

# PRÓD EXPO

28<sup>TH</sup> INTERNATIONAL EXHIBITION  
FOR FOOD, BEVERAGES  
AND FOOD RAW MATERIALS

12-16  
April  
2021



POST  
SHOW  
REPORT

# EXHIBITORS

1,554

companies

44

countries



## Countries:

Argentina, Armenia, Austria, Azerbaijan, Belarus, Brazil, China, Colombia, Czechia, Cuba, Ethiopia, Estonia, Finland, France, Georgia, Germany, Greece, India, Iran, Ireland, Italy, Kazakhstan, Kyrgyzstan, Malaysia, Mexico, Moldova, Peru, Poland, Portugal, South Ossetia, Russia, Serbia, South Korea, Spain, Sri Lanka, Switzerland, Thailand, Turkey, the UAE, Ukraine, Uruguay, the USA, Uzbekistan, Vietnam

# EXHIBITORS

# 1,304

Russian exhibitors



Feedback

# 32

Russian regional pavilions



(representing the total number of 250 companies from the Republics of Adygea, Altai, Bashkortostan, Mordovia and Tatarstan, Khanty-Mansi and Yamalo-Nenets Autonomous Okrugs, Altai, Khabarovsk, Krasnoyarsk, Primorsky and Stavropol Krajs, Arkhangelsk, Chelyabinsk, Kaliningrad, Kaluga, Kirov, Kostroma, Leningrad, Moscow, Omsk, Penza, Tambov, Tula, Tver, Ulyanovsk, Vladimir, Volgograd, Vologda, Voronezh and Yaroslavl Oblasts, and the City of Saint-Petersburg (companies from Krasnodar Krai and Ryazan Oblast take part in the show with the assistance from their respective regional authorities)

# EXHIBITORS

**250** Foreign companies

**10** Foreign national pavilions

Armenia, Brazil, Italy,  
South Ossetia, Spain,  
Serbia, Turkey,  
Uzbekistan, Uruguay,  
Sri Lanka

Feedback

# Frequency of participation

**18%**

first  
time

**52%**

regular

**26%**

second/  
third time



## Participant goals

To sign contracts /  
agreements **80%**

To diversify markets,  
enter new markets and regions **68%**

To increase  
sales **66%**

To promote products /  
services **54%**

To search  
for suppliers **23%**

To learn about new products /  
market analysis **22%**

To carry out  
investment projects **11%**

# High ROI for participants

of exhibitors  
achieved their goals

88%

of exhibitors satisfied  
with business leads

92%

of exhibitors would  
recommend their  
partners to participate  
in Prodexpo

98%

# VISITORS

50,280

visitors

95

countries

86

regions of Russia

## Job titles

27.3%

Manager/  
specialist

25.7%

Company  
owner

9.9%

CEO/  
managing director

13.8%

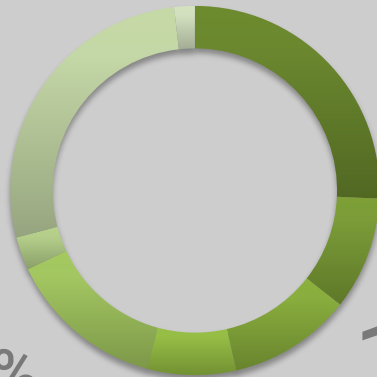
Area  
manager

7.8%

Head  
of procurement / buyer

10.8%

CCO/  
head of sales



# Visitors geography



**57.1%** – Moscow and Moscow region

**37.9%** – All other Russian regions

**3.4%** – CIS countries

**1.6%** – Overseas countries

## CIS countries

Belarus	1.20%
Kazakhstan	0.50%
Ukraine	0.50%
Armenia	0.40%
Other CIS countries	0.80%

## Overseas countries

European countries	0.74%
Asian countries	0.57%
Middle East and African countries	0.07%
Distant foreign countries	0.22%



# VISITORS

79%

of visitors  
are decision makers  
or main influencers

20,500+

of visitors  
interested in entering  
foreign markets

44%

of visitors  
plan to buy  
after the exhibition

Feedback

14,700+

visitors  
were  
newcomers

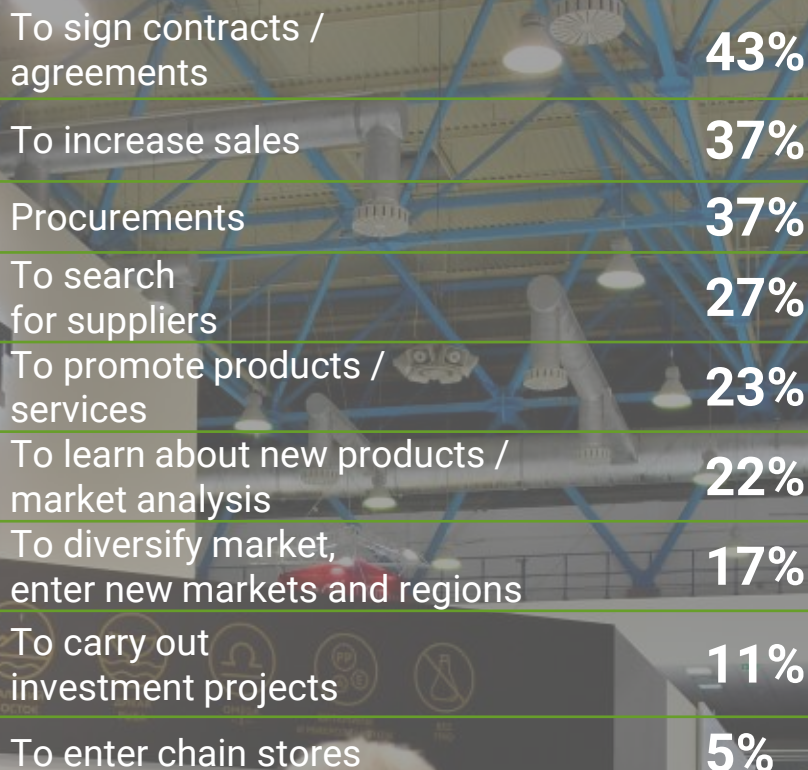


# Industry sectors



Wholesale of food / soft drinks	24.45%
Wholesale of alcoholic beverages	4.38%
Production of food / soft drinks	13.03%
Production of alcoholic beverages	2.28%
Production / distribution of raw materials, ingredients	5.74%
Retail chains	9.24%
Retail of food /soft drinks / alcoholic beverages	8.64%
Production / supply of packaging, packaging equipment	5 %
Online store, E-commerce	3.82%
HoReCa, restaurants, catering	4.45%
Agriculture industry, agricultural holdings, Farms, agricultural cooperatives, storage and processing of agricultural raw materials	5.41%
Services	2.68%
Transport and logistics	2.54%
Production/supply of food processing equipment	1.96%
Corporate purchasers	1.88%
R&D, Education / training / retraining	3.23%
Financial sectors, banks, insurance companies	0.64%
State, municipal management	0.63%

# High visitor satisfaction figures confirm a strong ROI



To sign contracts / agreements	43%
To increase sales	37%
Procurements	37%
To search for suppliers	27%
To promote products / services	23%
To learn about new products / market analysis	22%
To diversify market, enter new markets and regions	17%
To carry out investment projects	11%
To enter chain stores	5%

**86** %

of visitors achieved their goals

**98** %

of visitors would recommend their colleagues to visit Prodexpo

**96** %

of visitors are satisfied with the quality of exhibitors

# Visitor interests

Meat and meat products. Cooked meats and sausages	<b>29.3%</b>	Canned food. Sauces. Ketchups	<b>16.8%</b>
Poultry. Eggs	<b>15.9%</b>	Healthy nutrition	<b>18.1%</b>
Halal food	<b>7.5%</b>	Vegetables, fruit, mushrooms, berries, wild food	<b>12.4%</b>
Confectionery. Bakery. Confectionery raw materials	<b>28.9%</b>	Organic products	<b>12.4%</b>
Dairy products. Cheese	<b>28.9%</b>	Farm products	<b>11.1%</b>
Ice cream	<b>15.4%</b>	Gastronomy. Food for restaurants	<b>12%</b>
Groceries. Cereals. Pasta. Seasonings. Spices.	<b>25%</b>	Packaging solutions for the food industry	<b>13%</b>
Kitchen herbs		Glass containers. Closures. Design	<b>7.2%</b>
Snacks. Nuts. Dried fruit	<b>22.2%</b>	Production of store brand products	<b>9.1%</b>
Tea. Coffee	<b>23%</b>	Baby food	<b>8.9%</b>
Juices. Water. Soft drinks	<b>23%</b>	Functional nutrition	<b>8.6%</b>
Alcoholic drinks. Wine	<b>19.1%</b>	Honey and bee products	<b>8.7%</b>
Beer	<b>15.6%</b>	Pet food	<b>6.9%</b>
Fats and oils	<b>18.7%</b>	Trading houses, wholesale distribution centers	<b>6.2%</b>
Frozen food. Semi-prepared foods. Ready to eat foods	<b>18%</b>	International pavilions	<b>5.6%</b>
Fish and seafood. Aquaculture	<b>16.9%</b>	Russian regional pavilions	<b>5.2%</b>
		Equipment and services salon	<b>5%</b>