



# World Food Moscow

- WHO:** YOU – U.S. food and beverage/seafood/fresh fruit producer or exporter
- WHAT:** The **USA Pavilion** at **World Food Moscow** -- The largest international show and conference for local importers, wholesalers, retailers, and food processors
- WHEN:** September 20-23, 2005
- WHERE:** Expocentr -- Moscow, Russia
- WHY:** This **USDA-endorsed event** offers an excellent opportunity to introduce *your* products in Russia, the world's fastest growing food retail market. Last year, this 4-day show drew 1,100 exhibitors from 43 countries and attracted more than 72,000 importers, wholesalers, retailers, and processors from all parts of Russia and from many neighboring countries.

## THE MARKET:

- Five consecutive years of strong economic growth – GDP up 6.9 percent in 2004
- Russia's 143 million consumers are looking for new, high-quality food products
- Russia is the world's fastest growing food retailer. Russian, as well as international retailers such as Metro, Auchan, and Spar, are growing quickly
- Russia's imports of intermediate, consumer-oriented, and fish/seafood products from the United States totaled \$700 million in 2004. Russia's overall food imports were up 16 percent in 2004 to well over \$12 billion.

## BEST PRODUCT PROSPECTS (as identified by the U.S. Agricultural Trade Office in Moscow):

Breakfast cereals, snacks, fresh fruit (apples, pears, grapes), dried fruit (raisins, prunes), dried nuts (almonds, pistachios), exotic juices (for retail and further processing), wines, seafood, wild rice, popcorn, confectionery ingredients, prepared/canned foods, and microwaveable foods.

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**APPLICATION DEADLINE: May 30, 2005**

**PLEASE JOIN US IN THE USA PAVILION AT WORLD FOOD 2005!**