



a Hyve event

**21-24**  
SEPTEMBER 2021

IEC  
CROCUS EXPO  
MOSCOW

# 30<sup>TH</sup> ANNIVERSARY AUTUMN FOOD AND DRINK EXHIBITION

## POST SHOW REVIEW



About the exhibition	3
Exhibition focus	5
Exhibitors	6
Visitors	8
Visitors` statistics	10
Among visitors	11
Business program	12
Safety	14
Organizer	16
Contacts	17





## ABOUT THE EXHIBITION

Every autumn, for three decades running, **WorldFood Moscow** becomes a meeting venue and a platform for exchange of experience the Russian and global food market leaders.

At the exhibition site, leading producers of food and beverages, representatives of wholesale and retail trade, public catering and HoReCa get a unique opportunity to negotiate with new customers and suppliers, expand the geography of sales and sign new contracts, get acquainted with the market innovations, and find new partners.



## SECTORS OF THE EXHIBITION



Fish and seafood



Dairy products and cheese



Meat, poultry and eggs



Frozen, convenience and ready-to-eat food



Non-food



Organic and Healthy food



Canned food



Oils, fats and sauces



Grocery



Tea and coffee



Confectionery and bakery



Fruit and vegetables



Drinks



Halal



## EXHIBITION FOCUS

- **Vegan meat**

For the first time, WorldFood Moscow featured a food truck zone, where “Efko”, in partnership with “Mobitruck” presented its vegan meat products for street food.

- **Negotiations with regional retail chains**

In a specialized zone negotiations were held between the exhibitors and regional retail chains, members of the Union of Independent Chains of Russia. **35 regional chains** showed interest in the products of WorldFood Moscow exhibitors.

- **Innovations for food retail**

For the first time at WorldFood Moscow took place the conference “Innovations for food retail. Instructions”, which united trading companies, platform aggregators, logisticians, retailers, restaurateurs, entrepreneurs, manufacturers and distributors of food products, as well as other experts of the food industry. In the format of an open discussion, the conference participants discussed the behavior and development strategy of food retail companies in the implementation of food-tech methodology and tools in their activities.





## EXHIBITORS

**662**  
companies

from **31** country and **69** Russian regions

### Exhibitors` profile

Russian and foreign food manufacturing companies and suppliers.

Among the foreign participants in 2021, companies from the following countries were represented: Armenia, Azerbaijan, Belarus, Burundi, China, Czech Republic, Egypt, France, Germany, Greece, Dominican Republic, India, Italy, Kazakhstan, Kyrgyzstan, Korea, Netherlands, UAE, Poland, Serbia, Slovakia, USA, Tunisia, Turkey, Uzbekistan, Chile, Sri Lanka, Ecuador.





## INTERNATIONAL EXHIBITORS

Among the foreign participants in 2021, there were companies from **30 countries**.

Azerbaijan, Burundi, Egypt, Italy, Kyrgyzstan, Korea, Serbia, Peru, Poland, Slovakia, Turkey, Uzbekistan, Czech Republic, Chile and Sri Lanka presented **national pavilions** at the exhibition.





## VISITORS

**16 430** visitors from **75** countries and **82** Russian regions

**2,1**  
Visitor density

## Visitors` profile

Representatives of wholesale and retail trade, catering enterprises, as well as food manufacturers and the HoReCa sector.





## VISITORS' STATISTICS

### GEOGRAPHY

11 284

Moscow and Moscow region

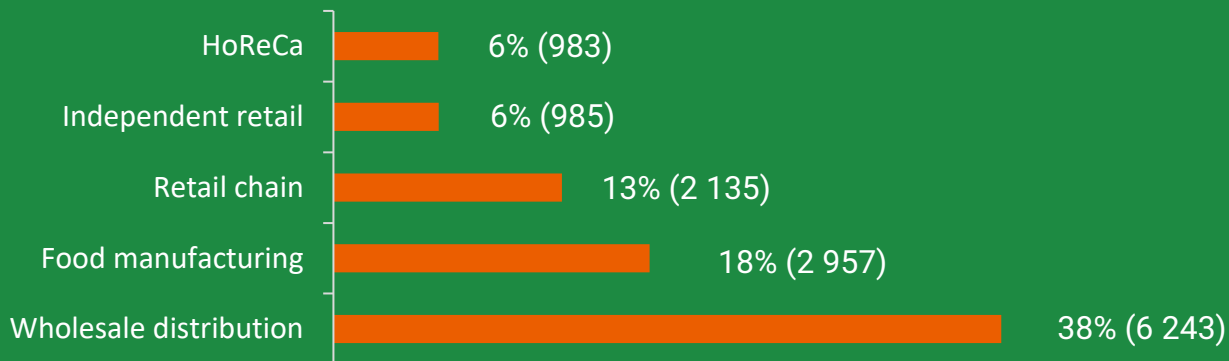
3 914

Russian regions

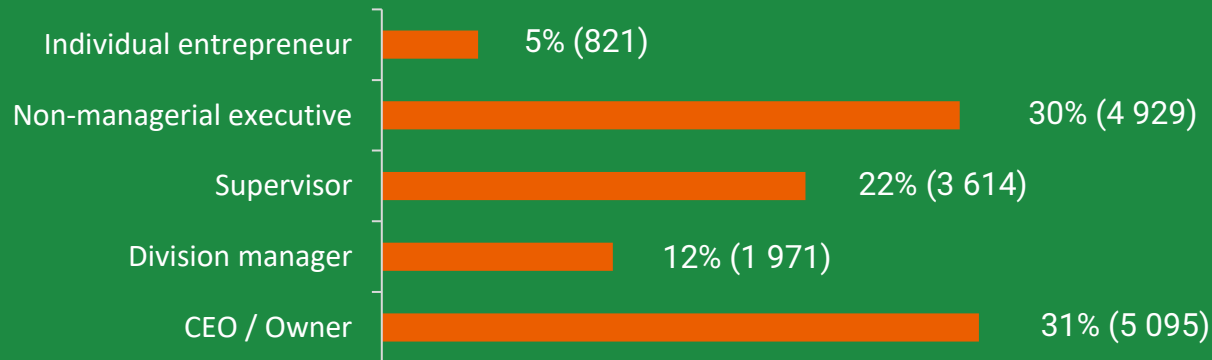
1 232

other countries

### AREA OF BUSINESS



### JOB LEVEL



## VISITORS' SURVEY RESULTS

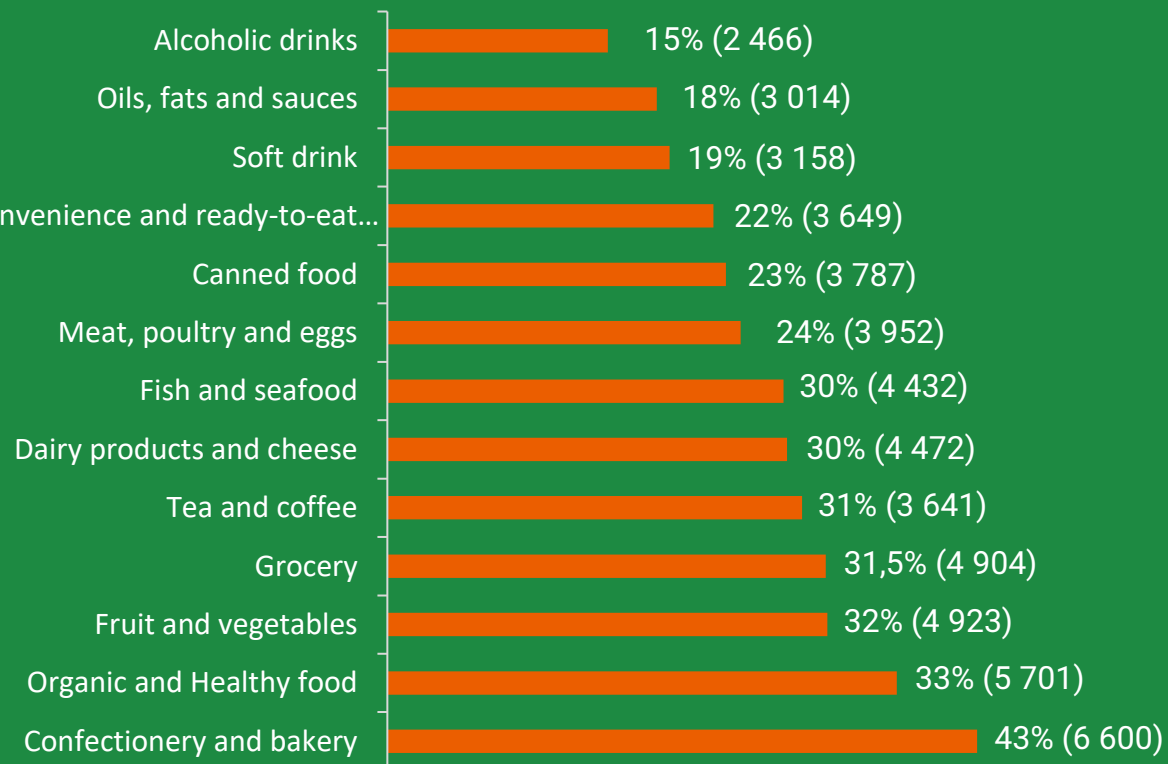
5 422 (33%)

Visit only WorldFood Moscow

8 708 (53%)  
ready to purchase after the  
exhibition

7 497 (46%)  
new visitors

## PRODUCT OF INTEREST







a Hyve event

AMONG VISITORS





a Hyve event

## BUSINESS PROGRAM

**19** sessions  
**116** speakers

**1 608** delegates





## BUSINESS PROGRAM

In 2021 all the leaders of Russian retail gathered on one stage: top managers of Metro Cash&Carry, Vkusvill, Lenta, Perekrestok, Pyaterochka, etc. shared their experience as part of the business program of the exhibition.



### FOOD BUSINESS LEADERS' FORUM

Exchange of experience in solving urgent problems of retail. Leading industry representatives share their experience, present current statistics and market trends.

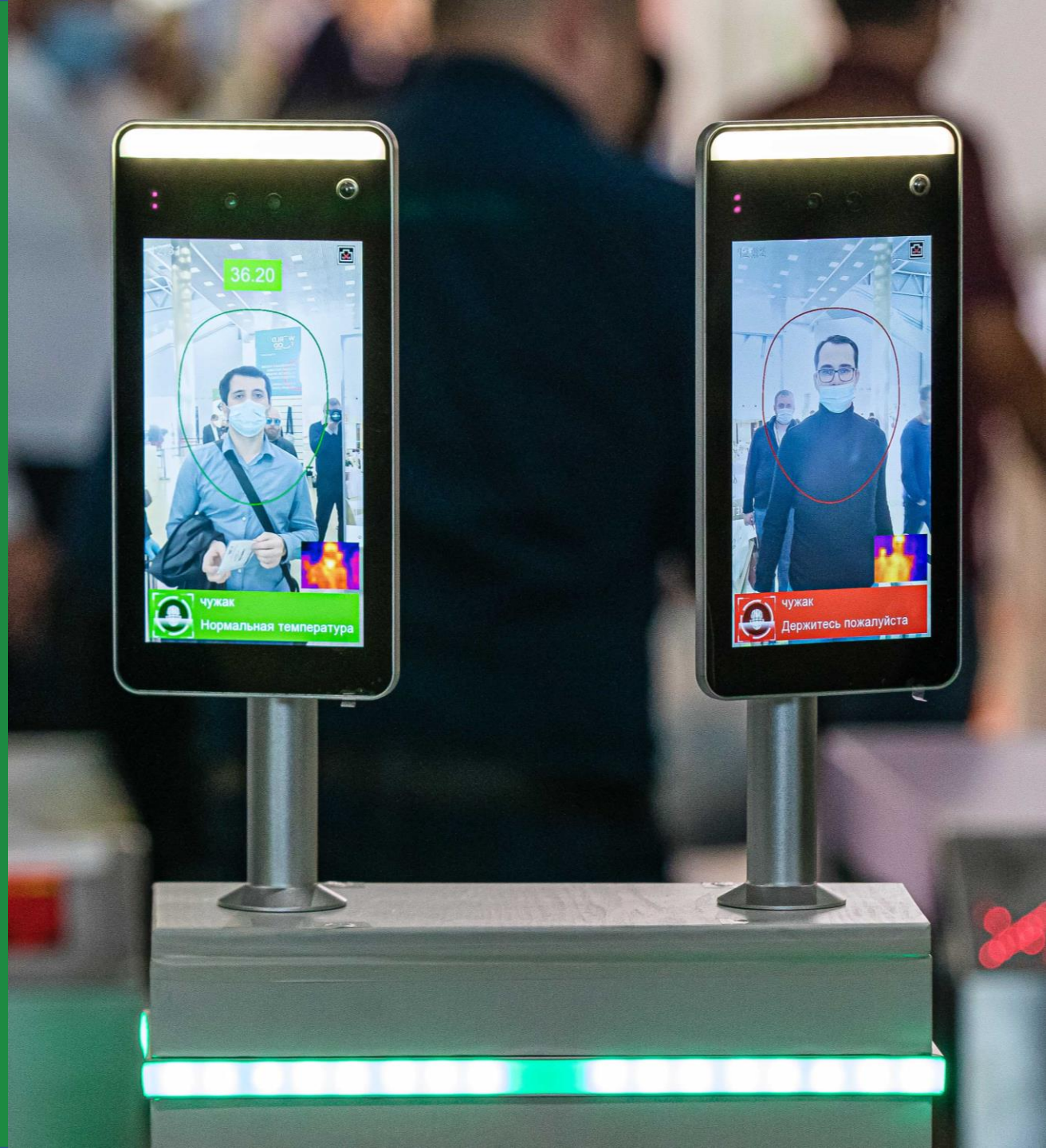


### RETAIL ACADEMY

The programme for commercial departments of chains to develop categories. Practical sessions for managers by categories: Fruits and vegetables, Fish and seafood, Dairy products and cheese, Healthy food and Organic

## SAFETY IS OUR PRIORITY!

As a socially responsible company, Hyve Expo International cares about your health and safety. Therefore, we pay great attention to the safety of the exhibition, which we organize after the COVID-19 pandemic, observing all the rules established by Rospotrebnadzor of the Russian Federation.





## SECURITY MEASURES AT THE EXHIBITION



### Compulsory wearing of masks and gloves

People not wearing face masks and gloves will not be allowed to enter the exhibition area.

Persons on the territory of the exhibition without masks and gloves and not observing the rules of hygiene will be warned by the responsible employees. If the behavior continues, that person will be denied access to the exhibition grounds.



### Hygiene

Sanitizers with disinfectant will be provided at business venues, hall entrances and other high traffic areas.

All surfaces (doorknobs, tables, elevator buttons, escalators, etc.) will be regularly cleaned with special disinfectant solutions.



### Social distancing

Where staff are often in close contact with large numbers of people, screens will be placed and masks and gloves will be used.

Any prioritized access areas will be identified with signage, floor markings, and tie-down racks where applicable.

The width of the aisles between the stands has been increased to 3 m.





a Hyve event

## ORGANIZER

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.







---

a Hyve event

**20 – 23 September 2022**

Moscow, Russia

IEC Crocus Expo

To book your participation,  
please, contact:

**+44 759 571 95 57**

[worldfood@hyve.group](mailto:worldfood@hyve.group)