

## Conference programme Prodexpo 2024\*

### February 5 (Monday)

- 12:30 **Official opening ceremony of Prodexpo 2024**  
*Gallery between Pavilions 2 and 8*
- 10:00—17:00 **The Centre of Retail Chains™ at Prodexpo 2024**  
A special programme for retailers, combining a comfortable visit to Prodexpo with a series of training workshops  
**Organised by** EXPOCENTRE AO, KVK Imperia Forum  
*Pavilion 1, Balcony, the Centre of Retail Chains™*
- 10:00—17:10 **Original Training by Ekaterina Bogacheva**  
Ready-made strategies and life hacks to organise your store, promote it and reduce costs  
**Organised by** KVK Imperia Forum  
Paid event  
*Pavilion 1, Conference Hall 2*
- 10:30—12:00 **Panel Discussion on Strategy 2030: Development, Promotion and Support of Organic Production**  
**Organised by** the Russian Quality System (Roskachestvo), EXPOCENTRE AO  
*Pavilion 2, Blue Hall*
- 10:30—12:00 **Thematic Session on the Halal Products Market: Effective Infrastructure and New Opportunities**  
**Organised by** the Russian Quality System (Roskachestvo), EXPOCENTRE AO  
*Congress Centre, SkyLight Hall*
- 10:30—17:30 **Workshop on Food Ingredients: a New Paradigm of Requirements for Application Regulation, Conformity Assessment and Labelling. Review of Amendments 2**

### to TRTS 029/2012 and Related Technical Regulations – 024/2011, 022/2011, 027/2012

**Organised by** EXPOCENTRE AO  
**Partner:** the Food Ingredients Producers Union  
*Pavilion 8, Conference Hall*

- 13:40—15:40 **Plenary Session on New Sales Realities. Growth Points of Export Opportunities**  
**Organised by** the Russian Quality System (Roskachestvo), EXPOCENTRE AO  
*Pavilion 2, Blue Hall*
- 16:00—18:00 **Thematic Session on Tasteful Improvement of Efficiency**  
A key event dedicated to the implementation of the best approaches to improving the efficiency of Russian companies, which are participants and winners of the Russian Government's Quality Award Competition, state corporations, the country's largest leading companies, and government authorities  
**Organised by** the Russian Quality System (Roskachestvo), EXPOCENTRE AO  
*Pavilion 2, Blue Hall*

### February 6 (Tuesday)

- 10:00—17:00 **The Centre of Retail Chains™ at Prodexpo 2024**  
A special programme for retailers, combining a comfortable visit to Prodexpo with a series of training workshops  
**Organised by** EXPOCENTRE AO, KVK Imperia Forum  
*Pavilion 1, Balcony, the Centre of Retail Chains™*
- 11:00—17:00 **Russian Prodforum: Supplier to Retail Chains**  
A key event of the food market to increase the efficiency of interaction between retailers and suppliers



**Organised by** EXPOCENTRE AO, KVK Imperia Forum  
*Pavilion 7, Conference Hall*

11:00—17:30 **Russian Forum CATMAN at Prodexpo 2024**  
**Up-to-date technologies, tools and practices of category management**

**Organised by** KVK Imperia Forum, АРПМ  
Paid event  
*Pavilion 1, Conference Hall 2*

11:00—15:00 **AlcoHall at Prodexpo 2024**

A meeting place for alcohol suppliers with buyers of alcohol retail chains  
**Organised by** EXPOCENTRE AO, KVK Imperia Forum  
*Pavilion 1, Balcony, the Centre of Retail Chains™™*

11:00—12:30 **Panel on Intellectual Property for Food Products**

**Organised by** the Russian Chamber of Commerce and Industry, EXPOCENTRE AO  
*Congress Centre, Press Hall*

11:00—15:00 **19th Russian Conference on the Alcoholic Beverages Market – AlcoCongress 2024**

**Organised by** EXPOCENTRE AO, Yuri Yudich  
*Pavilion 2, Blue Hall*

11:00—16:00 **The School for Technologists: Relevant Issue of Ice-Cream Production**

**Organised by** the Russian Union of Ice-Cream Makers  
Paid event  
*Pavilion 2, Seminar Hall 4*

11:00—17:00 **14th Halal International Congress: Halal – the Path to Growth**

**Organised by** the International Center for Standardization and Certification «Halal» under the Spiritual Administration of Muslims of the Russian Federation  
*Pavilion 8, Conference Hall*

12:00—12:45 **Masterclass on Varietal Wines from Kuban-Vino: New Adventures of Italians in Russia**

**Organised by** EXPOCENTRE AO, Yuri Yudich  
*Pavilion 2, Seminar Hall 1*

13:00—13:45 **Masterclass on the Strategies of the Small Ones: How Micro Winemakers Enter the Big Market**

The case of the Novozavedennoye Winery. Sevastopol, Crimea  
**Organised by** EXPOCENTRE AO, Yuri Yudich  
*Pavilion 2, Seminar Hall 1*

13:30—17:00 **Russian Prodforum: Private Label Brand 2024**

A key event of the food market aimed at improving the efficiency of interaction between retail chains and suppliers of private label products  
**Organised by** EXPOCENTRE AO, KVK Imperia Forum  
*Pavilion 7, Banquet Hall*

13:30—17:00 **Russian Prodforum: Entering Retail Chains**

Step-by-step plan to enter federal, regional and local retail chains of Russia and the CIS  
**Organised by** EXPOCENTRE AO, KVK Imperia Forum  
*Pavilion 7, Panoramic Hall*

15:00—15:45 **Masterclass on Winemaking of Southern Dagestan**

Derbent Wine on the prospects of varieties on the soils of the Derbent terroir  
**Organised by** EXPOCENTRE AO, Yuri Yudich  
*Pavilion 2, Seminar Hall 1*

15:00—16:00 **Award ceremony of the 19th International Competition for the Best Packaging and Label for Foodstuffs, Perfumes, Cosmetics and Beverages – ProdExtraPack 2024**

**Organised by** the National Confederation of Packers, the Tara i Upakovka (Packaging) Magazine  
*Pavilion 2, Seminar Hall 3*

16:00—18:00 **Award ceremony of the Prodexpo Wine Competition & Spirits Selection**

**Organised by** Yuri Yudich  
*Pavilion 2, Blue Hall*

## February 7 (Wednesday)

10:00—17:00 **The Centre of Retail Chains™™ at Prodexpo 2024**

A special programme for retailers, combining a comfortable visit to Prodexpo with a series of training workshops  
**Organised by** EXPOCENTRE AO, KVK Imperia Forum  
*Pavilion 1, Balcony, the Centre of Retail Chains™™*

11:00—11:45 **Masterclass on Abrau-Durso: a Terroir Apologist**

**Organised by** EXPOCENTRE AO, Yuri Yudich  
*Pavilion 2, Seminar Hall 1*

10:00—18:00 **Purchasing Centre for Retail Chains™™ Platform at Prodexpo 2024**

**Organised by** KVK Imperia Forum  
Paid event  
*Pavilion 5, Halls 3 and 4*

10:30—17:30 **Special Session on Bringing Goods to the Shelf. How to Simplify the Way to Retail Outlets in 2024?**

Looking at the current toolkit for TMs (brands) in the current reality and presenting the best ideas for producers  
**Organised by** Retail.ru  
*Pavilion 8, Conference Hall*

10:00—13:00 **Choice of Retail Chains Competition**

**Organised by** KVK Imperia Forum  
*Pavilion 5, Hall 3*

11:00—17:00 **Russian Prodforum: Selling Food via Marketplaces**

A key event for the food market to increase food sales via marketplaces  
**Organised by** EXPOCENTRE AO, KVK Imperia Forum  
*Pavilion 1, Balcony, the Centre of Retail Chains™™*

11:00—15:00 **22nd Russian Congress of Milk Producers and Processors and the Annual General Meeting of the Russian Union of Dairy Enterprises**

**Organised by** RDU – the Russian Union of Dairy Enterprises  
*Congress Centre, SkyLight Hall*

11:00—16:00 **Panel on the Results of the Past Year and Trends for the Coming Year**

**Organised by** the National Union of Meat Processors  
*Pavilion 7, Banquet Hall*

12:00—12:45 **Masterclass on the French Style of Wine in the Hottest Point of Winemaking of the Krasnodar Region; the Case of Chateau de Talu**

**Organised by** EXPOCENTRE AO, Yuri Yudich  
*Pavilion 2, Seminar Hall 1*

13:00—13:45 **Masterclass on Top-Rated Wines and New Wines of the Afips River Valley from the Sober Bash Winery**

**Organised by** EXPOCENTRE AO, Yuri Yudich  
*Pavilion 2, Seminar Hall 1*

15:00—15:45 **Masterclass on Fanagoria Premium Wines: from Terroir to Target Consumer Groups**

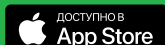
**Organised by** EXPOCENTRE AO, Yuri Yudich  
*Pavilion 2, Seminar Hall 1*

16:00—16:45 **Masterclass on the Kacha and Alma River Valley. How Inkerman Takes Up Opportunities to Create Great Wines in Unique Microzones**

**Organised by** EXPOCENTRE AO, Yuri Yudich  
*Pavilion 2, Seminar Hall 1*



СКАЧАЙТЕ НАШЕ ПРИЛОЖЕНИЕ



НатурЛиния  
ВСЕ ОТТЕНКИ ВКУСНОГО



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16:00—17:00 **Award ceremony of the 26th International Tasting Competition at Prodexpo**  
**Organised by** Stolichny Stil OOO  
*Pavilion 2, Blue Hall*

15:00—18:00 **Award ceremony of the Best Product 2024 International Competition. Part 1**  
**Organised by** EXPO ECO  
*Pavilion 8, Conference Hall*

## February 8 (Thursday)

10:00—17:00 **The Centre of Retail Chains™ at Prodexpo 2024**  
A special programme for retailers, combining a comfortable visit to Prodexpo with a series of training workshops  
**Organised by** EXPOCENTRE AO, KVK Imperia Forum  
*Pavilion 1, Balcony, the Centre of Retail Chains™*

16:00—16:45 **Masterclass on Discoveries of the Semigorie Terroir from the Raevskoye Winery**  
**Organised by** EXPOCENTRE AO, Yuri Yudich  
*Pavilion 2, Seminar Hall 1*

10:30—17:30 **CATMANPRO Open Club**  
The Club gives you an opportunity to exchange opinions and share your experience, as well as refer to the experience of your peers. It is a space for professional networking, growth and development. It offers useful materials for self-study and to keep abreast of the current situation in the field  
**Organised by** Anna Tishchenko and Retail Practical Management  
Confirmed registration is required  
*Congress Centre, SkyLight Hall*

16:30—18:00 **Award ceremony for the Choice of Retail Chains, Innovative Product, and Products for Healthy Lifestyle Competitions**  
**Organised by** KVK Imperia Forum  
*Pavilion 1, Conference Hall 1*

11:00—16:00 **Russian Proforum: Ecosystem of a Food Brand**  
An integrated programme to increase brand awareness of food producers among buyers and end consumers  
**Organised by** EXPOCENTRE AO, KVK Imperia Forum  
*Pavilion 1, Balcony, the Centre of Retail Chains™*

## February 9 (Friday)

10:00—15:00 **The Centre of Retail Chains™ at Prodexpo 2024**  
A special programme for retailers, combining a comfortable visit to Prodexpo with a series of training workshops  
**Organised by** EXPOCENTRE AO, KVK Imperia Forum  
*Pavilion 1, Balcony, the Centre of Retail Chains™*

10:30—15:00 **Conference on the Relevant Issues of Organisation of Dairy Production and Ensuring Their Compliance with the Established Requirements**  
**Organised by** RDU – the Russian Union of Dairy Enterprises  
*Pavilion 2, Seminar Hall 4*

11:00—16:00 **Russian Proforum: Marketing and Advertising**  
A conference programme for the development of strategic marketing for food producers  
**Organised by** EXPOCENTRE AO, KVK Imperia Forum  
*Pavilion 1, Balcony, the Centre of Retail Chains™*

11:00—11:45 **Masterclass Twenty Years of Modern Winemaking in Russia. Flagships and New Products of Chateau Le Grand Vostok**  
**Organised by** EXPOCENTRE AO, Yuri Yudich  
*Pavilion 2, Seminar Hall 1*

11:00—11:45 **Masterclass on Wine on Trend. New Products from the Myskhako Winery**  
**Organised by** EXPOCENTRE AO, Yuri Yudich  
*Pavilion 2, Seminar Hall 1*

12:00—12:45 **Masterclass on the Wine Guide of Russia: from Ordinary to Aged. From Mass-Produced to Farmer's**  
**Organised by** EXPOCENTRE AO, Yuri Yudich  
*Pavilion 2, Seminar Hall 1*

11:00—12:00 **Award ceremony of the 18th International Competition for the Best Consumer Properties**  
**Organised by** Souzexpertiza ANO of the Russian Chamber of Commerce and Industry  
*Congress Centre, Press Hall*

14:00—14:45 **Masterclass on Terroir Distillate. Winemaking Approach to Distillate Creation by Fanagoria**  
**Organised by** EXPOCENTRE AO, Yuri Yudich  
*Pavilion 2, Seminar Hall 1*

12:00—12:45 **Masterclass on Premium Wines from Dagestan by the Agroline Family Winery**  
**Organised by** EXPOCENTRE AO, Yuri Yudich  
*Pavilion 2, Seminar Hall 1*

15:00—15:45 **Masterclass on Application of the Skin-Contact Method for Wine Production at Chateau Pinot**  
**Organised by** EXPOCENTRE AO, Yuri Yudich  
*Pavilion 2, Seminar Hall 1*

12:00—15:00 **Award ceremony of the Best Product 2024 International Competition. Part 2**  
**Organised by** EXPO ECO  
*Pavilion 8, Conference Hall*

\* Subject to alteration

