

**WORLD
FOOD**
MOSCOW

17-20 September 2024

CROCUS EXPO, MOSCOW, RUSSIA

Flavor *without*
Frontiers

Your gateway to Russia's expansive
F&B and Horeca markets



BOOK YOUR STAND
WWW.WORLD-FOOD.RU



ОРГАНИЗАТОР
ORGANISER



WORLDFOOD MOSCOW 2024

Your Gateway to Russia's Flourishing Market

WorldFood Moscow is a unique opportunity to enter one of the world's largest economies. With Russia's impressive

\$304 billion
annual imports and a population of
145 million

the market presents plenty of opportunities to propel your business to new heights in a market that's actively seeking innovation and quality. This dynamic landscape offers an ideal environment to increase your exports and revenue.



22,000+ Attendees

200 Speakers

83 Regions of Russia

1,110+ Exhibitors

75+ Countries Represented

5 Features to Best Showcase Your Products

“For 6 years, our experience at WorldFood Moscow has been remarkable, with sales vastly surpassing expectations.”

Ilker Keskin
CEO
Keskin Makine

Why Is WorldFood Moscow good for business?



Prime opportunity to enter Russia

Now is the ideal time to enter the Russian market. The current **market landscape, shaped by vacancies left by Western companies**, presents an unparalleled opportunity to increase your exports and revenue in one of the world's largest economies.

Gateway to New Markets

Discover how to expand your export potential. WorldFood Moscow, with its diverse geographical representation, provides a unique platform to access the F&B markets in Russia and CIS countries.

Diverse Interactive Experiences

Demonstrate your product with our dynamic presentation formats, including **Tasting Zones, Product Days, Cooking Shows, and exclusive Contests**. Engage in unique sensory experiences with our popular **Blind Tastings**.

Generate New Business Leads

Engage in direct negotiations at the **World of Trade Purchasing Lounge**, a platform dedicated to connecting you with buyers specifically interested in your products.

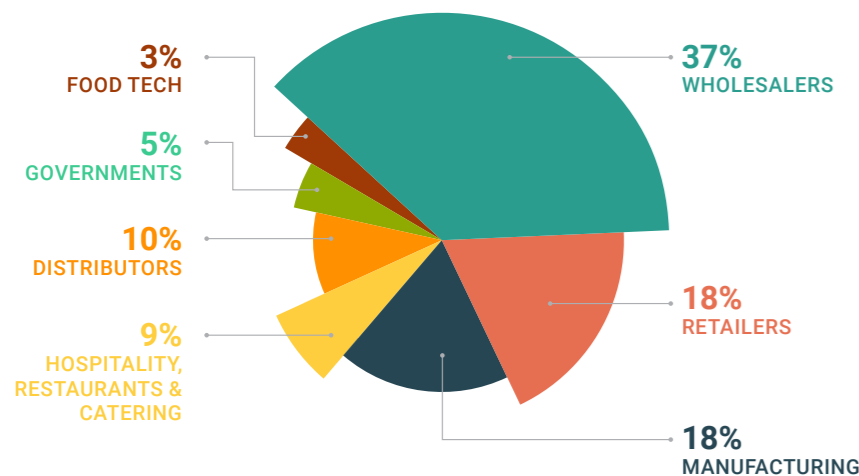
Get Connected with WorldFood CONNECT

WorldFood Moscow Connect is an online community for F&B industry professionals. Join today to network, pitch, and participate in online gatherings all year round. Get exclusive industry reports and news, share your company news, and connect with influential professionals.

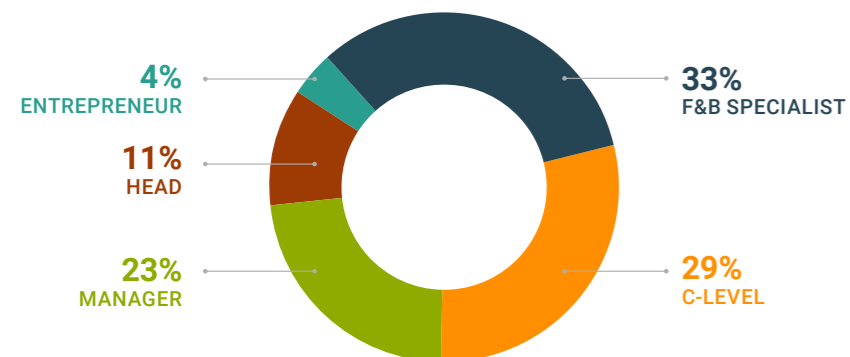
JOIN TODAY



Who you will meet



Attendee seniority



Visitors Insights

Influential Audience

An impressive 95% of the attendees are key decision-makers and influential buyers, providing unparalleled access to high-level business discussions and decisions to propel your business forward

Trend-Seeking Visitors

69% of WorldFood Moscow's 15,000+ attendees visit to explore new products and services, making it a trendsetter in the food and beverage industry.

Real Business Opportunities

52% of our attendees (11,400+ professionals) intend to purchase from our exhibitors after the show, demonstrating the event's impact on driving business.

Exclusive Loyalty

37% of our attendees, more than 8,000, exclusively choose WorldFood Moscow as their sole destination among food and drink exhibitions.



The countries that have already confirmed their participation for the 2024 edition are:



Explore the Exhibition Floor



17 - 20
SEPTEMBER 2024

CROCUS EXPO,
MOSCOW, RUSSIA

WWW.WORLD-FOOD.RU

Get Involved
for Exhibition Space
and Sponsorship Enquiries

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BOOK YOUR STAND

