

Press Release

## **Prodexpo 2015**

### **22<sup>nd</sup> International Exhibition for Food, Beverages and Food Raw Materials**

From February 9 to 13 the 22<sup>nd</sup> International Exhibition for Food, Beverages and Food Raw Materials *Prodexpo 2015* runs in Pavilions Nos. 1, 2, 3, 5, 6, 7, 8, Forum Pavilion, Central Pavilion, and on open sites of Expocentre Fairgrounds. It is the largest trade show in Russia and Eastern Europe

The trade show is supported by the Russian Ministry of Agriculture and runs under the auspices of the Russian Chamber of Commerce and Industry.

According to the Russian National Exhibition Rating, approved by the Russian Chamber of Commerce and Industry and the Russian Union of Exhibitions and Fairs, the Prodexpo Exhibition was recognized Russia's largest trade show in the category 'Food products' based on the following parameters 'Net space', 'Number of exhibitors', 'Number of visitors', 'Number of visits', and 'Number of participating countries'.

The trade show is highly appreciated by the exhibition community. It carries approved logos of UFI, the Global Association of the Exhibition Industry and RUEF, the Russian Union of Exhibitions and Fairs.

Prodexpo 2015 will give insight into the current situation and key trends of the food industry thus enabling market players to take right decisions on their business development.

Interesting premieres are expected at the following Salons: 'Meat and meat products', 'Dairy products', 'Fish and seafood', and 'Juices, mineral water, soft drinks'.

The number of **regional group expositions** has increased compared to the previous year. **Novosibirsk, Smolensk, Kirov, Tomsk, Tula**, and other regions will showcase their products at the show. Regional **funds** for small and medium business support, in particular from **Astrakhan**, showed their interest in Prodexpo.

One can see that manufacturers from Asia and Latin America have become more active. The Russian market of food and drinks undoubtedly remains very attractive for foreign companies.

This year the total exhibition area exceeds **100 00 sq m**.

The best samples of food and beverages, latest technologies and achievements will be showcased by **1 997 companies** from **65 countries** such as *Argentina, Armenia, Australia, Austria, Azerbaijan, Belarus, Belgium, Brazil, Bulgaria, Chile, China (including companies from Hong Kong and Taiwan), Columbia, the Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Great Britain, Greece, Hungary, Iceland, India, Iran, Ireland, Israel, Italy, Japan, Kazakhstan, Kyrgyzstan, Laos, Latvia, Lebanon, Lithuania, Macedonia, Malaysia, Mexico, Moldavia, Monaco, Mongolia, Morocco, the Netherlands, Paraguay, Poland, Portugal, the Republic of South Africa, Romania, Russia, San Marino, Serbia, Slovenia, South Korea, Spain, Sri-Lanka, Tajikistan, Thailand, Turkey, Turkmenistan, Ukraine, the United Arab Emirates, Uruguay, the USA, Uzbekistan, and Vietnam*.

In 2015 national pavilions will be presented by **31 countries**, among them **Argentina, Armenia, Australia, Austria, Brazil, Chile, China, Estonia, Finland, France, Germany, Greece, Hungary, India, Iran, Italy, Latvia, Macedonia, Mexico, Morocco, Paraguay, Portugal, the Republic of South Africa, Serbia, South Korea, Spain, Sri-Lanka, Tajikistan, Turkey, and Uruguay**.

The participants in the forthcoming show will be major manufacturers, suppliers, representatives of global brands in the food industry.

**Over 725 foreign companies.** This year such countries as China, Paraguay, Uruguay, and Turkey have greatly increased their exhibition space. National stands organized by Austria, the Baltic States, France, Greece, Hungary, Italy, and Spain will be as interesting as before.

**Russia will be presented by 1 272 food and drinks companies from all regions of the country.**

The Prodexpo 2015 exhibition will put on display a large variety of food products from all over the world. For exhibitors and visitors' convenience the show is divided into salons. Each salon represents a separate branch of the food industry.

This year new salons were opened: **'Baby food', 'Honey and bee products', and 'Pet food'**.

**The Meet and Meet Products Salon** will put on display a great assortment of meat products. Participants in the Salon will be domestic poultry processing plants, beef and pork producers, and agricultural holdings. Latin American countries, such as Uruguay, Paraguay, and Brazil have increased their exhibition space. Columbian beef will be exhibited at the trade show for the first time. Many Belarusian companies will demonstrate their products.

**The Dairy Products Salon** looks promising. Manufacturers and suppliers of dairy products and cheese from Armenia, the Baltic States, Belarus, Iran, Russia, Serbia, and Turkey constitute the backbone of the Salon.

**The Fish and Seafood Salon** has increased its exposition space compared to the previous year. Russian companies engaged in fish farming and processing will participate in the Salon together with foreign companies. Canned fish and fish snacks will be traditionally presented at the show. However, producers of fresh fish will also take part in the Salon, among them the Trout-Breeders' Society of Karelia, Astrakhan Regional Fund for Small and Medium Business Support, and enterprises from Far East.

**The Juices, Mineral Water, Soft Drinks Salon** has greatly extended a range of displayed products and will present a line of beverages labeled 'for healthy lifestyle', e.g. mineral water, juices for sports and fitness. For those who miss old times there will be offered lemonades, whose tastes are familiar from childhood. Participants in the Salon come from Armenia, Azerbaijan, Germany, Greece, Russia, and South Korea.

**The Tea and Coffee Salon** will be presented by about a hundred of manufacturers from Azerbaijan, Columbia, India, Italy, Singapore, Sri-Lanka, Taiwan, the United Arab Emirates, etc.

**The Alcoholic Drinks Salon** will also be extended. Alcohol is exhibited at national pavilions of Armenia, Austria, Chile, France, Greece, Hungary, Italy, Macedonia, Mexico, Portugal, the Republic of South Africa, Spain, etc. The number of Russian wine-makers, taking part in the Salon, has increased, in particular Crimean wines.

For manufacturers of organic products **EcoBioSalon** is a real chance to stand out among a great number of companies on the Russian food market and attract attention to the goods, produced in compliance with the strictest rules. This Salon not just contributes to promotion of organic produce, but also performs educational mission.

In 2015 the Prodexpo organizers will continue implementation of **the Expocentre for Counterfeit-Free Exhibitions project**, aimed to reduce the number of cases of counterfeit products displayed at the exhibition (**Pavilion No.2, Hall 1, Stand 21D01**).

The trade show is traditionally accompanied by a rich **event program**.

Deputy Working Group of the Russian State Duma for Support of Manufacturers and Suppliers of the Food Industry and Expocentre ZAO will organize the **conference on Development Strategies of the Russian Food Market in the Coming Years. To Increase Output or Factory Prices?**

The program features the events organized by the Department of Regulation of the Agro-Food Market, Food and Food Processing Industry of the Agriculture Ministry of the Russian Federation:

- **round table on Development of Trade Fair as an Import Substitution Instrument;**
- **round table on Russian Wine Growing and Wine Making: Development Prospects.**

Key events of the program include:

- **10<sup>th</sup>All-Russian Food Forum ‘Supplier of the Chain’ and Purchasing Centre for Retail Chains** with participation of more than 100 retail chains and over 300 supplying companies, organized by Imperia Congress and Exhibition Company, General Partner is Expocentre ZAO;
- **10<sup>th</sup>RussianAlcoCONGRESS**, organized by Alcoexpert Group;
- **Conference on All Aspects of Baby Food in the Current Conditions**, organized by Expocentre ZAO;
- **Conference on Food Safety of the Russian Federation as the Main Task of Russian Producers during the Embargo on Food Import**, organized by Agroexposervice;
- **Business Conference on Iran-Russia. Import and Export of Fruit, Vegetables, Fish and Other Foodstuffs**, organized by RusIranExpo OOO.

Participants will hold **round tables, conferences, and master classes** devoted to development strategies of Russia’s food market, the organic (bio) products market, ice-cream production technologies, etc.

Competitions held at Prodexpo will traditionally generate great interest among the food market professionals:

- **The Best Product 2015 International Competition**, organized by the Competition Tasting Committee of Agroexposervice;
- **The Prodexpo 2015 Innovative Product Tasting Competition. Choice of Retail Chains Open Competition**, organized by Imperia Congress and Exhibition Company, General Partner is Expocentre ZAO;
- **The 17<sup>th</sup> International Tasting Competition**, organized by Expocentre ZAO and StolichnyStil OOO;
- **The 10<sup>th</sup> International Competition for the Best Packaging and Label for Foodstuffs ProdExtraPack 2015**, organized by the National Confederation of Packers, the Centre of Packaging, Labels and Design, the Tara I Upakovka (Packaging) Magazine;

- **The Best Consumer Properties and Successful Promotion of High Quality Goods Competitions**, organized by ANO Soyuzexpertiza of the Russian Chamber of Commerce and Industry jointly with Expocentre ZAO.

You can find more detailed information on the accompanying events at <http://www.prod-expo.ru/ru/events/>.