

World Food Moscow to start from 12th September 2016

The leading international exhibition for food products in Russia WorldFood Moscow 2016 will take place from 12th to 15th September 2016 at the city's Expo centre fairgrounds situated in the centre of Moscow's business district.

Over the last 21 years, WorldFood Moscow has grown to become a major meeting place for the food and drinks industry and a vibrant source of products for the Russian market. Exhibitors are grouped in twelve main sectors; ensuring visitors can easily find products of interest compare them and talk to their manufacturers.

WorldFood Moscow attracts a huge audience of wholesalers, distributors, retailers and restaurateurs including 1522



Exhibitors from 62 countries. This means that exhibitors can fulfill two major objectives at the same time; firstly they can find a reliable distributor, and secondly gauging demand for their product in this evolving market.

Over just four days, exhibitors will see thousands of visitors and develop partnerships who will see their products stocked in shops and supermarkets all over Russia. It is a prime opportunity for suppliers to pitch themselves against their competitors and demonstrate their strength in the

market. Companies from South Africa, South Korea, India, Pakistan, Cyprus, Greece, Lithuania, Sri Lanka, Israel, Belgium and Taiwan have already confirmed their participation at WorldFood Moscow 2016.

Over four days, food and beverage suppliers from across the world will meet with approximately 31,000 of Russia's key industry buyers. Buyers include: food retailers, manufacturer, wholesalers, retail chains, caterers and restaurateurs.

In its 25th edition, the event comprises 12 specialized sectors, including: fruit and vegetables; grocery; confectionery and bakery; tea and coffee; fish and seafood; meat and poultry; canned foods; oil, fats and sauces; health and organic foods; dairy products; frozen products and drinks.

In the last edition of WorldFood Moscow, 70% of exhibitors represented international brands.

Trade Development Authority of Pakistan (TDAP) has arranged participation of 12 exporters from agricultural sector in World Food Moscow exhibition to improve volume of Pakistan's trade with Russia. The other objective of the participation is to help exporters introduce and capture Russian market. ♦

