

**WORLD
FOOD**
MOSCOW

a Hyve event

24-27

СЕНТЯБРЯ 2019

МВЦ
«КРОКУС ЭКСПО»
МОСКВА

Hyve

RUSSIA'S LEADING FOOD AND DRINK EXHIBITION

28th International Food Exhibition

2019 EXHIBITION REVIEW

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ABOUT THE EXHIBITION

WorldFood Moscow – Russia`s leading food and drink exhibition.

The main distinction of WorldFood Moscow is its wide geographical representation - **65** countries and **44** regions of Russia showcase food products at the exhibition.

Traditionally, participants present products in 12 sectors:

- Grocery
- Frozen foods & ready meals
- Healthy food
- Confectionery
- Canned food
- Oils, fats & sauces
- Dairy products
- Meat & poultry
- Beverages
- Fish & seafood
- Fruit & vegetables - **an exclusive sector!** - not presented in any food exhibition in Russia in such a volume
- Tea & coffee

In 2019, Halal sector was launched with the support of the brand «Chaban» by the Nalchik Dairy Plant.



EXHIBITORS

1 764

companies

from **65**
countries

Exhibitor profile

Russian and international
food & drink manufacturers

52

companies
from America

212

companies
from Europe

150

companies
from Africa



685

companies
from Russia

659

companies
from Asia

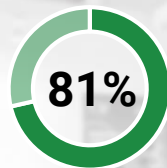
6

companies
from Oceania

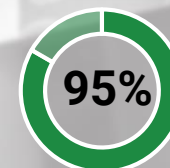
Among the exhibitors



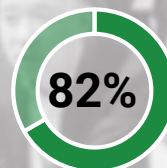
EXHIBITORS FEEDBACK



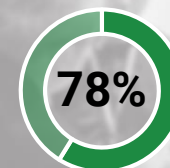
found new clients
and partners



consider the exhibition
important for the
business



are satisfied with
the participation



are satisfied with
quantity and quality
of visitors



are satisfied with
the total ROI





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VISITORS

30 768

visitors

from **79**
regions of Russia

and **92**
countries

Visitors profile

Food Wholesalers and Retailers, Food manufacturers and HoReCa sector.



VISITORS STATISTICS

GEOGRAPHY

20 426

Moscow and Moscow region

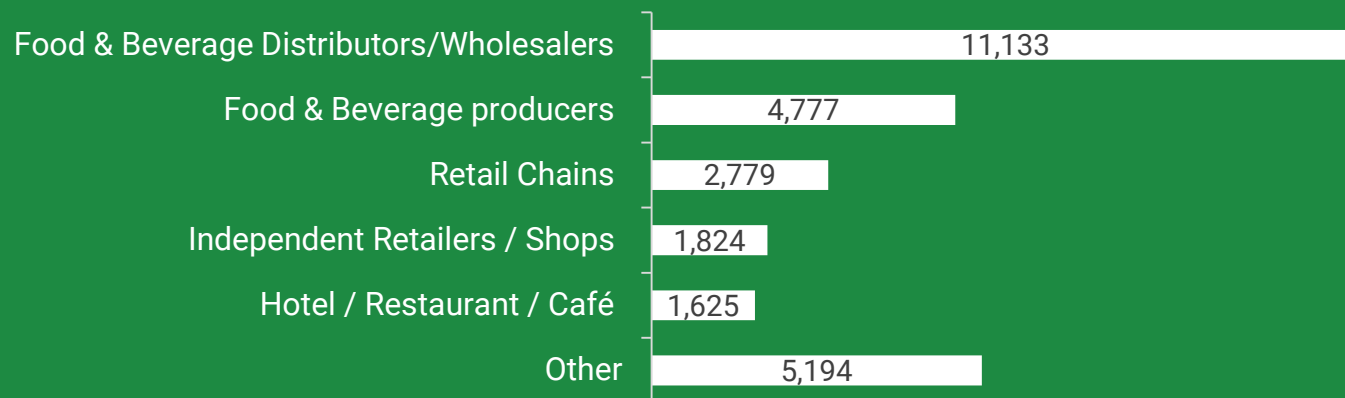
7 136

regions of Russia

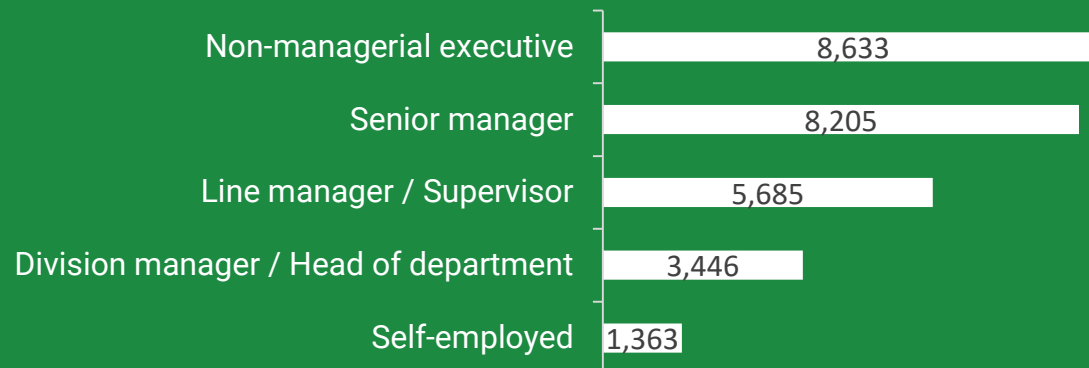
3 206

other countries

COMPANY PROFILE*

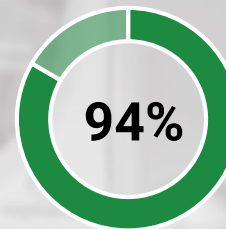


JOB POSITION*

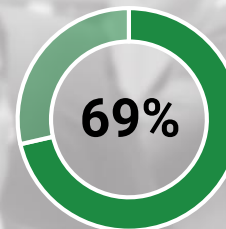


*The question wasn't asked to visitors with personal interest.

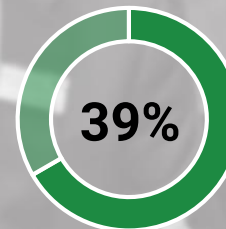
VISITORS FEEDBACK



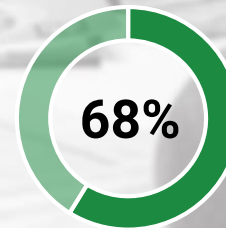
influence decisions
on products
purchasing



attend WorldFood
Moscow to acquire
new products and
services



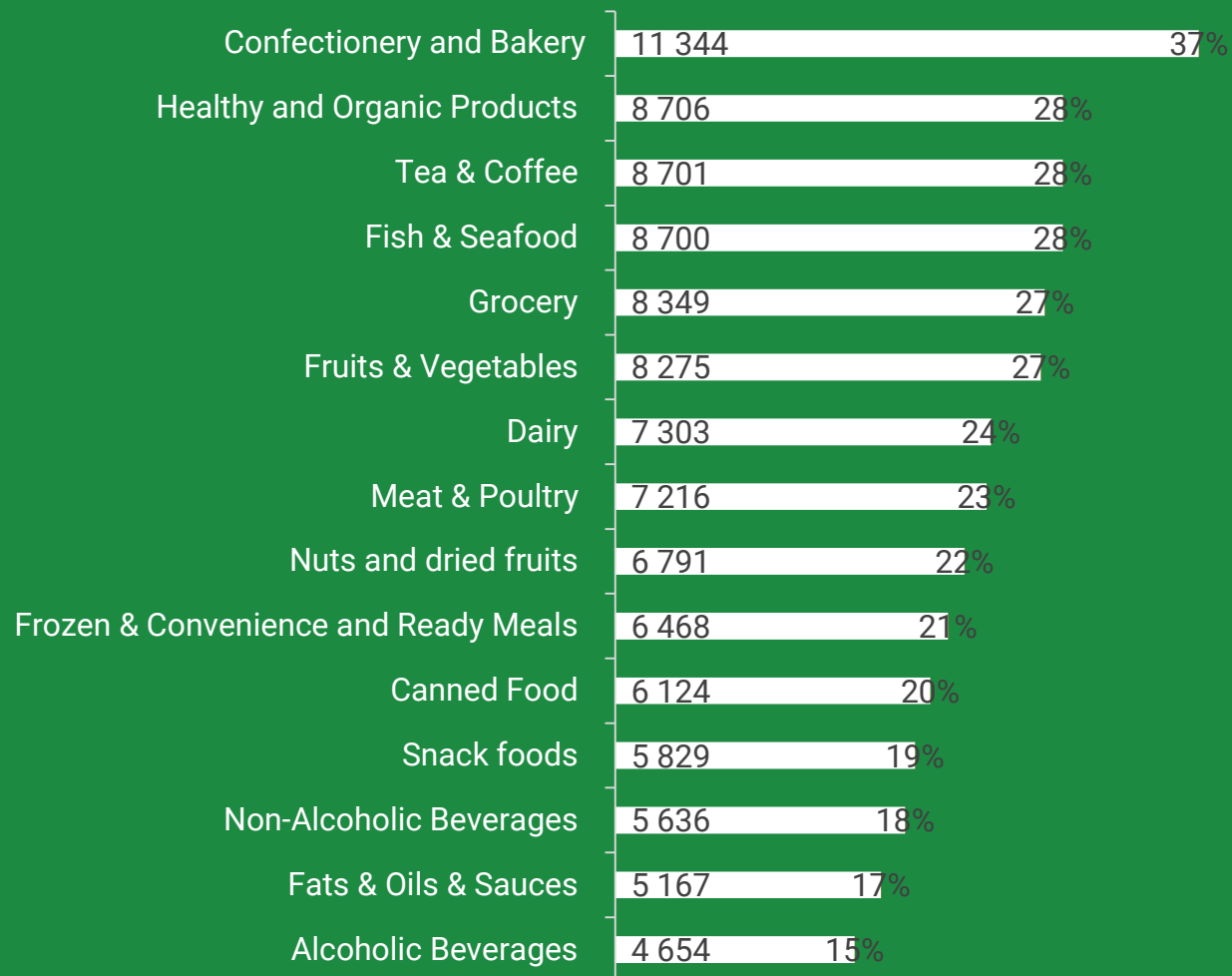
attend only WorldFood
Moscow among
similar exhibitions in
Russia



plan to buy products
after the show



PRODUCTS OF INTEREST TO VISITORS





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BUSINESS PROGRAMME

>15 >100

sessions

speakers

2 271

delegates



BUSINESS PROGRAMME

About Hyve Group

Hyve Group plc is a next generation global events business whose purpose is to create unmissable events, where customers from all corners of the globe share extraordinary moments and shape industry innovation.

Our vision is to create the world's leading portfolio of content-driven, must-attend events delivering an outstanding experience and ROI for our customers.





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22-25 September 2020

Russia, Moscow
Crocus Expo IEC

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