultry. Eggs	14.5%
Halal food	7.2%
Confectionery. Bakery. Confectionery raw materials	27.0%
Dairy products. Cheese	26.4%
lce-cream	14.4%
Groceries. Cereals. Pasta. Seasonings. Spices. Kitchen herbs	22.9%
Juices. Water. Soft drinks	21.8%
Tea. Coffee	21.2%
Snaks. Nuts. Dried fruit	18.9%
Alcoholic drinks. Wine	18.6%
Beer	15.1%
Fats and oils	16.5%
Frozen food. Semi-prepared foods. Ready-to-eat foods	16.3%
Canned food. Sauces. Ketchups	14.9%

Fish and seafood	14.6%
Healthy nutrition	12.9 %
Gastronomy. Food for restaurants. Gourmet food	10.9%
Packaging solutions	10.4%
Vegetables, fruit, mushrooms, berries, wild food	10.4%
Organic products	8.4%
Farm products	8.3%
Baby food	7.0%
Dietary nutrition	6.5%
Special nutrition	6.1%
Production of private label products	7.8%
Honey and bee products	7.1%
Pet food	6.8%
Glass containers. Corking. Design	5.6%
Trading houses, wholesale distribution centres	4.8%
Russian regional pavilions	4.9 %
Foreign national pavilions	4.7%
Equipment and services	3.9%

* Multiple replies possible