



No. ITPO/World Food Moscow/Russia/2019

April 29, 2019

**Sub: - World Food Moscow, Russia, September 24 -27, 2019.**

Dear Sir/Madam,

We are pleased to inform you that India Trade Promotion Organization (ITPO) under Ministry of Commerce & Industry will organise India's participation in World Food Moscow, Russia at Crocus Expo, Moscow from September 24-27, 2019.

World Food Moscow is a major exhibition serving the global food and drinks industry. Since its inception in 1991, it has grown to become the entry point for international manufacturers looking to enter the vibrant Russian market. Every year, the event connects thousands of businesses from around the world with Russia's key food and drink buyers, including retail representatives from Russia's leading supermarket chains, wholesalers, HoReCa sector members and food manufacturers. The event is the perfect platform to promote new food and drink products in Russia. During the last show in 2018, 1560 exhibitors from 65 countries participated in the fair. The event attracted more than 19000 visitors from Moscow and around 10,000 visitors from 22 Russian regions.

**The Market:**

Russia is a massive market with enormous population. It is the largest country in area and the ninth most populated country worldwide, with population of 143.9 million. The sheer size of Russia, as food suppliers are able to reach more consumers than in Japan, means it is not viable to ignore as a market by global food and drink producers. Russia banned imports of key foodstuffs from the EU, US, Norway, Canada and Australia in 2014, but has struggled to fill supply gaps since then. The nation spent \$27.9 billion on imported food in 2017 – an 11.4% rise against 2016's levels – from countries unaffected by the import ban. For suppliers in those nations, this is a real chance to grab a slice of a huge market.

**Products on Display :**

Exhibitors are grouped into twelve main sectors, letting visitors easily find their products of interest and their manufacturers. The main products on display are Bakery Products, Meat & Poultry Products, Dairy Products, Fish & sea Food, Dry Fruits, Fruits & Vegetables, Spices, Sauces Seasoning, Drinks, Grocery, Tea & Coffee, Organic & Health Food, Confectionery, Canned Foods, Rice, Pulses, Frozen and Convenience Food & Ready Meals.

We invite you to participate in World Food Moscow 2019, Moscow, Russia. The rentals for participation under shell scheme are Rs.3,78,000/- (Rupees three lakh seventy eight thousand only) for a booth of 9 sq.mtrs. and Rs.2,52,000/- under shell scheme for a booth of 9 sq.mtrs. under MAI subsidy. The package of services under Shell scheme will include rear & side walls, carpet, fascia panel with company name, 1 table and 2 chairs, electricity 2kw/220 v, 1 plug socket and 2 spotlights, 1 waste basket. Booths are available in modules of 9 sqm , 12 sqm & further in multiple of 3 sqm. Space can be booked by making advance payment of Rs. 2,00,000/- in favour of India Trade Promotion Organisation by RTGS/NEFT as per the Bank details given on the application form.

Please feel free to contact us for any further information you may require:

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Your prompt decision will help us in planning the India Pavilion in an effective and efficient manner.

Thanking you,

Yours faithfully,

(Manish Prasad)  
Sr. Manager