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پیوست: دارد

دفتر نمایندگی وزارت امور خارجه در استان خراسان رضوی - مشهد

بسمه تعالی

جناب آقای چمندی

معاون محترم هماهنگی امور اقتصادی استانداری خراسان رضوی

جناب آقای رجبی

رئیس محترم سازمان صنعت، معدن و تجارت استان خراسان رضوی

موضوع: برنامه برگزاری نمایشگاه بین المللی غذا و نوشیدنی فدراسیون روسیه ۲۰۲۳

با سلام

احتراما به اطلاع می رساند، بر اساس اعلام سفارت کشورمان در فدراسیون روسیه، مقرر است سی و دومین نمایشگاه بین المللی غذا و نوشیدنی روسیه (World Food) از تاریخ ۲۸ لغایت ۳۱ شهریور ۱۴۰۲ (۱۹-۲۲ سپتامبر ۲۰۲۳) در مسکو، برگزار شود.

ضمن ارسال تصویر نامه مدیر شرکت نمایشگاه های بین المللی روسیه به عنوان سفارت کشورمان و بروشور آن رویداد، (حاوی جزئیات و اطلاعات تماس نمایشگاه)، موجب امتنان خواهد بود، مراتب به نحو مقتضی به مراجع ذی ربط و علاقمندان به مشارکت منعکس گردد.

محمد بهشتی منفرد

مشاور وزیر و رئیس نمایندگی

رونوشت :

جناب آقای توکلی زاده رئیس محترم اتاق بازرگانی، صنایع، معادن و کشاورزی خراسان رضوی

جناب آقای شیردل رئیس محترم اتحادیه صادرکنندگان استان خراسان رضوی

جناب آقای چگنی مدیر کل محترم دفتر دیپلماسی اقتصاد مقاومتی

جناب آقای جلالی سفیر محترم جمهوری اسلامی ایران در مسکو

دفتر هماهنگی های اقتصادی

جناب آقای دمیرچی لو رئیس محترم اداره اول اوراسیا (روسیه، اوکراین، بلاروس و مولداوی)



O/Ref.: 415/23 11 May 2023

Ambassador Extraordinary
and Plenipotentiary
of the Islamic Republic of Iran
to the Russian Federation
H. E. Mr. Kazem Jalali

Your Excellency Mr. Kazem Jalali,

On behalf of **ITE Expo International LLC** we would like to express our respect to you and inform that the 32nd International Food and Drink Exhibition **WorldFood Moscow** will be held from **19 to 22 September 2023** in Moscow, IEC "Crocus Expo", Pavilion 3.

WorldFood Moscow is an international autumn **food and drink exhibition** for **retail** and **HoReCa** serving as a **professional platform** where in just 4 days food retailers can comprehensively solve business problems: find new customers and partners, present new products, expand opportunities, and explore the market. The **key advantage** of **WorldFood Moscow** is the opportunity to find buyers in two distribution channels at once with the **largest coverage** of the **target audience**. Due to the time of the exhibition only **WorldFood Moscow** has an **exclusive section** of **fresh fruits and vegetables**. In such a volume, these products **are not presented at any exhibition in Russia**.

The exposition of **WorldFood Moscow** is represented by **16 main sections**: "Alcoholic Drinks", "Grocery", "Soft Drinks", "Frozen, Convenience & Ready-to-Eat Food", "Confectionary and Bakery", "Canned Food", "Oils, Fats & Sauces", "Dairy Products & Cheese", "Meat, Poultry and Eggs", "Organic & Healthy Food", "Fish & Seafood", "Fruit & Vegetables", "Halal", "Tea & Coffee", "Non-Food" and "Ingredients".

In 2023 the Event presents **new formats** for promoting food products: **food trucks** and **one-stop service** (consultations on launching retail outlets in the food truck format), **grocerants** (integration of the retail-to-HoReCa and HoReCa-to-retail formats). Also, we continue developing the **Cullinary marathon** where last year **Chef-ambassadors** from **Thailand** and **Argentina** presented their products. **This year** the Event offers a great opportunity to present **Iranian products** through Chef-ambassadors.

In 2022 **WorldFood Moscow** hosted 637 companies from 24 countries and 54 regions of Russia including **18 Iranian companies**. This year the Event plans to host more than **1,000** exhibitors from **30** countries and more than **20,000** professional B2B visitors.

Please accept the assurance of my highest consideration.

Sincerely yours,

General Director
Dmitry Zavgorodniy

Ex. Artyom Demchenko, tel. + 7 981 143 97 71
Email: Artyom.Demchenko@ite.group

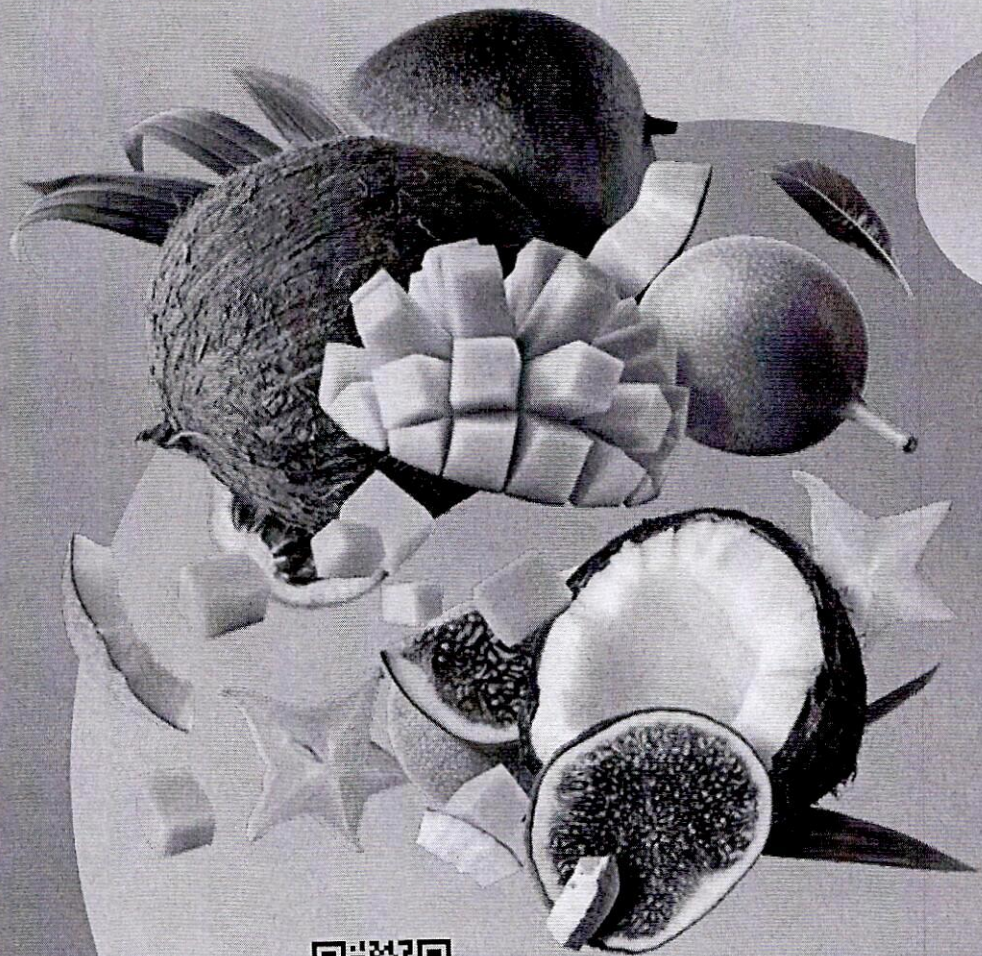
3, bldg. 2, Verkhnyaya Krasnoselskaya str., 107140, Moscow, Russia
tel.: +7 (495) 799 55 85 | email: info@ite.group | ite.group

**WORLD
FOOD**
MOSCOW

19-22 SEPTEMBER 2023
CROCUS EXPO, MOSCOW, RUSSIA

**32ND INTERNATIONAL
AUTUMN FOOD AND DRINK
EXHIBITION FOR RETAIL
AND HORECA**

18+



ОРГАНИЗАТОР
ORGANISER



BOOK YOUR STAND
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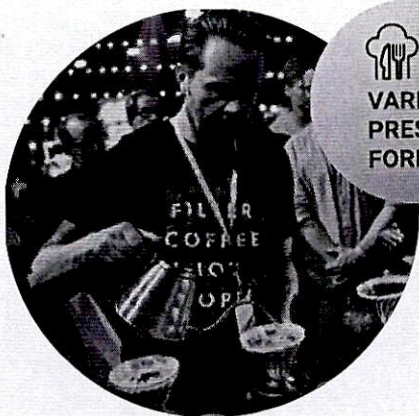
FROM FIELD TO STORE SHELF AND RESTAURANT TABLE

WORLDFOOD MOSCOW 2022 STATISTICS



THE INTERNATIONAL AUTUMN FOOD EXHIBITION FOR RETAIL AND HORECA WORLDFOOD MOSCOW IS A PLATFORM FOR MEETING WITH BUYERS FROM BOTH DISTRIBUTION CHANNELS WITH THE LARGEST COVERAGE OF THE TARGET AUDIENCE.

NEW OPPORTUNITIES OF WORLDFOOD MOSCOW 2023



VARIOUS PRODUCT
PRESENTATION
FORMATS

FOR RETAIL: TASTING ZONES, PRODUCT DAYS
FOR HORECA: COOKING SHOW, CONTESTS,
BLIND TASTINGS



NEW FORMATS
FOR PROMOTION
OF YOUR PRODUCTS

FOOD TRUCKS, GROSSERANTS
("HORECA IN RETAIL" AND "RETAIL IN HORECA"),
READY-TO-EAT, READY-TO-COOK



OPPORTUNITY TO ASSESS
EXPORT POTENTIAL
OF YOUR PRODUCTS

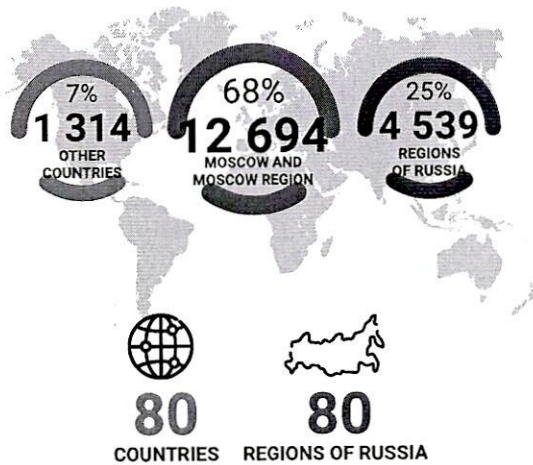
DUE TO THE WIDE GEOGRAPHICAL
REPRESENTATION
OF PARTICIPANTS AND VISITORS
AND ORGANIZED BUYERS SESSIONS



MODERN SOLUTIONS
FOR MAXIMUM
EFFICIENCY

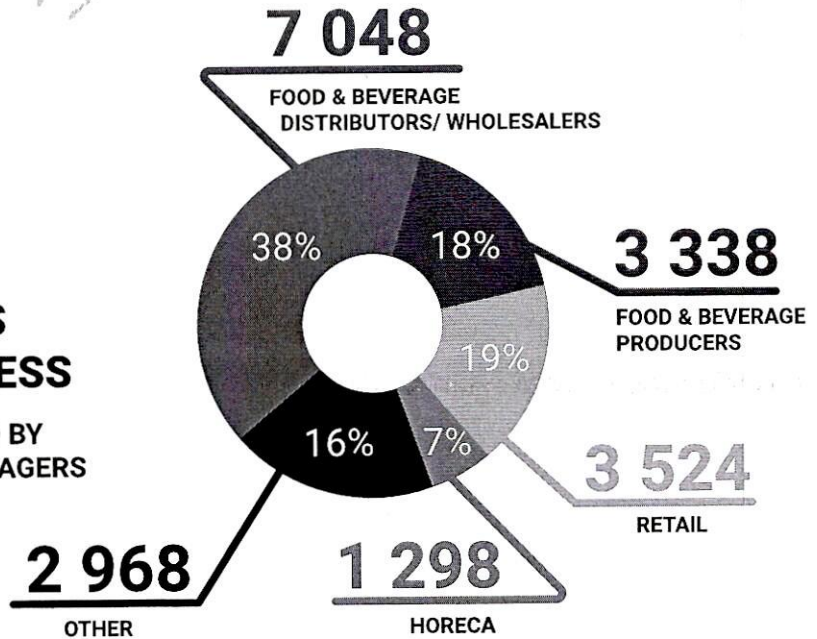
MEETING PLATFORM,
LEAD MANAGEMENT APP

VISITORS GEOGRAPHY



NUMBER OF VISITORS BY NATURE OF BUSINESS

WORLDFOOD MOSCOW IS VISITED BY PURCHASE DIRECTORS AND MANAGERS FROM:



“ FOR 5 OR 6 YEARS KESKIN MAKINE HAS BEEN PARTICIPATING IN WORLDFOOD MOSCOW. WORLDFOOD MOSCOW IS ONE OF THE EXHIBITIONS THAT WE CHOOSE IN THE FIRST PLACE. SALES OF OUR EQUIPMENT AT THE EXHIBITION EXCEEDED ALL EXPECTATIONS. WE RECEIVED A LOT OF VERY IMPORTANT INTERESTING FEEDBACK. THAT IS WHY WE PLAN TO OPEN A BRANCH IN RUSSIA. WE ARE TRYING TO FURTHER DEVELOP OUR BUSINESS, AND WORLDFOOD MOSCOW HAS MADE A SIGNIFICANT CONTRIBUTION TO THIS.

Ilker Keskin,
Owner, general manager
of Keskin Makine

EXHIBITION VISITORS

17 620
95%

KEY DECISION MAKERS
& BUYING INFLUENCERS

12 797
69%

VISIT TO DISCOVER
PRODUCTS/ SERVICES
FOR BUSINESS

9 644
52%

INTEND TO BUY
FROM WORLDFOOD MOSCOW
EXHIBITORS POST-SHOW

5 935
32%

ONLY ATTEND WORLDFOOD MOSCOW
AMONG FOOD & DRINK
EXHIBITIONS

ADVANTAGES OF WORLDFOOD MOSCOW

- QUALITY AUDIENCE FROM BOTH CHANNELS

Purchase managers and buyers from wholesale and retail trade and HoReCa enterprises

- BEST TIME OF THE YEAR

WorldFood Moscow visitors are interested in expanding assortment in front of the upcoming holidays

- UNIQUE VISITORS

A large portion of visitors – 32% (5 935) – only attend WorldFood Moscow among food and drink exhibitions

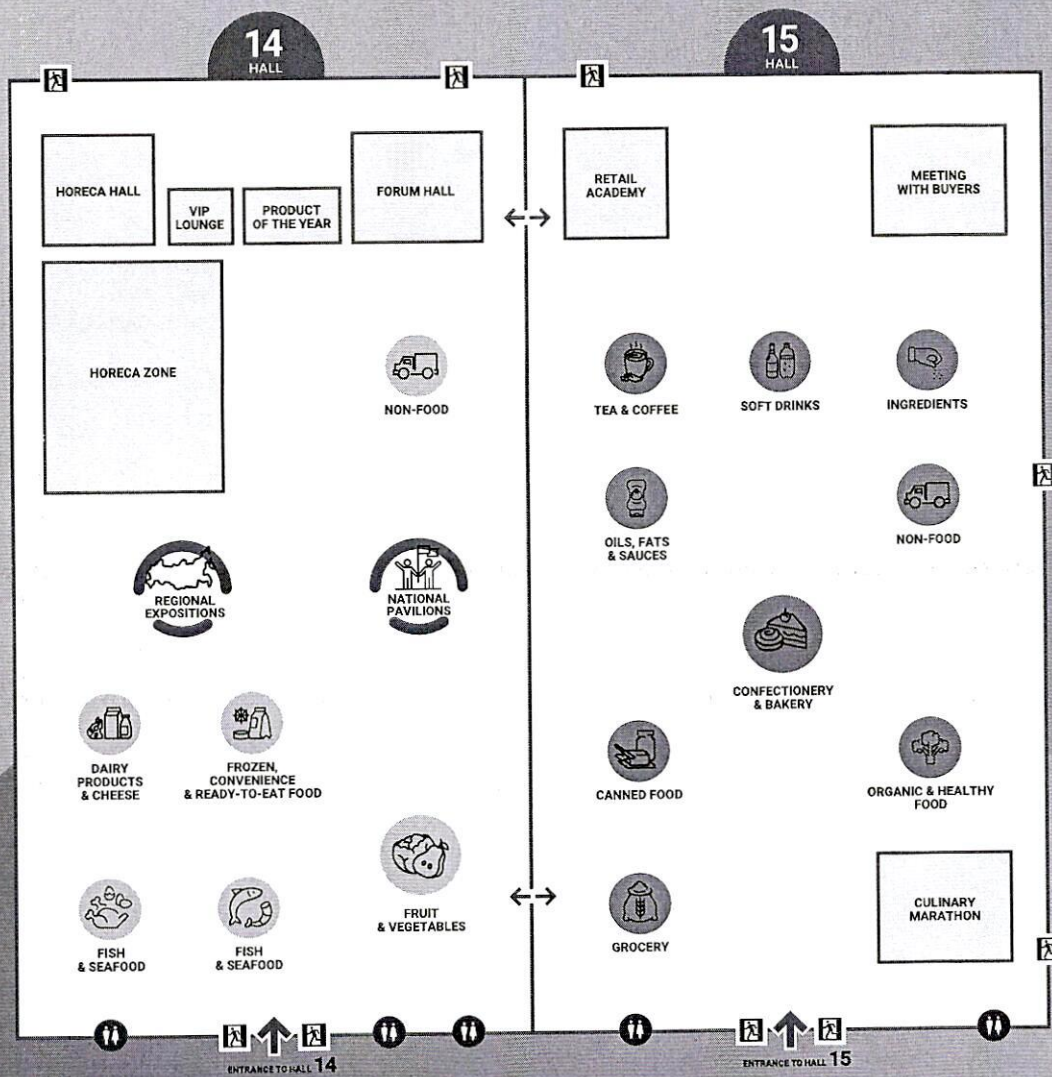
- EXPAND OF SALES TO RUSSIA AND BEYOND

At WorldFood Moscow foreign exhibitors find local distributors and sign import contracts with Russian wholesalers and retailers

EXHIBITION MAP

MOSCOW, CROCUS EXPO, 3RD PAVILION

19-22.09.2023



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+44 (0) 203 5459 432
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