



Global Fresh
MARKET

Exhibition & Business Forum

11-13 NOVEMBER 2025

Gostiny Dvor Expocentre, Moscow

gfmexpo.com



3 days,

in which you will meet
all the key players
of the agro-industrial
complex market



68% of visitors

make decisions or influence
on them, including business
owners, CEOs, and top
managers



107 exhibitors

from 30 countries of the
world took part
in the Exhibition in 2024

WHY IS IT WORTH PARTICIPATING IN GLOBAL FRESH MARKET 2025?

- /01** Direct dialogue with your target audience
- /02** A fresh look at the agricultural business
- /03** The key solution to product sales issues



- /04** Supported by the government
- /05** Convenient time of the event
- /06** Unique location

/01 Direct dialogue with your target audience

Segments of the audience

CEOs and top managers

heads of marketing
and sales departments

engineers, technologists,
agronomists

specialists
and experts

students and young
professionals



/02 A fresh look at the agricultural business



GFM is a unique specialized B2B exhibition, which presents the full cycle of the fruit and vegetable industry: from seeds, fertilizers, equipment to the final products on the shelves of retail chains



The participants of the exhibition have a unique opportunity to be the first to learn about innovations in the industry, evaluate the latest developments and learn how to integrate them into their business



/03 The key solution to product sales issues

- The work of the "Network Procurement Center" is organized within the framework of the Exhibition
- The purpose of the platform is direct and comfortable negotiations with representatives of the federal and regional large- and small wholesale retail chains, as well as representatives of the HORECA segment
- The GFM event is a 100% guarantee of obtaining new sales channels



/04 Supported by the government

- The event is actively supported by the **Ministry of Agriculture of the Russian Federation and the Federation Council Committee on Agrarian and Food Policy and Environmental Management.**
- The top officials of the industry perform and participate in the Business Program every year



/05 Convenient time of the event



The exhibition takes place on **11-13 November 2025**, that is one month before the approval of the financial and marketing plan for the next year in the most of companies

Any agreements reached at the exhibition quickly move to the stage of signing of contracts.



During the work of the exhibition in 2024 **198 negotiations** were held and **163 preliminary agreements** worth **5.7 billion rubles** were signed



/06 Unique location

The prestigious Expocentre “Gostiny Dvor” is located in the heart of Moscow, which will allow your current and potential clients to schedule an event visit easily.

Gostiny Dvor is located 200 meters from the Kremlin and Red Square.

BUSINESS PROGRAMME

At the GFM 2025 exhibition, you will find an extensive business programme, including open lectures, round tables, exclusive meetings with top managers and company owners.



MARKETING OPTIONS

The GFM exhibition offers a wide range of marketing and advertising opportunities for both exhibitors and companies that do not have the opportunity to attend the Exhibition



We offer the distribution of printed and outdoor advertising, conducting surveys among the audience right at the Exhibition, data collection, participation in the show, digital advertising and partner packages with exclusive features

Among the participants of GFM 2025:



ENZA ZADEN





Organizers

- GFM
- National Fruit and Vegetable Union

Contacts

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for your business
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