



Global Fresh Market 2025 Post-Show Release

International specialized B2B exhibition **"GLOBAL FRESH MARKET: VEGETABLES & FRUITS"**, 4th edition was successfully held in Moscow at the most prestigious Gostiny Dvor expocentre on November 11-13, 2025.

The exhibition was co-organized by the **National Union of Fruit and Vegetable Producers**, which unites companies that provide **more than 30%** 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 **the State Duma and Federation Council 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.

The exhibitor profile encompassed fruit and vegetable producers, suppliers of inputs for horticulture and vegetable growing—including seeds, fertilizers, plant protection products, machinery, and equipment—as well as service and construction companies for the agribusiness sector.

The exhibition also featured stands from international partner companies from Turkey, China, and Spain, alongside leading agricultural universities and research centers, such as **the Russian State Agrarian Academy named after K.A. Timiryazev** and **the Federal State Budgetary Institution "All-Russian Plant Quarantine Center."**

The event attracted **4,000 visitors from 60 regions of Russia**, including the LPR and DPR. Attendees included high-class specialists, investors, agronomists, business owners, heads of agribusiness enterprises, wholesale buyers, representatives of the retail and HoReCa sectors, and young specialists.

The opening ceremony was attended by Deputy Minister of Agriculture of the Russian Federation, **Mr. Razin Andrey Viktorovich**; Deputy of the State Duma of the Russian Federation, **Mr. Fetisov Vyacheslav Alexandrovich**; and Deputy Chairman of the Management Board of JSC Rosselkhozbank, **Mr. Konstantinov Denis Vyacheslavovich**. The co-organizer, the NGO **"National Union of Fruit and Vegetable Producers"**, was represented at the ceremony by its Director of Strategic Issues **Mr. Mozgovenko Igor Vladimirovich**, and Executive Director, **Mr. Kazakov Andrei Vladimirovich**. All of them noted the exhibition's contribution to the development of domestic horticulture and vegetable growing.

A distinctive feature of the exhibition–forum was the One-site combination of a large-scale exposition and voluminous **Business programme**. Events were held across three conference halls, featuring **over 20 different sessions**. Seminar topics covered the entire production cycle, from the implementation of protected-ground agrotechnologies to the packaging of finished fruit and vegetable products and addressing personnel challenges in the agribusiness sector. Panel discussions included representatives from industry associations, agricultural sector specialists, and experts.

The exhibition has become an effective platform for **direct dialogue between business**

and government, as well as within the industry community. Special attention was paid to the joint **Plenary session with the Ministry of Agriculture of the Russian Federation** on the topic of the sustainable development of the agro-industrial complex and Russia's role in addressing global challenges.

A key event on the second day was **the All-Russian Meeting on the Future of Selection and Seed Breeding**. Speakers from Rosselkhoznadzor (the Federal Service for Veterinary and Phytosanitary Surveillance), the Directorate of the Federal Scientific and Technical Program, the Fruit and Vegetable Union, JSC Rosselkhozbank, and leading agricultural universities discussed state regulation of seed circulation, interim results of the federal program, law enforcement practices, and the latest advances in vegetable crop breeding.

The exhibition grounds also hosted the inaugural **"Agronomist Contest"**, which received a record number of applications—**over 300 from various Russian regions**. The winner in the "Young Professionals" category was Matvey Kosilkin, who received a prize of 250,000 rubles. The leader in the "Established Experts" category and the recipient of the grand prize of 500,000 rubles was Mikhail Palaev, Chief Agronomist of GC "TyumenAgro."

Participants noted the excellent organization of specialized areas, including a **VIP lounge** for comfortable negotiations between exhibitors. A **mobile bio-laboratory, organized by BIOM and Biokontrol companies**, became a focal point for visitors and exhibitors, offering hands-on experience in assessing the efficacy of plant protection products.

Within the framework of the Exhibition, a private **Gala dinner** was held for informal communication of all exhibitors. The dinner featured the presentation of awards from the Russian Ministry of Agriculture and the announcement of the **"Exhibitor of the Year" contest** winners. The culmination of the evening was a performance by a guest artist and a cover band.

The final day of the exhibition was dedicated to youth and students, bringing together delegations from **10 leading Russian agricultural universities**. A highlight was the finale of the **"Fresh Ideas 2025"** student innovation competition in plant growing, where the best student teams presented their projects. Leading employers from the agricultural market conducted master classes, workshops and intellectual quizzes to engage students in the profession. **In total, more than 370 students visited the exhibition.**

The **GLOBAL FRESH MARKET: VEGETABLES & FRUITS** exhibition has rightfully become a landmark event for the agro-industrial complex and in 2026 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.