



19–22 SEPTEMBER 2023
MOSCOW, CROCUS EXPO

WORLDFOOD MOSCOW 2023

POST-SHOW REPORT

FROM THE FIELD TO THE STORE SHELF
AND RESTAURANT TABLE



32nd International Autumn Food and Drink Exhibition **WorldFood Moscow** took place in Moscow from September 19 to 22, 2023 and became the main meeting place and exchange of experience between leaders of the Russian and foreign food markets on the eve of the new business season.

At the exhibition, leading food and beverage manufacturers, representatives of wholesale, retail and catering enterprises have a unique opportunity to negotiate with new clients and suppliers, expand sales geography and sign new contracts, get acquainted with market innovations and find new partners.



Participants presented their products traditionally in 16 sectors, including **the unique «Fruits and Vegetables» sector**, presented in Russia in such a volume only at WorldFood Moscow.

The thematic sectors of the exhibition cover all product categories and the non-food category, which allows buyers to create a comprehensive product matrix in just 4 days that meets the most current consumer demand.



Fat, oils and sauces



Soft drinks



Grocery



Meat, poultry and eggs



Fruits and vegetables



Confectionery and bakery



Alcoholic drinks



Organic and healthy food



Fish and seafood



Dairy and cheeses



Non-food



Tea and coffee



Canned food



Halal



Frozen, Convenience & Ready-to-eat Food



Ingredients



Exhibitors profile

Russian and foreign manufacturing companies and suppliers of food, beverages, ingredients, as well as non-food products and business service providers



+15

39

countries

Azerbaijan, Algeria, Belarus, Brazil, Chile, China, Czech Republic, Ecuador, Ethiopia, Germany, Greece, Georgia, Egypt, India, Jordan, Kazakhstan, the Republic of Korea, Kyrgyzstan, Malaysia, Mexico, the Middle East, the Netherlands, Oman, Pakistan, Peru, Russia, Saudi Arabia, Serbia, South Africa, Sri Lanka, Tajikistan, Thailand, Tunisia, Turkmenistan, Turkey, Uganda, the United Arab Emirates, Uzbekistan, Vietnam.

+5

17

national pavilions

Azerbaijan, Algeria, Brazil, China, Egypt, India, Malaysia, the Middle East, Pakistan, Peru, Thailand, Tunisia, Turkey, South Africa, South Korea, Sri Lanka.

The national group of Tajikistan was presented for the first time.



WorldFood Moscow exhibition became the most represented exhibition in Russia on exhibitors' geography!

58

regions of Russia

including regional **collective expositions** of Altai, Arkhangelsk, Astrakhan, Ivanovo, Irkutsk, Kaliningrad, Kaluga, Kirov, Kostroma, Krasnodar, Perm, Stavropol Territories, Chelyabinsk, Kurgan, Leningrad, Nizhny Novgorod, Novgorod, Oryol, Omsk, Penza, Ryazan, Rostov, Sverdlovsk, Tambov, Tula, Vologda, regions, Kabardino-Balkaria Republic, Republics of Altai, Buryatia, Karelia, North Ossetia-Alania, Tatarstan.

Collective stand of organic products manufacturers

For the second time, a collective stand of organic products manufacturers was presented at the exhibition with the support of **the Organic Fund**.

At the stand, the companies AgriVolga (Ugleche Pole brand, meat and dairy products), Arivera (cereals, cereals, honey, flour, flax, grains and legumes), IP Dorofeev (organic semi-finished meat products under the brand «Vkusnaya Marka»), Shulgino (meat and dairy products, fruits and vegetables, drinks, bread) presented their products.



Special guide for buyers from catering establishments

Suppliers willing to work with public catering enterprises were marked with a special sign both in the printed guide and directly on the stands.



Exposition of mobile trading formats Mobitruck

In addition to visiting the food trucks exposition, anyone could receive full advice on how to open a franchise and launch mobile retail outlets onsite .



NEW!

Purchasing center WORLD OF TRADE

For the first time, at the WorldFood Moscow exhibition, the WORLD OF TRADE Purchasing Center was held, organized with the support of EXIM EXPO. The purchasing center worked at the exhibition for two days, September 19 and 20.

69 networks and distributors from Azerbaijan, Armenia, Belarus, China, Kazakhstan, Kyrgyzstan, Russia, Tajikistan and Uzbekistan took part in the negotiations.

69

chains and distributors

9

from countries

140+

suppliers





Visitors profile

Representatives of wholesale and retail trade, catering establishments, as well as food manufacturers.



VISITORS GEOGRAPHY

15,086

Moscow and Moscow region

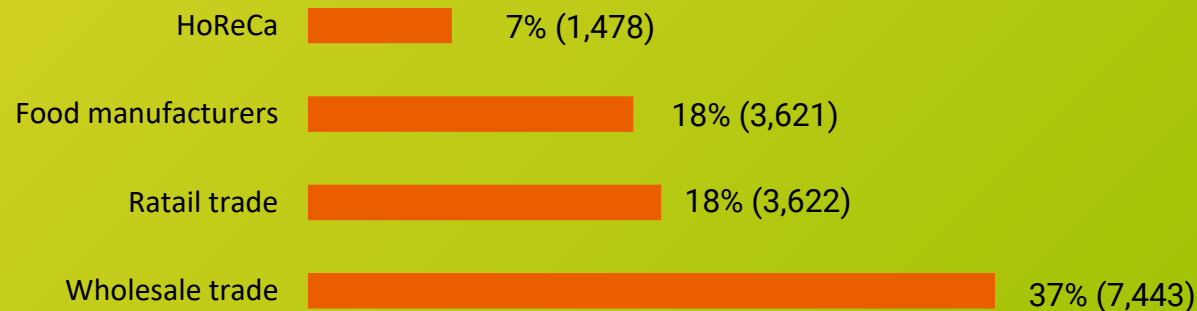
3,420

regions of Russia

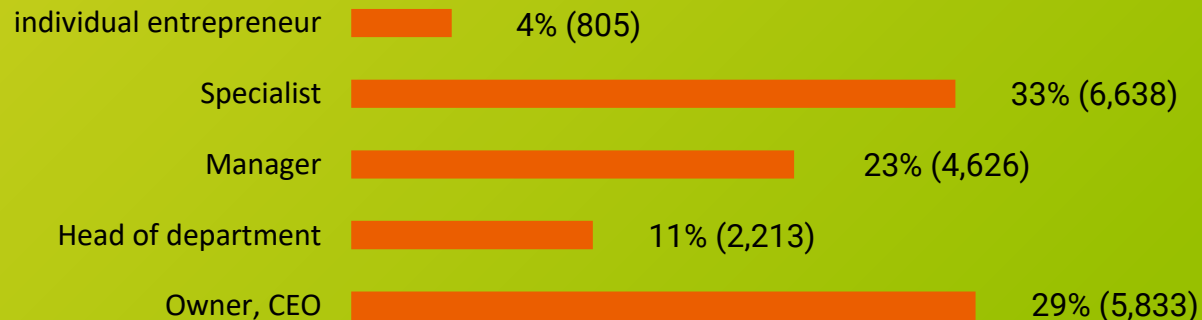
1,609

Other countries

TYPE OF BUSINESS



LEVEL OF RESPONSIBILITY



VISITORS SURVEY RESULTS

7,443 (37%)

attend only WorldFood Moscow among the similar exhibition

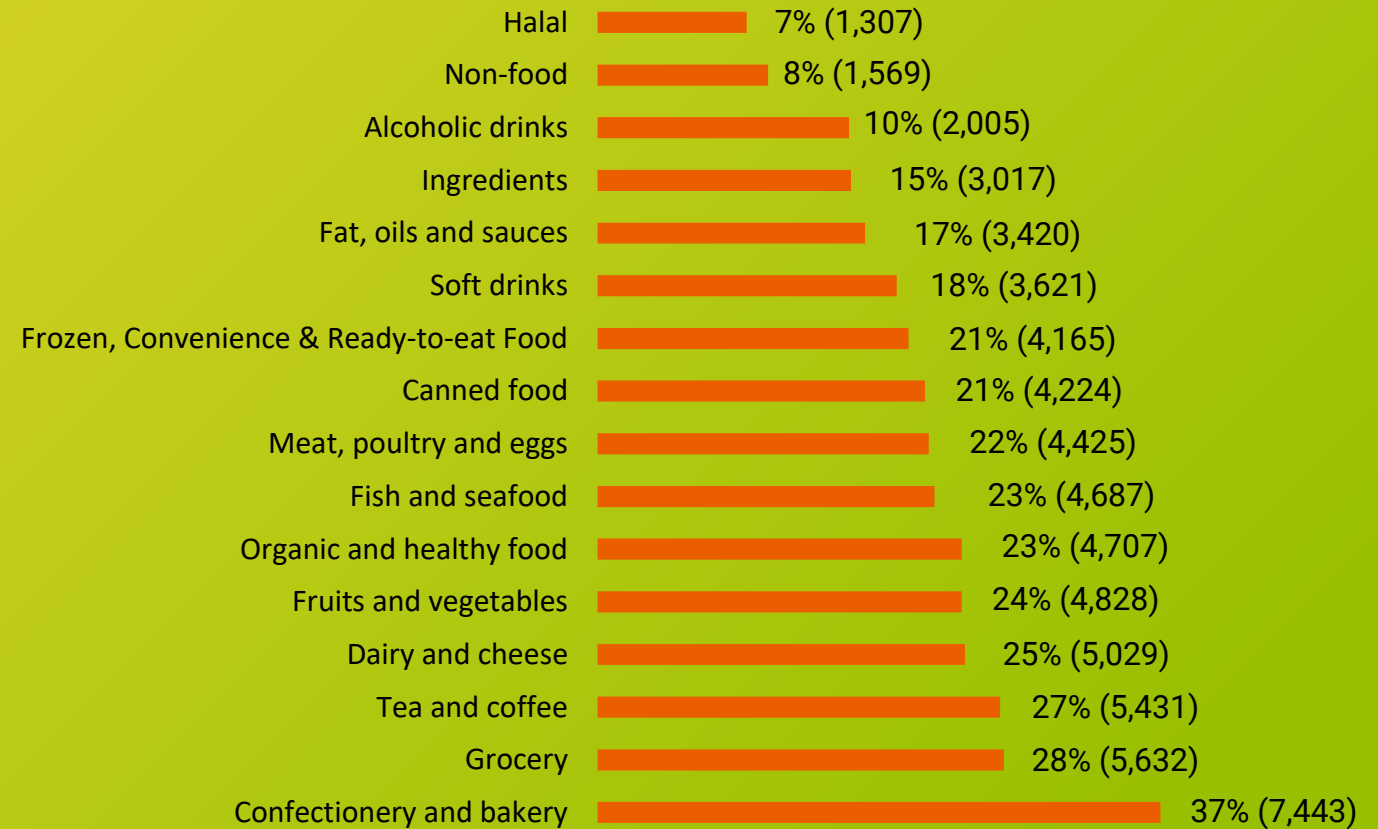
12,270 (61%)

plan to purchase after the exhibition

9,856 (49%)

new visitors

PRODUCR INTEREST





МИРАТОРГ



OZON



Красное & Белое



cofix



NEW!

WorldFood Business Lounge

In addition to the opportunity to solve their business problems in just four days, the WorldFood Moscow exhibition also offered visitors a new service – the WorldFood Business Lounge.

A special closed area for buyers was aimed at making work at the exhibition as comfortable as possible.

Additional options were available for professionals from the retail and catering industries: a separate meeting room, a coffee break area, a relaxation area, a work area with Wi-Fi access, and chargers.



50+
sessions

200+
speakers

2 000+
delegates

In 2023, at the WorldFood Moscow exhibition, **the leaders of Russian retail and catering gathered on one stage:**

- Vladislav Kurbatov, CEO, Pyaterochka
- Asya Balabay, commercial director, AUCHAN Retail Russia
- Denis Sologub, President, Azbuka Vkusa
- Evgeniy Rimsky, Quality and Purchasing Manager, Vkusville
- Oleg Maleev, Head of Customer Experience, Lenta Online
- Arina Knyazeva, Director of Commerce and Business Development, Ozon Fresh
- Tatyana Kornienko, Marketing Director, Stardogs
- Sergey Lapada, Marketing Director, Kroshka Kartoshka
- Larisa Mamedova, restaurateur, Touché Wine & Bar, Champ Bistro & champagne bar
- Daria Shmarova, pastry chef at Londri (Lucky Group), teacher at Novikov School
- Valeria Morozova, restaurant ambassador, Yandex Eda
- Vladislav Zemsky, author of the Eat Market project and others



FORUM OF FOOD BUSINESS LEADERS

The forum was dedicated to summing up the results of the first half of the year, discussing trends and key changes in consumer behavior and opportunities for business adaptation to changing conditions.

RETAIL ACADEMY

Retail Academy was devoted to the development of individual categories, where practical conferences were held on the development of categories:

- Fruits and vegetables
- Dairy products and cheeses
- Confectionery
- Private labels
- Fresh and ready-made food
- Healthy lifestyle and organics

NEW ZONE! WORLDFOOD KITCHEN

A new content zone at the exhibition for representatives of the public catering segment.

The most current agenda of the industry was discussed with the participation of both restaurateurs and chain owners, as well as representatives of the federation, experts in the field of marketing, legislation, personnel management: the search for replacements for disappeared products, the secrets of successful restaurant concepts, gastronomic tourism and local products, corporate and organized mass catering, enterprise safety, legislative norms in the field of catering, human capital.

NEW!



The wide geography of the WorldFood Moscow was also reflected on the site of the Culinary Marathon.

Every day professional chefs prepared dishes from different cuisines of the world using the products of the exhibitors. Visitors of the show had the opportunity to go on a real round-the-world gastronomic journey thanks to master classes from chefs from **Brazil, China, India, Turkey, and South Africa.**



On the third day of the exhibition, the award ceremonies for two awards took place: Product of the Year and WorldFood ORGANIC.

The WorldFood ORGANIC contest was organized jointly with the Organic Fund and the National Organic Union. As part of the contest, **9 companies were awarded**.

This year's **Product of the Year contest** received **318 applications**. **140 companies** from **more than 60 regions** of Russia took part. In addition to the traditional nominations, an award was given for «Innovation in Food Products».



WORLDFOOD MOSCOW 2023 WERE SUPPORTED BY:



General partner of Culinary marathon



Partner of equipment for Culinary marathon



Strategic partner of Culinary marathon



General partner of the exhibition



Co-organizer of Purchasing center WORLD OF TRADE



Co-organizer of WorldFood ORGANIC contest



Strategic analytical partner



General industry partner



Media partner of the exhibition



Business partner of the exhibition



При поддержке
Правительства Москвы
и Департамента
экономической политики
и развития
города Москвы



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