

WorldFood Moscow

Open up a world of delicious ideas

Post show report

27th International Food Exhibition
17–20 September 2018
Expocentre Fairgrounds, Moscow



Organised by
The ITE Group



WorldFood
Moscow



world-food.ru

Contents

Official support	4
Partner-country Azerbaijan	5
About exhibition	6
Exhibitors	7
Exhibitor survey.....	8
WorldFood Moscow feedback.....	9
Visitors	10
Visitors' product interest	11
Visitor breakdown.....	12
Visitor survey.....	13
Business program	14



Official support

WorldFood Moscow is supported by The state Duma and the Federation Council of the Russian Federation, Federal and regional ministries of agriculture of the Russian Federation, Ministry of industry and trade, Moscow Government, trade unions and associations, international organizations.

Country pavilions are organized with support of National Ministries, Embassies and Trade missions.



Together with the Russian officials, Embassadors, Heads of International Food Industry Ministries and trade organizations took part in the official opening ceremony:

Head of the Federal service for veterinary and phytosanitary surveillance

Dankvert Sergey

First Deputy Chairman of the Federation Council Committee on agrarian and food policy and environmental management

Lisovsky Sergey

Chairman Of the Committee of the chamber of Commerce and industry of Russia for the development of agriculture, Chairman of the Council of the Association of trade Unions of agriculture ASSAGROS

Semenov Victor

Minister of agriculture of the Dominican Republic

Mr. Osmar Benitez

Deputy head of the Department of state reserves of the Federal Agency for state reserves

Mr. Polad Bulbul-oglu

Ambassador extraordinary and Plenipotentiary Of the Republic of Azerbaijan to the Russian Federation

Mr. Polad Bulbul-oglu

Assistant to the Federal service for veterinary and phytosanitary surveillance

Alexeenko Alexey

And others

Partner-country Azerbaijan

For the second time Azerbaijan was the partner-country. On a joint stand Made in Azerbaijan 35 Azerbaijani companies were presented, whose collective participation was organised by the Fund for the promotion of export and investments in Azerbaijan (AZPROMO) with the support of the Ministry of economy of the country.

Russian President Vladimir Putin noted a high increase in the supply of Azerbaijani agricultural products to Russia by 12% and their total volume of half a billion dollars in 2017 during the IX Russian-Azerbaijani interregional forum held at the end of September: "Our partners are showing increased interest in this area. Evidence of this is the participation of more than 30 Azerbaijan companies in the international food exhibition in Moscow in September, just 17-20 September". (kremlin.ru)



Yusif Abdullayev
Acting President AZPROMO

"Azerbaijan pursues a purposeful policy to promote our national brand, President Ilham Aliyev signed a decree in connection with the mechanism for its promotion. The measures taken in this direction are bearing fruit. More than 30 Azerbaijan exporters and manufacturers are represented at our stand. Visitors show great interest in our stand. We will be happy to support this exhibition, because from a practical point of view it gives us very good results".





About exhibition

International Food Exhibition WorldFood Moscow is a main meeting place for food industry leaders from all over the world.

Exhibiting at WorldFood Moscow is an opportunity:



to enter Russian market



to find new clients and partners from purchasing managers from wholesalers, retail chains and HoReCa industry



to increase sales



to present new products to huge Russian market



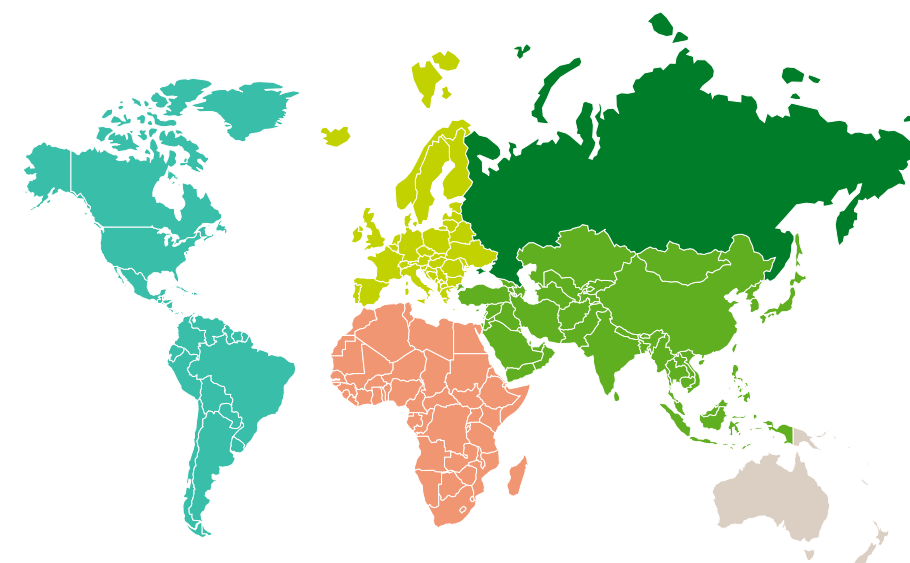
Exhibitors

8

National Expositions of America

9

National Expositions of Africa



581

Exhibitors from Russia

23

National Expositions of Europe

24

National Expositions of Asia

EXHIBITORS

1,560

companies from **65** countries

VISITORS

THE ABSOLUTE RECORD IN THE HISTORY OF THE EXHIBITION!

30,710

visitors from **82** Russian regions and **98** countries

EXHIBITION SPACE (gross)

58,457 m²

64

National Expositions

Exhibitor profile

Producers and suppliers of:

- Fruits and vegetables
- Grocery
- Confectionery
- Drinks
- Canned foods
- Oils, fats and sauces
- Frozen and convenience food, ready-prepared meals
- Fish and seafood
- Meat and poultry
- Dairy products
- Tea and coffee
- Health and organic food



Exhibitor survey

89%

of exhibitors
are going to participate
in WorldFood Moscow
2019

71%

meet existing clients and partners

78%

evaluated their economic effect
of exhibiting in WorldFood Moscow as good

95%

considered exhibiting
at WorldFood Moscow as important

86%

of respondents were satisfied
with WorldFood Moscow 2018



WorldFood Moscow feedback



Ruslan Aliev

Trade Representative of the Republic of Azerbaijan in Russia

"First time participation of our manufacturers last year at WorldFood Moscow already showed efficiency. Accordingly, of course, we pay great attention to the exhibition and great preference".

Белая Дача

Anton Semenov

CEO Belaya Dacha

"At the exhibition 90 percent, if not 100% of our supply chain, which can negotiate with contractors and meet with existing and possibly find new contractors. In fact, our company works here in all areas".

Auchan

Nicolas Blanchard

Purchasing Director, Auchan Retail

"The exhibition is very professional. I have already seen many Russian stands, and it is very interesting for us. Let's see how we can use it to our advantage".

MP NOVAPRODUKT

Alexandra Gudimova

Head of sales Department, "Novaproduct"

"Firstly, for us as manufacturers it has become more target customers, retail chain, large Federal companies such as Magnet, OKAY began to come. It was possible to communicate with retail representatives, buyers. As a manufacturing company, it is quite difficult for us to reach buyers without any connections. And then we realized that they have a huge interest in our company, they want us to its shelf. In general, we found each other, thanks to this exhibition".





Visitors

Visitor profile

Purchasing specialist from:

- wholesalers
- regional and federal retail chains
- independent shops
- HoReCa

Geography

64%
19,655

Moscow
and Moscow
region



25%
7,678

Other Russian
regions

11%
3,379

Other countries

30,710

visitors from
82 Russian regions
and 98 countries



Visitors' product interest*

39% Confectionery
& bakery



24% Meat & poultry



27% Grocery



24% Dairy products



30% Tea & coffee



18% Frozen &
convenience foods,
ready-prepared dishes



27% Fruits & vegetables



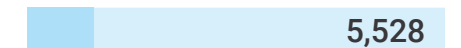
17% Fats, oils & sauces



29% Fish & seafood



18% Non-alcohol drinks



20% Canned foods



14% Alcohol drinks



26% Health
& organic foods



18% Snacks



22% Nuts, dried fruits



*Multiple-choice question.



Visitor breakdown

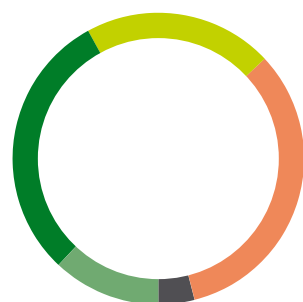
By job level*

30% **9,213**

CEO / Senior manager

12% **3,686**

Division manager /
Head of department



21% **6,450**

Line manager / Supervisor

33% **10,135**

Non-managerial executive

4% **1,229**

Self-employed

By company profile*

43% **13,206**

Wholesale

18% **5,528**

Food production

5% **1,536**

HoReCa



8% **2,457**

Retail chain

6% **1,843**

Independent shop

17% **5,221**

Other

3% **922**

Press

*The question wasn't asked to visitors with personal interest.



Visitor survey

44%

attend only WorldFood
Moscow but no other
events on the same
subject in Russia

67%

Intend to purchase products
presented at the exhibition

20,576

94%

have responsibility or influence
for purchasing decision

28,868

73%

source new suppliers
or partners at the exhibition

22,419

63%

look for new products and services

19,348

Visitors from:

X5 Retail Group, Auchan, Perekrestok, Dixy, Magnit, Lenta, Azbuka Vkusa, Selgros, Globus, Vkusvill, O'KEY, Payterochka, Billa, Metro Cash&Carry, Delikateska.ru, Globus Gourmet, Yarche, Magnolia, Bakhetle, Karavan, Karousel, Utkonos, Viktoria, Vysshaya liga, Aromatny mir, Anderson, DoubleB, Coffeemania, Pizza Sushi Wok, Dominos pizza, McDonalds, Coffee House, NIYAMA, OBEDBUFET, Maison Dellos, Marr Russia, Dodo pizza, Yum Restaurants Russia, Rosinter Restaurants Holding, Chocoladnitsa, Chaihona #1, Eataly and others.



Business program

Among events speakers

25
events

↑ **2 TIMES MORE**
THAN IN 2017

180
speakers

↑ **29 SPEAKERS**
MORE THAN
IN 2017

2,243
delegates

↑ **2 TIMES MORE**
THAN IN 2017

Alexey Grigoriev

Head of METRO Cash&Carry Moscow

Nicolas Blancard

Purchasing director Auchan Retail Russia

Kirill Tereschenko

CEO Kotanyi Rus, Advisor to the First Deputy Chairman of the Board of Sberbank of Russia (Retail and FMCG industries)

Marina Balabanova

Regional Vice President, Corporate Relations in Russia and the CIS, Danon

Ilya Blinov

CEO, Milford

Pavel Grudin

Chairman of the Council of the Berry Union, the head of "State Farm named after Lenin"

New formats

Educational program "Purchasing Academy"

3 days **7** leading business trainers

14 business-cases for buyers' key problems

Business cases from retail chains Verny, METRO Cash&Carry, Auchan Retail Russia, Payterochka, VkusVill, and from Meridian, Bonduelle EurAsia Markets, Bochkarevsky brewery and others.

WorldFood Business Kitchen

WorldFood Business Kitchen – trainings for owners of wholesale companies and independent shops.

2 days **12** experts **5** key topics

Training was divided in two sessions "Business-ideas" and "Business-solutions". Delegates were able not only learn theory of business-processes but also get some practical solutions and cases from experts.

Expert panel "Online retail. How to develop the channel effectively. Marketing. Technologies. Business processes"

5 speakers shared their experience:

"Azbuka Vkusa", Domino's Pizza, Delicatessen.ru, PickPoint, Oborot.ru



Tasting contest “Product of the year 2018”

Professional tasting contest “Product of the year” is held by independent expert jury of leading industry specialists.

The purpose of the competition is to identify and to promote high-quality food products in the Russian market.

Winning companies are awarded Grand Prix, as well as gold, silver and bronze medals and diplomas based on the protocols of industry tasting commissions.

In 2018, the Assistant to the Head of the Rosselkhoznadzor, Aleksey Alekseenko, became the chairman of the tasting commission.

483 products from 144 companies
were presented to the contest

Grand Prix: **10** companies

Gold medal: **164** products from **83** companies

Silver medal: **61** products from **38** companies

Bronze medal: **27** products from **18** companies

Competition laureates have the right to place the medal logo on the award-winning product label, which is a sign of product quality for consumers and distributors.

Tea Master Cup

For the second time, the Moscow selection stage of the Tea Masters Cup Russia championship was held at the WorldFood Moscow, organized in partnership with the Coffee and Tea in Russia magazine. Competitions were held in four categories, in which 39 participants took part.

Tea preparation category was judged by:

Denis Shumakov (Tea Masters Cup, FuzeTea, Biruzovy Tea)
David Chanturia (International Tea House)
Julia Malysheva (Russian State University for the Humanities: Confucius Institute)
Alexander Giryakov (Laos Tea)

And the winners are:

Roman Sorokin (Double B Coffee&Tea)
Ramin Gasanov (Double B Coffee&Tea)
Eugenia Shpinkova (Japan Tea House)

Tea pairing category was judged by:

Olga Yarovikova (Amazing Cacao)
Viktor Enin (Chaynaya Vysota)
Sergey Khorolsky (Biruzovy Tea)
Andrey Vinogradov (2T Tea&Bar)

And the winners are:

Nikita Tuytchev (Double B Coffee&Tea)
Julia Yakunina (Double B Coffee&Tea)
Nikolay Sushko (Julius Meinl)

Tea mixology category was judged by:

Denis Shumakov (Tea Masters Cup, FuzeTea, Biruzovy Tea)
Andrey Vinogradov (2T Tea&Bar)
Anna Fomochkina (Aletrade)
Valdimir Dobrovinsky (Magnum Wine Bar)

And the winners are:

Maria Sukhoverkhaya (Double B Coffee&Tea)
Andrey Kolbasinov (Chayka Tea House)
Alla Stepanova (Association of Organic Tea Producers of Georgia)

Tea tasting category winners:

Vyacheslav Poschischaylo (Mau)
Ilya Goncharov (Mau)
Arkadiy Sulanov (Mau)





WorldFood Business Dialogue

On September 19, WorldFood Moscow business dialogue "Food industry Trends in Russia and success strategies" was held.

The guests of the event were about 400 top officials of food manufacturers, distributors, retail chains, HoReCa companies, as well as industry unions and associations.

Speakers of the business dialogue:

Evgenia Shamis

Founder of the project

"RuGenerations-theory of generations in Russia"

Maher Batrouny (Mars)

Johannes Tholey (X5 Retail Group)

Tatiana Lavrova (Glavprodukt)

Elena Shifrina (Bite)

Vadim Korsunsky (Mania)

The speakers managed to touch upon interesting topics and build a dialogue, which was continued in the framework of networking after the official part of the event.

WorldFood Retail Awards

WorldFood Moscow and analytical Agency GfK presented awards to the winners of the WorldFood Retail Awards. The rating was compiled by the GfK Agency based on a comprehensive assessment GfK Retail Monitor (the data of the purchases of households and their evaluation of the retail chains).

Best Federal Hypermarket — **Lenta**

Best Federal Supermarket — **Perekrestok**

Best Federal Shop at home — **Pyaterochka**

Best Regional Hypermarket — **Globus**

Best Regional Supermarket — **Komandor**

The best Regional Shop at home — **Monetka**

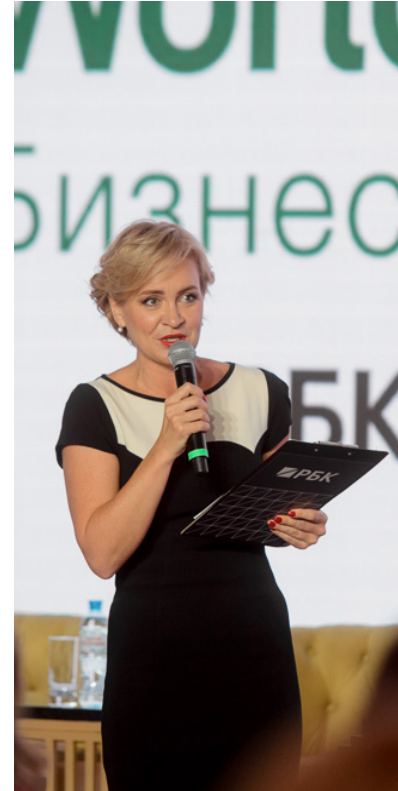
General
information partner



Analytical
partner



Partners



Exhibition Organiser



For further information
please contact us:
+44 (0) 203-545-9714
fm@ite-exhibitions.com
world-food.ru

Open up a world of delicious ideas

28th International Food Exhibition

24-27 September 2019
Crocus Expo IEC, Moscow, Russia



Book a stand
world-food.ru