



a Hyve event

22-25
SEPTEMBER 2020

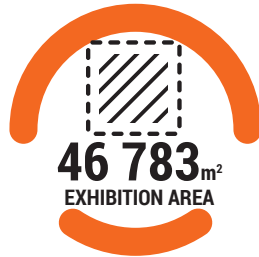
IEC
CROCUS EXPO
MOSCOW

RUSSIA'S LEADING FOOD AND DRINK EXHIBITION

18+



FIGURES AND FACTS WORLDFOOD MOSCOW



WORLDFOOD MOSCOW VISITORS

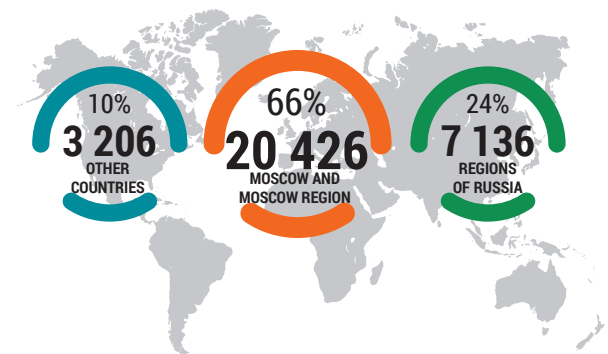
28 922 KEY DECISION MAKERS
& BUYING INFLUENCERS
94%

21 230 VISIT TO DISCOVER PRODUCTS/
SERVICES FOR BUSINESS
69%

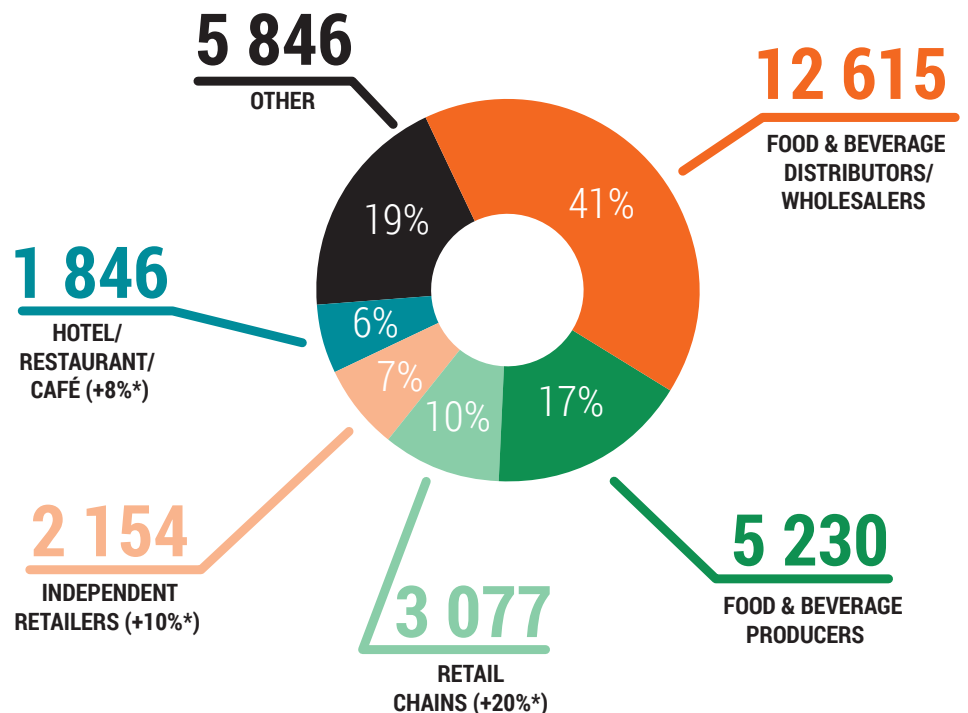
12 000 ONLY ATTEND WORLDFOOD MOSCOW
AMONG FOOD & DRINK EXHIBITIONS
39%

20 922 INTEND TO BUY FROM WORLDFOOD MOSCOW
EXHIBITORS POST-SHOW
68%

VISITORS GEOGRAPHY



NUMBER OF VISITORS BY NATURE OF BUSINESS



Ufi Approved Event
DATA CONFIRMED BY THE INDEPENDENT EXHIBITION AUDIT

*INCREASE IN COMPARISON WITH 2018

VISITOR PROFILE

**PURCHASE DIRECTORS
AND MANAGERS OF WHOLESALE COMPANIES,
RETAIL COMPANIES,
HORECA**

VISITORS PRODUCT INTEREST*

CONFECTIONERY & BAKERY	11 344
FISH & SEAFOOD	8 706
TEA & COFFEE	8 701
HEALTHY AND ORGANIC PRODUCTS	8 700
FRUIT & VEGETABLES	8 349
GROCERY	8 275
DAIRY	7 303
MEAT & POULTRY	7 216
NUTS AND DRIED FRUIT	6 791
FROZEN & CONVENIENCE AND READY MEALS	6 468
CANNED FOOD	6 124
SNACK FOODS	5 829
NON-ALCOHOLIC BEVERAGES	5 636
FATS & OILS & SAUCES	5 167
ALCOHOLIC BEVERAGES	4 654

* RESPONDENTS COULD TICK MORE THAN ONE ANSWER.

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WORLDFOOD MOSCOW EXHIBITION ATTRACTS MANY FOREIGN PARTNERS FROM THE EU AND ASIAN COUNTRIES. THIS IS A SPECIALTY OF THE EXHIBITION, AND FOR US, AS A RUSSIAN COMPANY, IT IS IMPORTANT TO HAVE THESE PARTNERS. YEAR AFTER YEAR, WE NOTICE AN INCREASING NUMBER OF PARTICIPANTS AND VISITORS

Aleksandr Alyoshin,
Deputy Head of Distribution Service, Dobroflot

BUSINESS PROGRAMME



>15
EVENTS



>100
SPEAKERS



2 271
DELEGATES

ADVANTAGES OF WORLDFOOD MOSCOW

WORLDFOOD MOSCOW IS A MAJOR ENTRY POINT
TO THE RUSSIAN FOOD AND DRINK MARKET

- **QUALITY AUDIENCE**

Purchase managers and buyers of the leading wholesalers and distributors are among the visitors of WorldFood Moscow

- **NEW PRODUCTS LAUNCH PLATFORM**

Exhibitors showcase new products for potential customers from 92 countries and 78 regions of Russia

- **BEST TIME OF THE YEAR**

WorldFood Moscow visitors are interested who are interested in expanding assortment in front of the upcoming holidays

- **UNIQUE VISITORS**

A large portion of visitors – 39% (12 000) – only attend WorldFood Moscow among food and drink exhibitions

- **EXPAND OF SALES TO RUSSIA AND BEYOND**

At WorldFood Moscow foreign exhibitors find local distributors and sign import contracts with Russian wholesalers and retailers, such as Megatrade, FavoritFruit, AlfaTrade, Foodinvest, Dialog, Continent, Everest.

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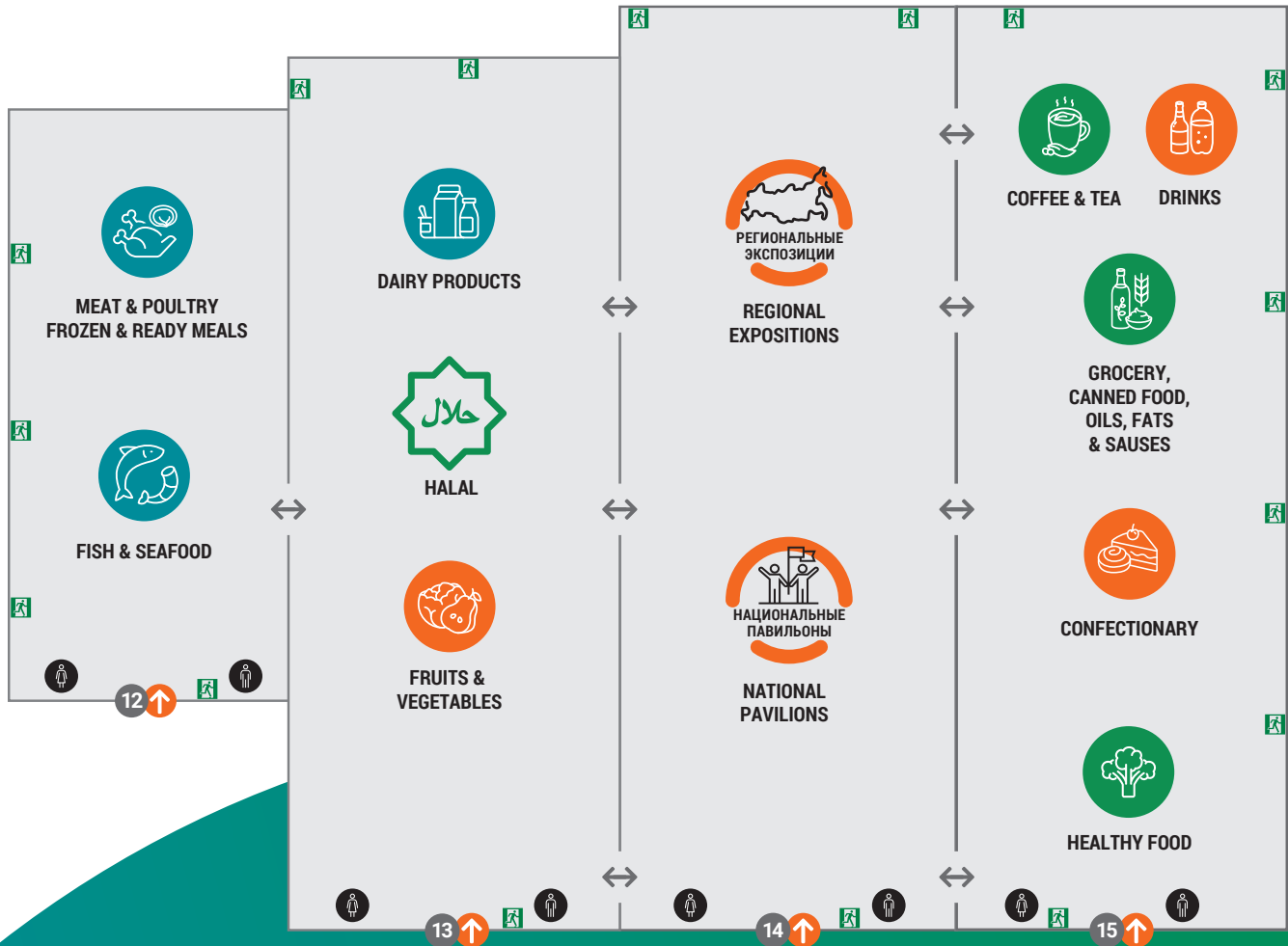
WORLDFOOD MOSCOW IS OF FUNDAMENTAL IMPORTANCE FOR US, AS IT IS HELD IN AUTUMN. TWO YEARS AGO, AT THE EXHIBITION, WE MET WITH A MAJOR REGIONAL NETWORK, AND NOW THEY HAVE A SIGNIFICANT PORTION IN OUR TURNOVER

Elena Demidova,
General Director, Shokoladnitsa

EXHIBITION MAP

MOSCOW, CROCUS EXPO, 3RD PAVILION

22-25.09.2020



WORLD FOOD MOSCOW
a Hyve event

BOOK A STAND
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