



**INTERNATIONAL SPECIALIZED B2B EXHIBITION FOR THE
PRODUCERS AND MARKET PLAYERS OF
FRUIT AND VEGETABLES INDUSTRY
«GLOBAL FRESH MARKET: VEGETABLES & FRUITS»**

**NOVEMBER 07-09, 2023 —
EC “GOSTINY DVOR”, 4 ILYINKA STR., MOSCOW**



Global Fresh
MARKET

CO-ORGANIZER



**National Union of
Fruit and Vegetables Producers**

SUPPORTED BY



**Ministry of Agriculture of
the Russian Federation**



**Agricultural Policy Committee of
Federation Council of Russia**

EXHIBITORS AND VISITORS OF GLOBAL FRESH MARKET:



Investors in the agro-industrial complex



Suppliers of resources, Innovative equipment and Technologies for fruit and vegetable growing



Fruit and vegetables exporting and importing companies



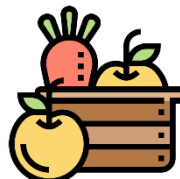
Companies of the food and processing industry



Service companies of the agro-industrial complex



Owners, managers and specialists of agro-industrial holdings, agricultural enterprises and farms



Companies engaged in harvesting, storage and refinement of fruit and vegetable products



Wholesale buyers of agricultural products. Representatives of retail chains, network and non-network retail



Transport, Logistics and Warehouse companies



Industry Media

“GLOBAL FRESH MARKET: VEGETABLES & FRUITS” 2022

4

**operations days at the central
exhibition venue, in the heart of
Moscow**

3100

**professional visitors,
actual participants of the
agro-industrial market**

8

**federal districts of Russia were
represented among visitors and
exhibitors**

16

**international delegations
visited the exhibition**

63

**subjects of the Russian
Federation were represented
among visitors and exhibitors**



INTERNATIONAL AND BUSINESS COOPERATION

Aiming at creation of the show as a space for calm and **informal communication** of the key market players, active investors and also of the exhibiting companies' owners a special business breakfast was held on the Exhibition' Opening Day.

Within the Exhibition framework, a closed business brunch was held with participation of 2 representatives of the Department of International Cooperation of the Ministry of Agriculture of Russia, show organizers and official delegations and employees of Embassies and Trade Missions of: **Algeria, Armenia, Brazil, Egypt, Iran, Kyrgyzstan, Pakistan, Thailand.**



HONORARY GUESTS OF GLOBAL FRESH MARKET 2022 – REPRESENTATIVES OF THE STATE GOVERNMENT AUTHORITIES



Mr. Dvoinykh Alexander Vladimirovich
Chairman of the Federation Council
Committee on Agrarian and Food Policy and
Environmental Management



Ms. Lut Oksana Nikolaevna
First Deputy Minister of
Agriculture of the
Russian Federation



Mr. Razin Andrey Viktorovich
Deputy Minister of Agriculture of
the Russian Federation

100+ **Speakers, including representatives of government authorities, best specialists, key industry players and experts participated in Business programme**

Full-time functioning conference halls for 150 and 40 seats

2

Exhibition' **distinctive feature is the combination of a wide and diverse exhibition exposition with a high-quality voluminous business program on one site**

RETAIL CHAINS CENTER*

Direct F2F Matchmaking of product manufacturers with representatives of leading federal and regional retail chains of Russia.

23 retail chains participating, including Auchan, X5 Group, Magnit, Selgros

direct F2F talks on site during 2 days

400

1 Min ₹

average Potential Contract price in the “Seeds” Product section

average Potential Contract price in the “Fruits & Vegetables” Product section

1,5 – 3 Min ₹

* Co-Organizer — KVK “Imperiya Forum” company



MEDIA AND MARKETING

A closed press conference with an invitation was held within the Exhibition' Framework, with participation of **over 15 of Federal and specialized industry media**, leading industry experts, representatives of producers of fruits and vegetables in open and protected ground answered journalists' questions



ТАСС
ИНФОРМАЦИОННОЕ
АГЕНТСТВО РОССИИ

 **РБК**



ИЗВЕСТИЯ **iz**
МУЛЬТИМЕДИЙНЫЙ ИНФОРМАЦИОННЫЙ ЦЕНТР

МОСКВА24

The exhibition has an extensive advertising campaign, including both **BTL** and **ABL** advertising, broad support from government authorities, industry unions, specialized publications and leading industry experts

ELITE CLUB ATMOSPHERE

A cocktail party with original dishes and a performance by Leonid Agutin was organized for exhibitors, investors and VIP guests. Over 150 guests enjoyed the party.

GC ROST organized the work of a Salad bar within the framework of the Exhibition, in which Egor Makarov — the Chef of BURO TSUM Restaurant — held master classes on cooking vegetables produced by ROST with the possibility of tasting for everyone.



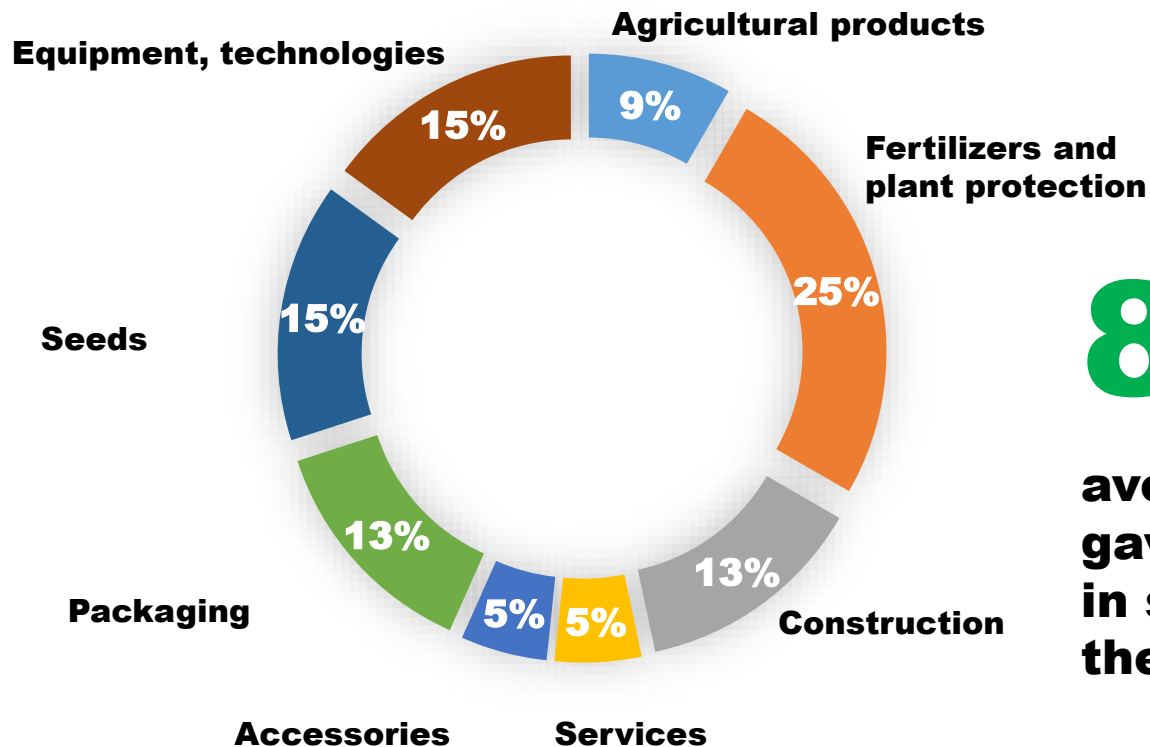
65

number of Exhibitors in 2022

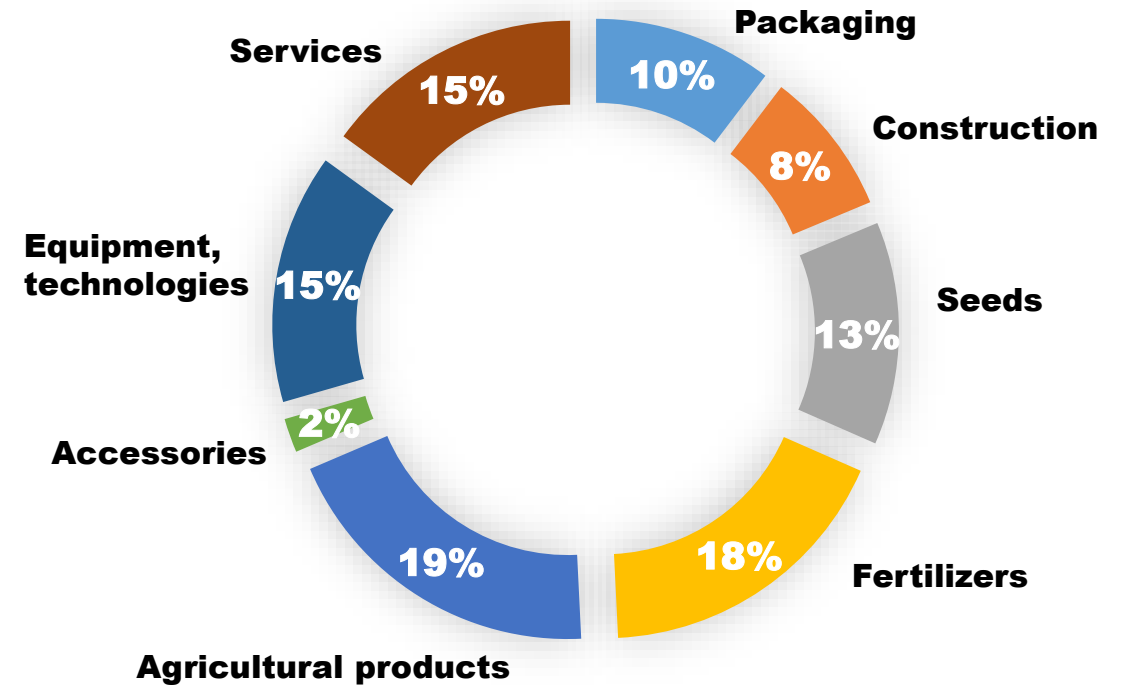
exhibitors will recommend
us to their partners

74%

EXHIBITORS 2022 BY QUANTITY



EXHIBITORS 2022 BY SQM SPACE



82%

of 2022 Exhibitors already plan to
participate in 2023 edition

average rating the companies
gave for the general comfort level
in solving organizational issues at
the Exhibition

4,8

out of 5

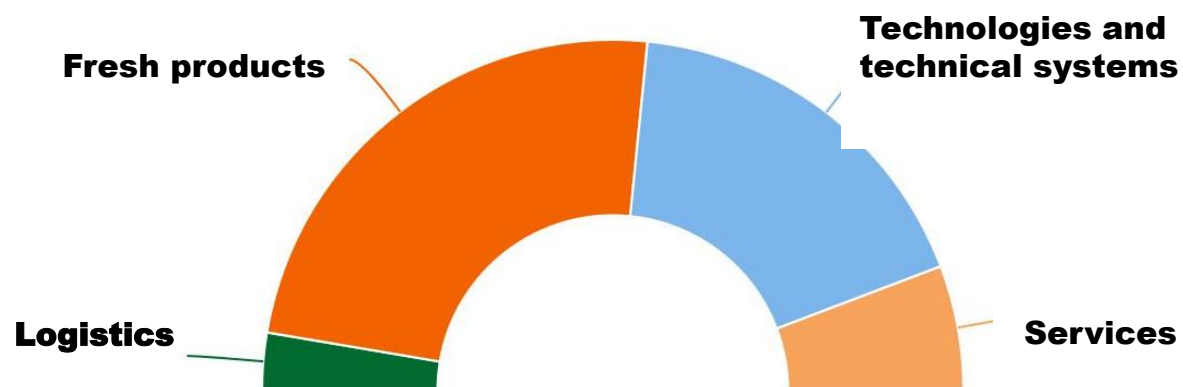
**of visitors worked at
the exhibition for more
than one day**

87,4%

15%

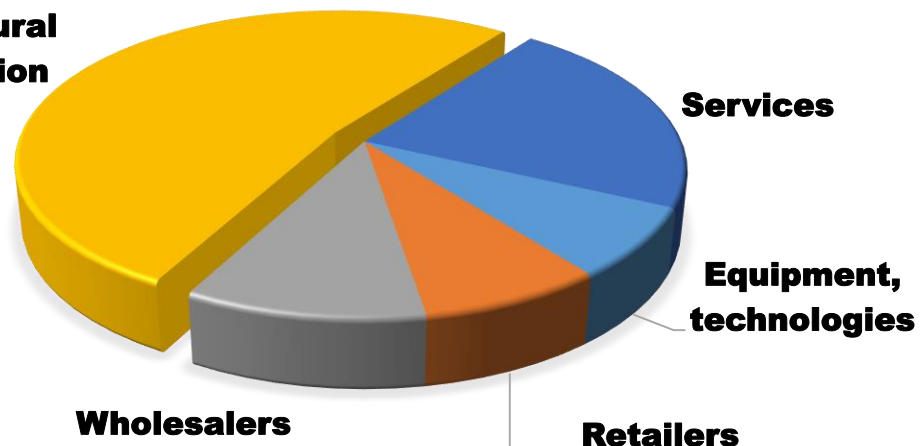
**of 2022 visitors plan to
become an exhibitor in
2023 edition**

MOST INTERESTING PRODUCT SECTION OF THE EXHIBITION



VISITORS' PROFILE

**Agricultural
Production**



66,1%

**visitors are decision-
makers or influence
decision-making in their
company**

**visitors are young
agricultural specialists**

18%

“GLOBAL FRESH MARKET: VEGETABLES & FRUITS” 2022



**Mr. Rukin Sergey Ilyich,
President of the National Fruit and Vegetables Union**

On behalf of the Fruit and Vegetable Union, we thank all the exhibitors, participants and visitors of the Exhibition and hope that this event will become a good annual tradition aimed at constructive and business communication of all industry specialists, as well as the development of domestic production of fruits and vegetables, the introduction of innovative technologies and stabilization of the situation in the fruit and vegetable market.

We will be glad to see you at our exhibition "Global Fresh Market: Vegetables&Fruits" next year 2023!

We tried to make not just an Exhibition, we created a comfortable space for communication, networking, exchange of experience, in which each participant of the industry can find benefits for himself and be useful to others.

Undoubtedly, in 2023 the exhibition "Global Fresh Market: Vegetables & Fruits" will attract a significant number of new participants and visitors, expand the geography and implement many new ideas.

“Global Fresh Market: Vegetables & Fruits” Exhibition Team



TESTIMONIALS FROM “GLOBAL FRESH MARKET: VEGETABLES & FRUITS 2022”



We can state that the exhibition was a success for us.

And would especially like to note the high qualification and professional composition of the visitors.

This is a platform that serves as a link between representatives of various industries, helps to get up-to-date information about new products and establish new useful contacts. Thank you for good organization, positive working atmosphere and new prospects for cooperation.

The Kärcher logo consists of the word "KÄRCHER" in a bold, black, sans-serif font. Below the text is a solid yellow horizontal bar.



Thank you very much for organizing such a large-scale exhibition. There were a lot of nuances taken into account, it was clear that the guests and exhibitors were really taken care of.

Together with the popularization of our solutions to improve the efficiency of agriculture, the success of participation in the exhibition can hardly be overestimated. We hope that the annual holding of such a high-class international exhibition will become a good tradition. We express our gratitude to the organizers and our guests!



TO JOIN “GLOBAL FRESH MARKET 2023” PLEASE CONTACT:



Ms.Sofia Porkhomovskaya

Marketing Director

+7 (916) 889-02-41

info@gfmexpo.com

Mr.Alexander Kalyagin

International Development Director

+7(926)520-84-70

world@gfmexpo.com

Ms.Irina Ryzhova

Sales Manager

+7(916)641-01-44

business@gfmexpo.com

Ms.Zhanna Syncha

Sales Manager

+7(926)716-60-34

manager@gfmexpo.com

gfmexpo.com



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