



Global Fresh Market 2024 Post-Show Release

International specialized B2B exhibition "**GLOBAL FRESH MARKET: VEGETABLES & FRUITS**", 3rd edition was successfully held in Moscow at the most prestigious Gostiny Dvor expocentre on November 06-08, 2024.

The exhibition was co-organized by the **National Union of Fruit and Vegetable Producers**, which unites companies that provide **more than 50%** of the year-round production of greenhouse vegetables in Russia. The exhibition was also officially supported by the **Ministry of Agriculture of Russia**, the relevant committees of the **Federation Council of the Russian Federation and the State Duma of the Russian Federation**, as well as extensively covered by the industry and federal media. JSC **RosselkhozBank** traditionally became the General sponsor of the Global Fresh Market.

107 companies producing fruits and vegetables, suppliers of material resources for vegetable and fruit growing became exhibitors representing all industry sectors: seeds, fertilizers, crop protection, corrugated packaging, NWR, machinery and equipment, etc. Among all it's our special pleasure to highlight foreign exhibitors, including companies from **Turkey, China, Egypt, Belarus, Egypt, Iran, Kazakhstan** and other countries represented by local dealers. Exhibition **net space grew by 7%** compared to previous edition and almost doubled compared to the initial one!

Global Fresh Market-2024 exhibition, the first one in the history of Russian agricultural exhibitions hosted the Collective stand of the **Turkish Union of Seed Growers – TURKTOB** was organized, other significant Unions also being presented: the Mediterranean Association of Exporters of Fresh Fruits and Vegetables (**AKIB**), the **Association of Kuban Gardeners and Association of Crimean Gardeners**. The exhibition also featured regional collective stands of the Tver and Vladimir regions with producers of fruits and vegetables of the "**Borshsch Set**" and **processed fruits and vegetables products**, as well as stands of **specialized agricultural universities and research centers, including the Federal Research Center for Vegetable Growing and the Russian State Agricultural Academy named after K.A.Timiryazev**. It should be as well noted that with the support of the Organizing Committee of the exhibition, some Russian exhibitors for the first time took advantage of regional subsidy programs for participation in the exhibition, which allowed them to significantly reduce their costs for promoting their products.

Among **more than 3.8 thousand visitors from 63 regions of Russia**, including the LPR and the DPR, there were high-class specialists, investors, agronomists, owners, heads of agricultural enterprises, wholesale buyers, representatives of retail, HoReCa

segment and young specialists. In total, representatives from **more than 30 countries visited** the exhibition.

The opening ceremony was attended by **Deputy Minister of Agriculture of the Russian Federation Mr. Razin Andrey Viktorovich**, **Deputy Chairwoman of the Committee on Agrarian Issues of the State Duma of the Russian Federation Ms. Ogloblina Yulia Vasilyevna**, **Deputy Chairman of the Board of JSC "RosSelkhozBank" for Strategic Issues Mr. Vasiliev Mikhail Vladimirovich**, as well as **Director of Strategic Issues of the NGO "National Union of Fruit and Vegetable Producers" Mr. Mozgovenko Igor Vladimirovich**. All of them noted the significant growth of the exhibition, as well as its importance for the vegetable and fruit growing industry.

A distinctive feature of the exhibition-forum was the One-site combination of a diverse exposition and a voluminous **Business programme**, which included 3 halls, where about **30 different industry events** were held both in **vegetable growing as well as gardening** with the participation of representatives of the Ministry of Agriculture of the Russian Federation, leading specialists and experts. Special attention was paid to the joint **Plenary session with the Ministry of Agriculture of the Russian Federation** on the topic of the development of the fruit and vegetable industry.

The exhibition has become an effective platform for **direct dialogue between business and government**, as well as within the industry community. Specialized platforms were organized for the participants, including a **VIP Lounge** for comfortable negotiations with business partners, as well as a **"Retail Chains Center"**, **special B2B Matchmaking event** which was attended by more than 25 trading companies, including Auchan, Magnit, X5, Azbuka Vkusa, etc. During the event, **198 negotiations were held and 163 preliminary agreements worth 5.7 billion rubles were signed**.

Within the framework of the Exhibition, a private **Gala dinner** was held for informal communication of all exhibitors and an **Official Receipt of foreign delegations**.

The final day of the Exhibition was dedicated to **young people and students**, for whom the student competition of innovations in the field of crop production "Fresh Ideas" was organized, an exhibition of student innovative developments with the participation of delegations from **15 leading agricultural universities in Russia**, and leading industry holdings held master classes, workshops and quizzes for young professionals. **In total, more than 530 students visited the exhibition**.

The **GLOBAL FRESH MARKET: VEGETABLES & FRUITS** exhibition has rightfully become a landmark event for the agro-industrial complex and in 2025 will attract a more significant number of new exhibitors, expand the geography of participants and visitors and have a significant positive impact on the development of the fruit and vegetable growing industries in general.