

POST SHOW REPORT

26th International Food Products and Processing Technologies Exhibitions

11 – 14 September 2017

Expocentre, Moscow, Russia

www.world-food.ru



Organiser



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WORLDFOOD MOSCOW

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About WorldFood Moscow



29,859 Visitors
1,516 Exhibitors
62 Countries

The gateway to the Russian food industry

WorldFood Moscow is Russia's leading B2B food exhibition, setting the pulse of the country's food and drink sector. The event is a the perfect place to promote products and boost sales, with a large audience of wholesalers, key buyers, national chains, retailers, and distributors from Russia and around the world.



53,078 m² Total area (gross)
3,172 International visitors
90 Countries



About the Exhibitors

Top 10 exhibiting countries

- Russia / 544 companies
- China / 228 companies
- Korea / 55 companies
- Egypt / 55 companies
- India / 41 companies
- Algeria / 45 companies
- Azerbaijan / 41 companies
- Italy / 41 companies
- Argentina / 35 companies
- Turkey / 41 companies



Exhibitor Profile



Fruits & vegetables



Grocery



Confectionery



Beverages



Canned foods



Oils, fats & sauces



Frozen food



Fish & seafood



Meat & poultry



Milk & dairy



Tea & coffee



Natural & organic products

WorldFood Moscow is the leading event for international companies to access the Russian market. It is the country's main event for a number of product groups, including fruit and vegetables, tea and coffee, fish and seafood, grocery, confectionery and many more.



Exhibitor Survey Results

Every year, we survey the companies who take part in WorldFood Moscow to learn about their time at the show – and how we can make next year's exhibition even better. This is what they told us in 2017.



consider exhibiting important for their company



were satisfied with WorldFood Moscow



intend to exhibit at WorldFood Moscow 2018



met with existing partners and clients



Exhibitor Feedback

“The Department of Agriculture set up a Philippine stand and brought in nine exhibitors from all over the Philippines to showcase some of the country’s best and well-known food products in Moscow this year. The stand received a great amount of footfall from traders, as well as prospective buyers.”

Department of Foreign Affairs,
The Philippines.

“WorldFood Moscow provided us with many business opportunities, and a chance to meet a lot of chains from in and round Russia. We’ve learned a lot at the show, including the fact that Russian consumers are choosing better quality products.”

TNI Corporation



About the Visitors



26,159 Russian visitors

3,172 International visitors

WorldFood Moscow welcomes over 29,000 highly engaged, professional visitors who come ready to do business and find new suppliers in the food and drink market.

Visitors Profile

- Purchasing managers
- Food wholesalers
- Retail buyers
- Independent stores
- HoReCa sector members

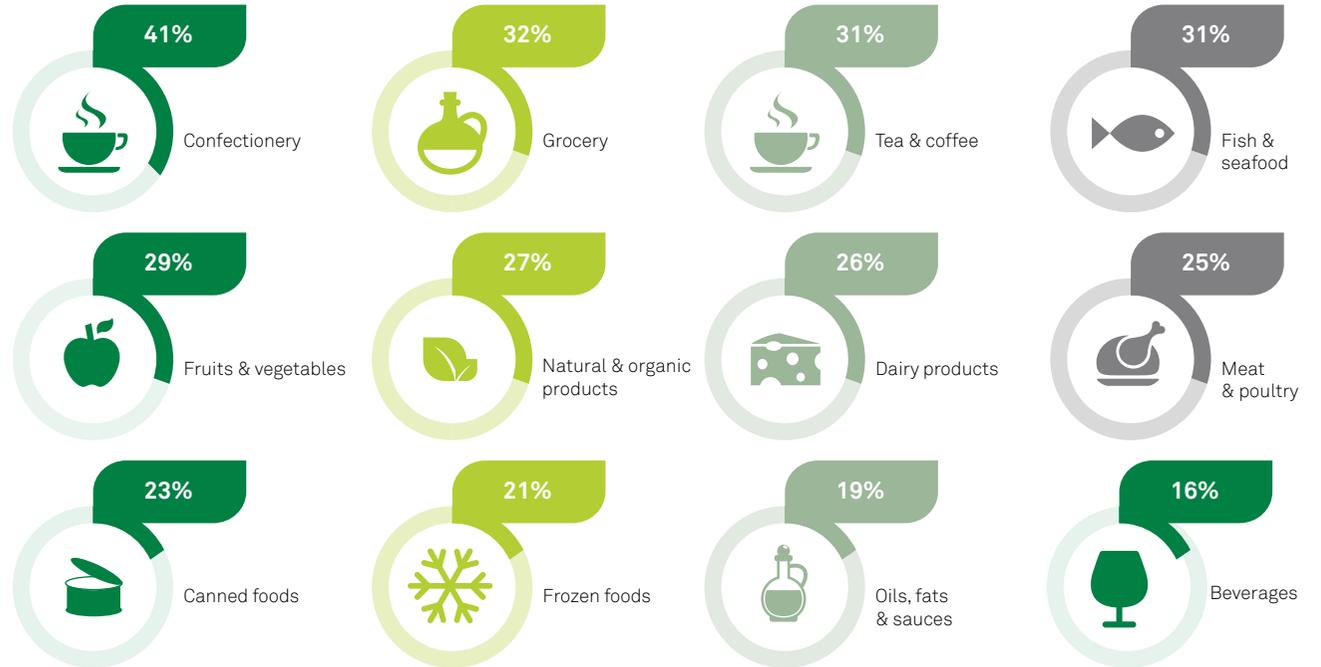
Responsibility Level



- 32%** Company owner/director
- 21%** Deputy company director
- 29%** Head of groups/divisions
- 14%** Managers/specialists
- 4%** Independent entrepreneurs



About the Visitors: Products of Interest



WorldFood Moscow's visitors travel to the exhibition to search for a wide variety of products and technologies. These are the most in-demand product groups amongst 2017's visitors.



Business Programme

WorldFood Moscow's Business Programme is packed with conferences, discussions, and sessions on the state of Russia's food and drink sector. Held by respected industry bodies, and full of highly influential guest speakers, the Business Programme attracts strong audiences, ensuring an engaged, knowledgeable visitor base for the exhibition and its participants.

2017's Programme hosted:



151 speakers

1,516 delegates

Russian Food Forum Retail Centre Interview Studio Product of the Year 2017 Tasting Contest New Product Showcase



Russian Food Forum



Central Discussion Panel
The Russian Food Market:
A New Reality



Conference
Healthy Food: State, Producer,
Retail and Consumer Vietw



Round Table
Technical Regulations “On the Safety of Fish
and Fish Products & Identification of Critical
Issues in the Turnover of Fish Products”



Conference
Dairy Industry –
Development Steps After Embargo



Conference
The Fresh Produce Category:
Finding the Growth Path



Conference
Marketing tools for Retail



Special Session
Berry Prospects



Conference
Suppliers & Retail Chains:
Effective Cooperation



Retail Centre – B2B Meetings



26
food & drink suppliers



22
retail chains



211
meetings over two days

The Retail Centre at WorldFood Moscow provides a platform for suppliers to hold face-to-face meetings with representatives from Russia's leading food retail chains. For companies taking part, it's a unique chance to get their products onto Russian supermarket shelves. As for the retail chains, it is an opportunity to directly see and try the latest products on the market, and secure new supply partners.

Participants at 2017's Retail Centre included:





Product of the Year 2017 Tasting Contest

The Product of the Year Tasting Contest showcases and promotes quality food and drink items on the Russian market. Awarded by an independent jury of top industry specialists, winning companies are awarded a grand-prix, gold, silver, and bronze medals, plus certificates based on industry tasting competition protocols.



500+
product entries



200
contestants

The 2017 WorldFood Moscow Product of the Year 2017 jury awarded:



9
grand prix



100
gold medals



45
silver medals



15
bronze medals



New Product Showcase

The New Product Showcase takes place at WorldFood Moscow every year. It's a place where manufacturers can present new products to a wide range of industry buyers, including retail representatives and wholesalers, from across Russia. Visitors, too, can discover new products, new producers, and hold talks with new suppliers.

Best New Product 2017

Fresh organic sterilised milk – TH True MILK Organic





About the organiser

ITE Group is one of the world's foremost exhibition organisers. Every year, the Group organises more than 230 events in 18 countries around the world from a global network of over 30 offices.

ITE Group's events are recognised as leaders in their respective markets, being must-attend shows for those industries. With worldwide recognition and reach, the Group continues to be a worldwide influencer in exhibition, trade shows, and conferences.

Want to be a part of WorldFood Moscow 2018? Email us at fm@ite-exhibitions.com to talk about the ways you can get involved.



WorldFood Moscow

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Moscow, Russia

www.world-food.ru

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