

**WORLD
FOOD**
MOSCOW

20-23
SEPTEMBER 2022

IEC
CROCUS EXPO
MOSCOW

**31st INTERNATIONAL AUTUMN
FOOD AND DRINK EXHIBITION**

POST SHOW REVIEW



ITE ОРГАНИЗАТОР
ORGANISER



ABOUT THE EXHIBITION

Every autumn, for three decades running, **WorldFood Moscow** becomes a meeting venue and a platform for exchange of experience the Russian and global food market leaders.

At the exhibition site, leading producers of food and beverages, representatives of wholesale and retail trade, public catering and HoReCa get a unique opportunity to negotiate with new customers and suppliers, expand the geography of sales and sign new contracts, get acquainted with the market innovations, and find new partners.



SECTORS OF THE EXHIBITION

WorldFood Moscow is a wide product range, including the unique Fruits and Vegetables sector, represented in Russia in such a volume only at WorldFood Moscow.

Thematic sectors of the exhibition cover all product categories, which allows buyers to form a comprehensive product matrix that meets the most current consumer demand in just 4 days.



MEAT, POULTRY
AND EGGS



DAIRY
PRODUCTS AND
CHEESE



FISH AND
SEAFOOD



FROZEN,
CONVENIENCE AND
READY-TO-EAT
FOOD



NON-FOOD



ORGANIC AND
HEALTHY
FOOD



CANNED FOOD



OILS, FATS
AND SAUCES



GROCERY



TEA AND
COFFEE



CONFECTIONER
Y AND BAKERY



FRUIT AND
VEGETABLES



DRINKS



INGREDIENTS



HALAL

NEW FORMATS OF THE EXPOSITION

- **IT alley**

Within this special zone, software and IT solution providers presented their innovative developments for retailers to improve business efficiency



NEW FORMATS OF THE EXPOSITION

- **«Business for everyone» zone**
As part of the special exposition young manufacturers and individual entrepreneurs presented their products to the market



NEW FORMATS OF THE EXPOSITION

- **Collective stand of organic producers**
In partnership with the Organic Foundation a collective stand of organic producers was presented at the exhibition for the first time



EXHIBITION FOCUS

- **Experience in solving topical industry problems**

Within the exhibition, Russian retail leaders, manufacturers and experts met to share their experience in solving the most difficult tasks of recent months.

- **Negotiations with Chinese suppliers**

For three days at the exhibition there were online negotiations with Chinese suppliers and buyers. 12 Russian companies took part in the event.

- **Innovative products and developments**

The topic of nutrition of the future has become relevant for more than a year. Thus, the exposition presented products from vegetable milk and meat, and the conference «Healthy lifestyle, Organic and food of the future» was held as part of the business program.

- **Charity activity**

The partners of the exhibition this year were two charitable projects at once: «AiF. Good Heart» and the project «YavPluse».





EXHIBITORS



Exhibitors` profile

Russian and foreign food manufacturing companies and suppliers



GEOGRAPHY OF THE EXHIBITION

Among the foreign participants in 2022, there were companies from **23 countries**: Algeria, Armenia, Belarus, Chile, China, Czech Republic, Ecuador, Egypt, India, Israel, Kazakhstan, Kyrgyzstan, the Republic of Korea, the United Arab Emirates, Pakistan, Poland, Sri Lanka, Thailand, Tunisia, Turkmenistan, Turkey, the United States of America, Uzbekistan.

The Russian exposition at the exhibition was presented by companies from **54 regions**.

For the first time, the Arkhangelsk region, the Nenets Autonomous Region, Nizhny Novgorod Region, Sevastopol, Tatarstan have presented their products at the exhibition





VISITORS



Visitors` profile

Representatives of wholesale and retail trade, catering enterprises, as well as food manufacturers and the HoReCa sector



VISITORS' STATISTICS

GEOGRAPHY

12 694

Moscow and Moscow region

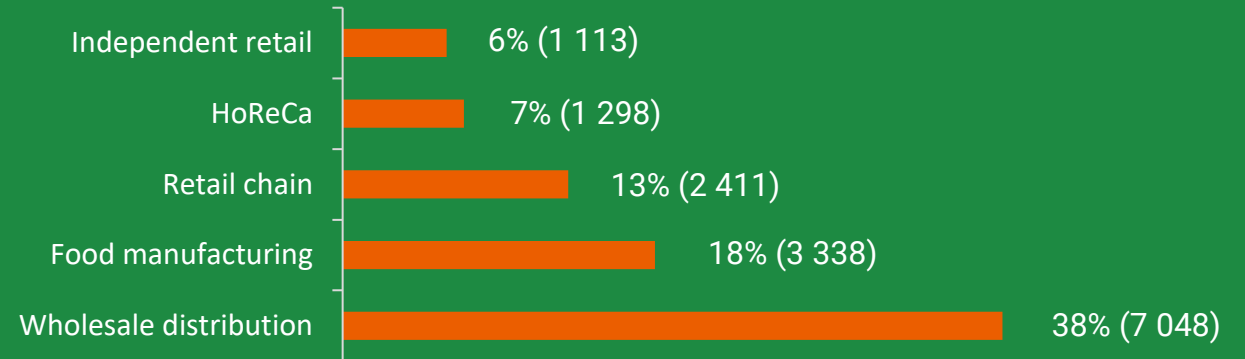
4 539

Russian regions

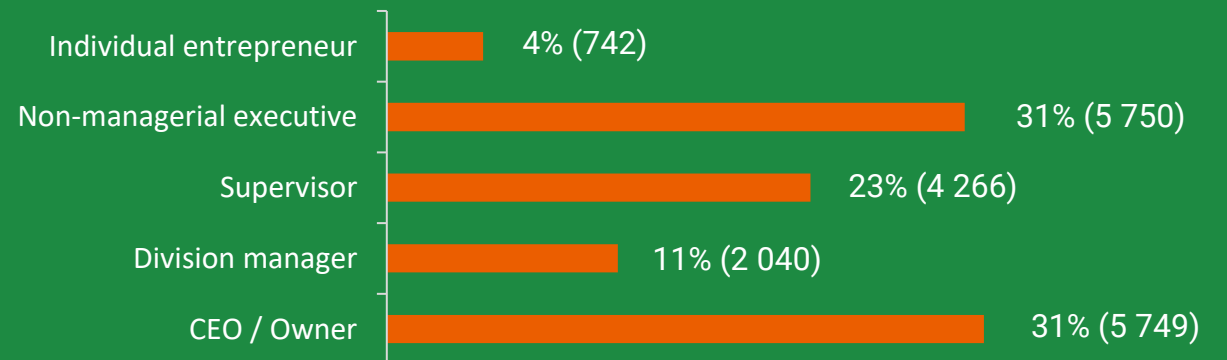
1 314

other countries

AREA OF BUSINESS



JOB LEVEL



VISITORS' SURVEY RESULTS

5 935 (32%)

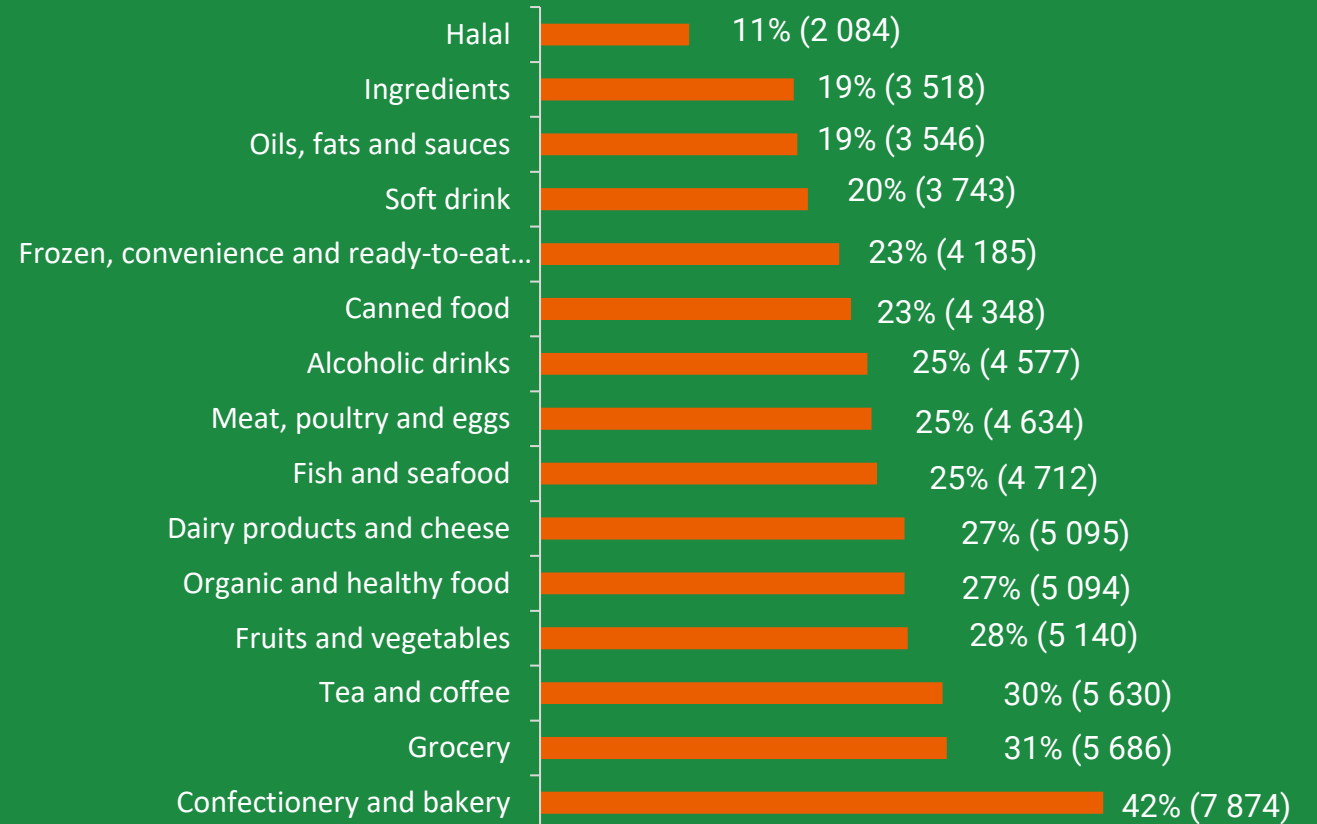
Visit only WorldFood Moscow

9 644 (52%)

ready to purchase after the exhibition

8 532 (46%)
new visitors

PRODUCT OF INTEREST





AMONG VISITORS



BUSINESS PROGRAM

24
sessions

111
speakers

2 438
delegates



BUSINESS PROGRAM

In 2022 all the **leaders of Russian retail** gathered on one stage and shared their experience as part of the business program of the exhibition.



FOOD BUSINESS LEADERS' FORUM

Exchange of experience in solving urgent problems of retail. Leading industry representatives share their experience, present current statistics and market trends.



RETAIL ACADEMY

The programme for commercial departments of chains to develop categories. Practical sessions for managers by categories: Fruits and vegetables, Ready meals and ultra-fresh, Confectionery, Dairy products and cheeses, Healthy food and Organics, Private labels.

For the first time this year, there were held «Boosting Retail», a series of master class from leading experts in sales growth.

NEW FORMAT: CULINARY MARATHON

A completely new format for the exhibition, the Culinary Marathon was held on September 20, 21 and 22. Every day, chefs from the Chefs Team Russia prepared original dishes from the products of the exhibitors.

Specially for the marathon, a real kitchen were built (Pavilion 3, Hall 14).

This year the project was supported by the Ministry of Thailand and Argentina.





AWARDS

At the WorldFood Moscow 2022, the solemn ceremonies of awarding the winners of two awards at once were held - the WorldFood ORGANIC and «Product of the Year».

WorldFood ORGANIC is a competition aimed at developing the organic industry in Russia, expanding and strengthening the organic market. The victory in the Contest confirms the status of the industry leader, and for the customer and consumer is a weighty argument when choosing.

This year, for the first time, the Organic Foundation took part in the WorldFood ORGANIC competition as a partner: one of the Foundation's representatives became a member of the competition jury.

The purpose of the «Product of the Year» competition is to announce the best quality food products and raw materials for their production, presented on the Russian market.

The award was awarded in 17 categories, and for the first time this year, outside the main categories, awards were awarded in such categories as «Innovation in Food» and «Import Substitution».



**EXHIBITION
PARTNERS**

Ак Барс
Банк



«The best examples of
partnerships in retail»
session partner



Fresh fruit and vegetables
conference partner



Exhibition business
partner



General industry partner



Exhibition partner



Strategic analytical partner



Фонд
Органика

WorldFood ORGANIC contest partner



19-22
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RUSSIA
IEC CROCUS EXPO

<https://world-food.ru/>

**TO BOOK YOUR PARTICIPATION,
PLEASE, CONTACT:**

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