



USA Pavilion World Food Moscow 2007



WHO: U.S. food and beverage producer or exporter

WHAT: The largest international show and conference for importers, wholesalers, retailers, and food processors in Russia

WHEN: September 18-21, 2007

WHERE: Expocenter - Moscow, Russia

WHY: This **USDA-endorsed event** offers an excellent opportunity to introduce U.S. food products in Russia, one of the world's fastest growing markets. Last year, this 4-day show drew 1,270 exhibitors from 54 countries and attracted more than 57,000 importers, wholesalers, retailers, and processors from all parts of Russia and from many neighboring countries.

THE MARKET:

- Russia's 143 million consumers are looking for new, high-quality food products
- The economy is growing from high world prices for oil and natural gas, increase in sovereign credit ratings, stability in the political situation, and a consumer spending boom
- Retail market from 2002 to 2006 has been increasing 25 percent each year
- Retail and foodservice received 38 percent of all direct foreign investments into Russia in 2006
- Russia's imports of intermediate, consumer-oriented, and seafood products from the United States totaled \$900 million in 2006. Russia's overall food imports were up 19 percent in first 6 months of 2006, forecast to be over \$20 billion.

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

Meat and poultry, fresh fruits (apples, pears, grapes, grapefruits), fish and seafood, dried fruits (raisins, prunes), dried nuts (almonds, walnuts, pistachios), food ingredients, snacks, confectionery, prepared/canned foods and vegetables, microwaveable foods, exotic juices (for retail and further processing), wines, dry beans and lentils, and popcorn.

Walk-on Booth Package Available. Just Register!
Ship your product samples and display items to us, and get on the plane.

USDA CONTACTS:

U.S. Agricultural Trade Office (eng.usda.ru)
Ms. Ksenia Evdokimova (Moscow/St. Petersburg)
Tel: (011-7812) 326-2580
Fax: (011-7812) 326-2561
E-mail: Ksenia.Evdokimova@usda.gov

USDA/FAS Overseas Trade Support Branch
Ms. Sharon Cook (Washington, D.C.)
Tel: (202) 720-3425
Fax: (202) 690-4374
E-mail: Sharon.Cook@usda.gov

ORGANIZERS FOR BOOTH SPACE:

Tony Higginson, Event Manager
ITE Group PLC Head Office (London)
Tel: (011-44-207) 596-5086
Fax: (011-44-207) 596-5113
E-mail: tony.higginson@ite-exhibitions.com

Cecilia Rodriguez Di Sanzo, Event Manager
FeriasAlimentarias.comSAGL (Buenos Aires)
Tel: (011-54-11) 4555-0195
Fax: (011-54-11) 4554-7455
E-mail: cecilia@foodexhibitions.com