

**WORLD
FOOD**
MOSCOW

a Hyve event

20-23
SEPTEMBER 2022

**CROCUS EXPO
MOSCOW
RUSSIA**

31ST LEADING INTERNATIONAL FOOD AND DRINK EXHIBITION

18+




1 000
EXHIBITORS


>20 000
VISITORS


>40 COUNTRIES

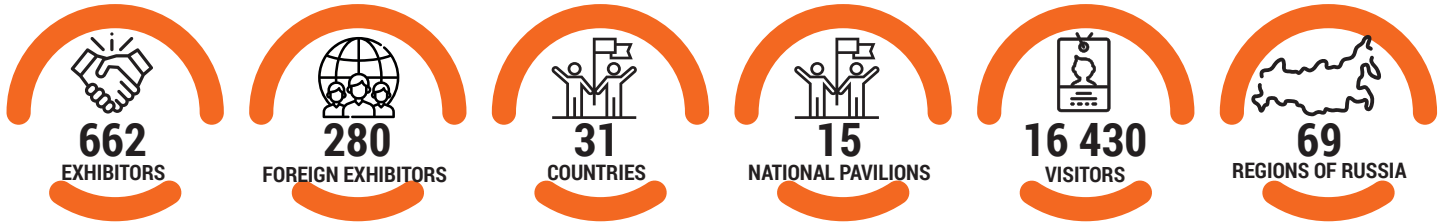

>70 REGIONS
OF RUSSIA



Book
your stand
world-food.ru

*FORECAST FOR WORLDFOOD
MOSCOW 2022

FIGURES AND FACTS WORLDFOOD MOSCOW



*WORLDFOOD MOSCOW 2021 STATISTICS

WORLDFOOD MOSCOW VISTORS

>15 600
95%

KEY DECISION MAKERS
& BUYING INFLUENCERS

>12 150
74%

VISIT TO DISCOVER PRODUCTS/
SERVICES FOR BUSINESS

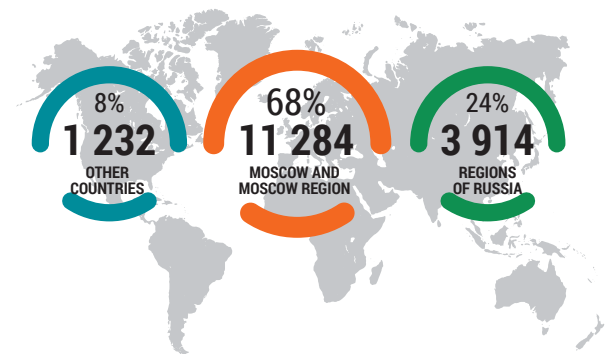
>5 400
33%

ONLY ATTEND WORLDFOOD MOSCOW
AMONG FOOD & DRINK EXHIBITIONS

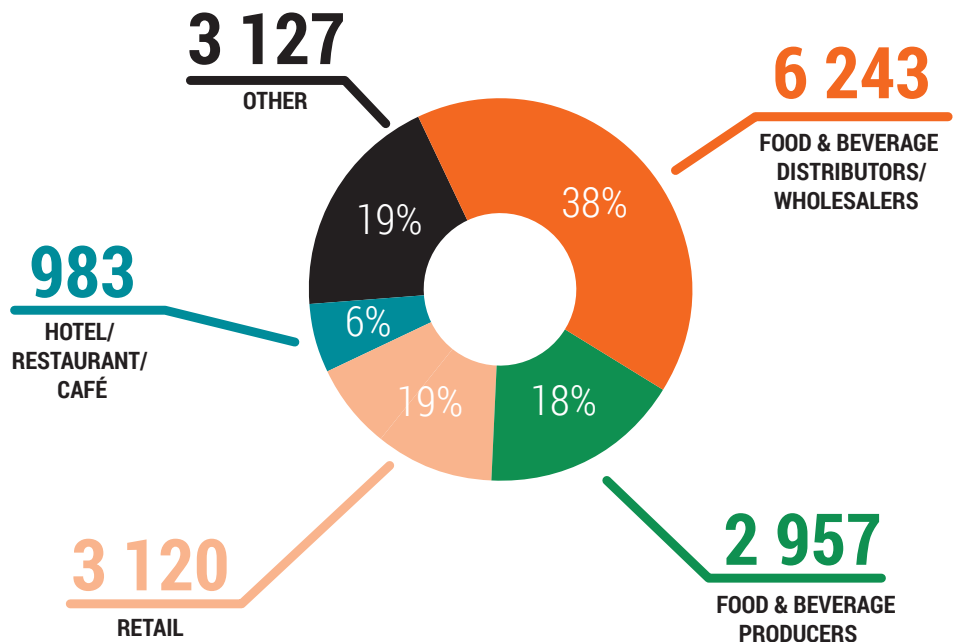
>8 700
53%

INTEND TO BUY FROM WORLDFOOD MOSCOW
EXHIBITORS POST-SHOW

VISITORS GEOGRAPHY



NUMBER OF VISITORS BY NATURE OF BUSINESS



VISITOR PROFILE

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

VISITORS PRODUCT INTEREST*

CONFECTIONERY AND BAKERY	6 600
ORGANIC AND HEALTHY FOOD	5 701
FRUIT AND VEGETABLES	4 923
GROCERY	4 904
TEA AND COFFEE	4 641
DAIRY PRODUCTS AND CHEESE	4 472
FISH AND SEAFOOD	4 432
MEAT, POULTRY AND EGGS	3 952
CANNED FOOD	3 787
FROZEN, CONVENIENCE AND READY-TO-EAT FOOD	3 649
SOFT DRINKS	3 158
OILS, FATS AND SAUCES	3 014
ALCOHOLIC DRINKS	2 466

* RESPONDENTS COULD TICK MORE THAN ONE ANSWER.

NEW OPPORTUNITIES AND SERVICES FOR WORLDFOOD EXHIBITORS:

- CONDUCTING NEGOTIATIONS WITH RETAIL CHAINS
- LEAPFROG: LEAD COLLECTION SERVICE
- SPECIAL SPONSORSHIP OFFERS
AND ADVERTISING SERVICES
- POSSIBILITY OF INTEGRATION INTO THE BUSINESS PROGRAM

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WORLDFOOD MOSCOW EXHIBITION IS A KEY EVENT IN THE FALL,
AND IS IMPORTANT FOR THE MARKET, AS IT PROVIDES
AN OPPORTUNITY TO PREPARE FOR CHRISTMAS HOLIDAYS.

Amitina Taisiya,
General Director,
Cemoi Russia

BUSINESS PROGRAMME



19

EVENTS



116

SPEAKERS



1 608

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 75 countries and 82 regions of Russia

- **BEST TIME OF THE YEAR**

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

- **UNIQUE VISITORS**

A large portion of visitors – 33% (5 422) – only attend WorldFood Moscow among food and drink exhibitions

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

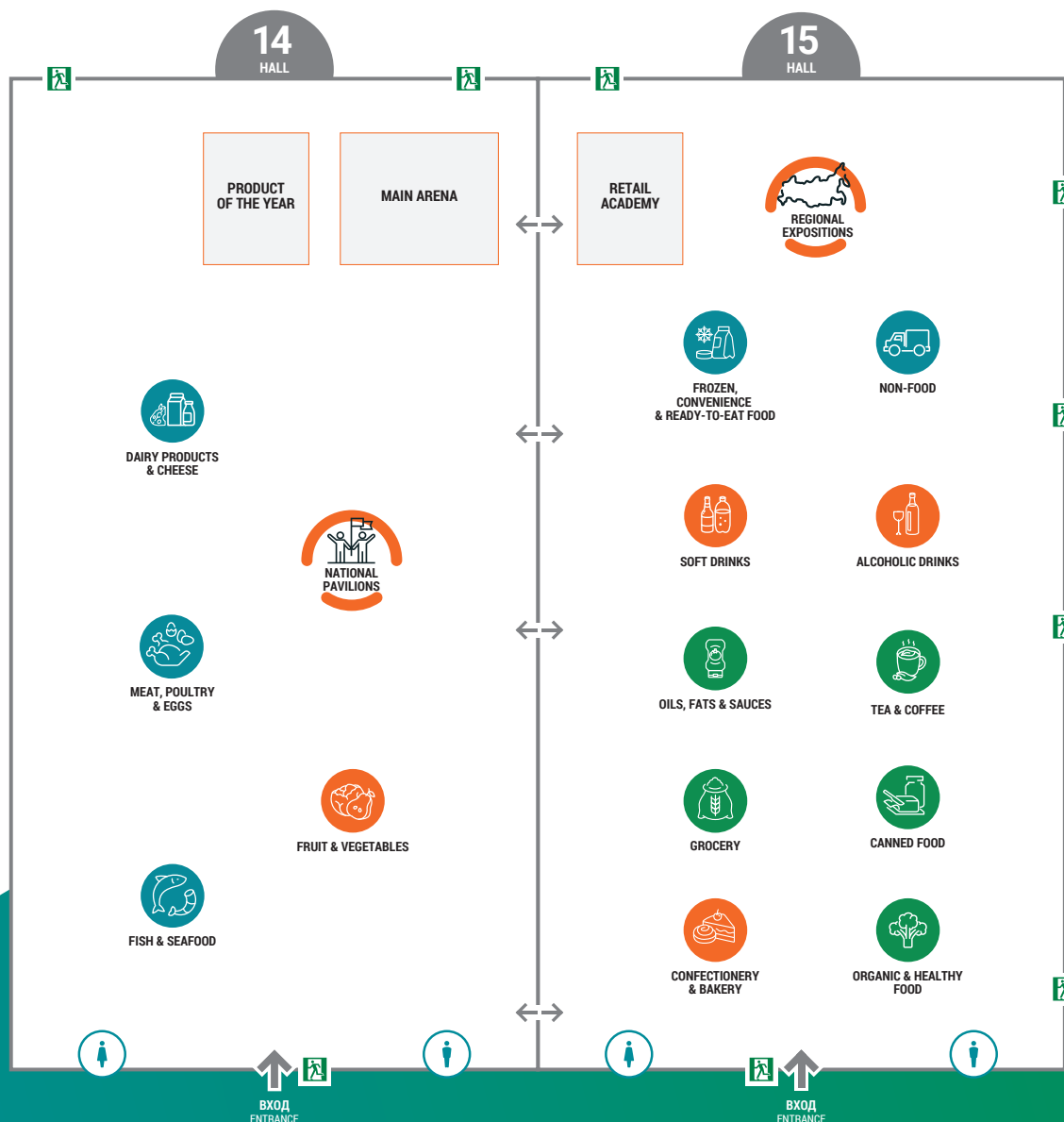
At WorldFood Moscow foreign exhibitors find local distributors and sign import contracts with Russian wholesalers and retailers

WORLD-FOOD.RU

EXHIBITION MAP

MOSCOW, CROCUS EXPO, 3RD PAVILION

20-23.09.2022



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BOOK A STAND
WORLD-FOOD.RU

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