



Global Fresh Market: Vegetables & Fruits 2025



Specialized B2B Exhibition and Forum

GLOBAL FRESH MARKET 2025

Vegetables & fruits

for fresh fruit and vegetables producers
and market players





Global Fresh
MARKET

11-13 NOV 2025
Gostiny Dvor Expocentre

International specialized B2B exhibition
of fruit and vegetable market players

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Vegetables & fruits

Officially supported by



The State Duma
of the Russian Federation



The Federation Council
of the Russian Federation



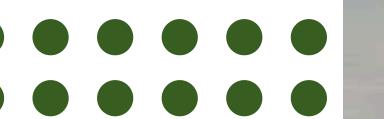
The Ministry
of Agriculture of Russia

Co-organizer

национальный
плодоовощной союз

General sponsor

 RSHB



Opening ceremony

The opening ceremony was attended by:

➤ **Mr. Razin Andrey Viktorovich**

Deputy Minister of Agriculture of the Russian Federation

➤ **Mr. Fetisov Vyacheslav Alexandrovich**

Deputy of the State Duma of the Federal Assembly of the Russian Federation of the VII convocation

➤ **Mr. Konstantinov Denis Vyacheslavovich**

Deputy Chairman of the Management Board of JSC Rosselkhozbank

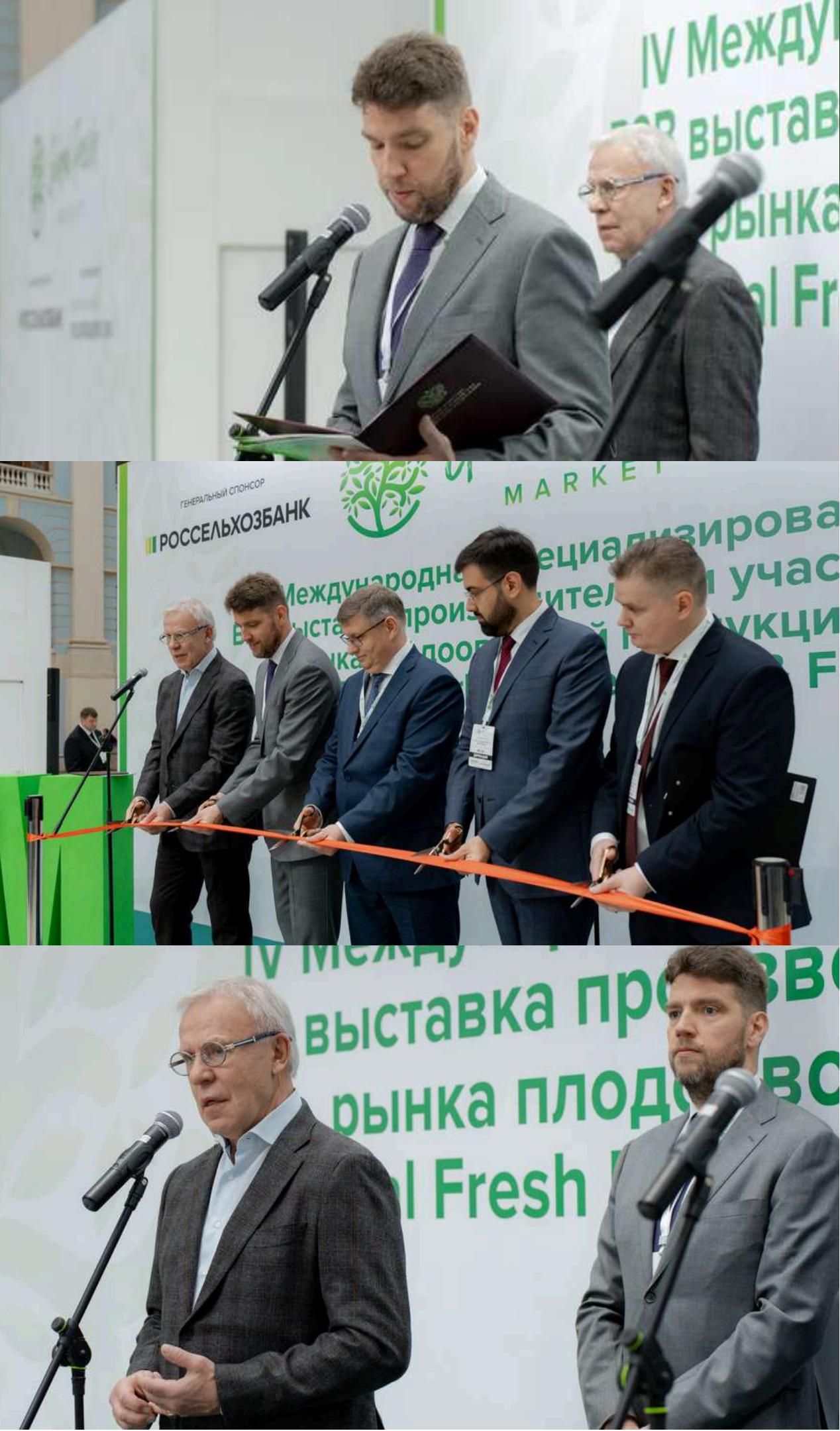
➤ **Mr. Mozgovenko Igor Vladimirovich**

Director of Strategic Issues of the NGO "National Union of Fruit and Vegetable Producers"

➤ **Mr. Kazakov Andrei Vladimirovich**

Executive Director of the NGO "National Union of Fruit and Vegetable Producers"

All of them highly appreciated the exhibition's contribution to the development of domestic horticulture and vegetable growing.



Business programme

A distinguishing feature of the exhibition is the combination of:

- Extensive exhibition space
- 6000 M² the total area of the exhibition
- Intensive business programme
 - 3 conference halls for 200, 100 and 50 listeners
 - 20+ various industry events on vegetable and fruit growing
 - 10+ invited world-class speakers



Business programme

- 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: **GrowTech, SIC Innovations, AgroBioTechnology, Light Technologies, Association of Carbon Dioxide Industry Enterprises, Ancor** and others.



Visitors

4000 people from **60 regions** of Russia, including the LPR and the DPR, visited the exhibition in 2025:

- investors, owners, heads of agricultural enterprises
- agronomists
- industry experts
- wholesale buyers
- representatives of the HoReCa retail segment
- young professionals

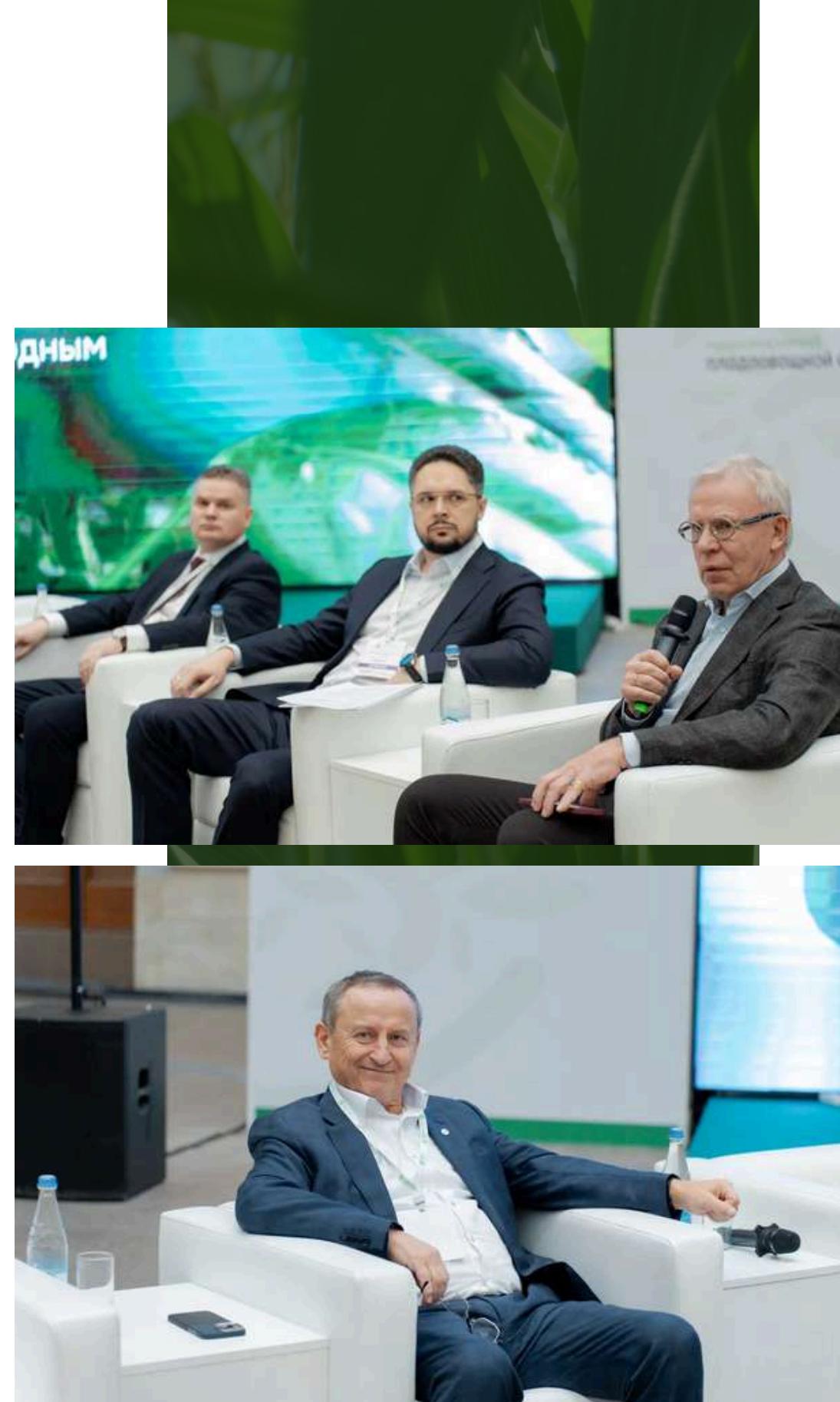




Participants

The exhibition also featured stands:

- of partner countries: **Turkey, China and Spain**
- of foreign colleagues – exhibition projects **InterFresh Eurasia and Fresh Antalya**
- specialized agricultural universities, including the **Russian State Agricultural Academy named after K.A.Timiryazev**
- scientific centers, including the **All-Russian Institute of Plant Quarantine**



The plenary session

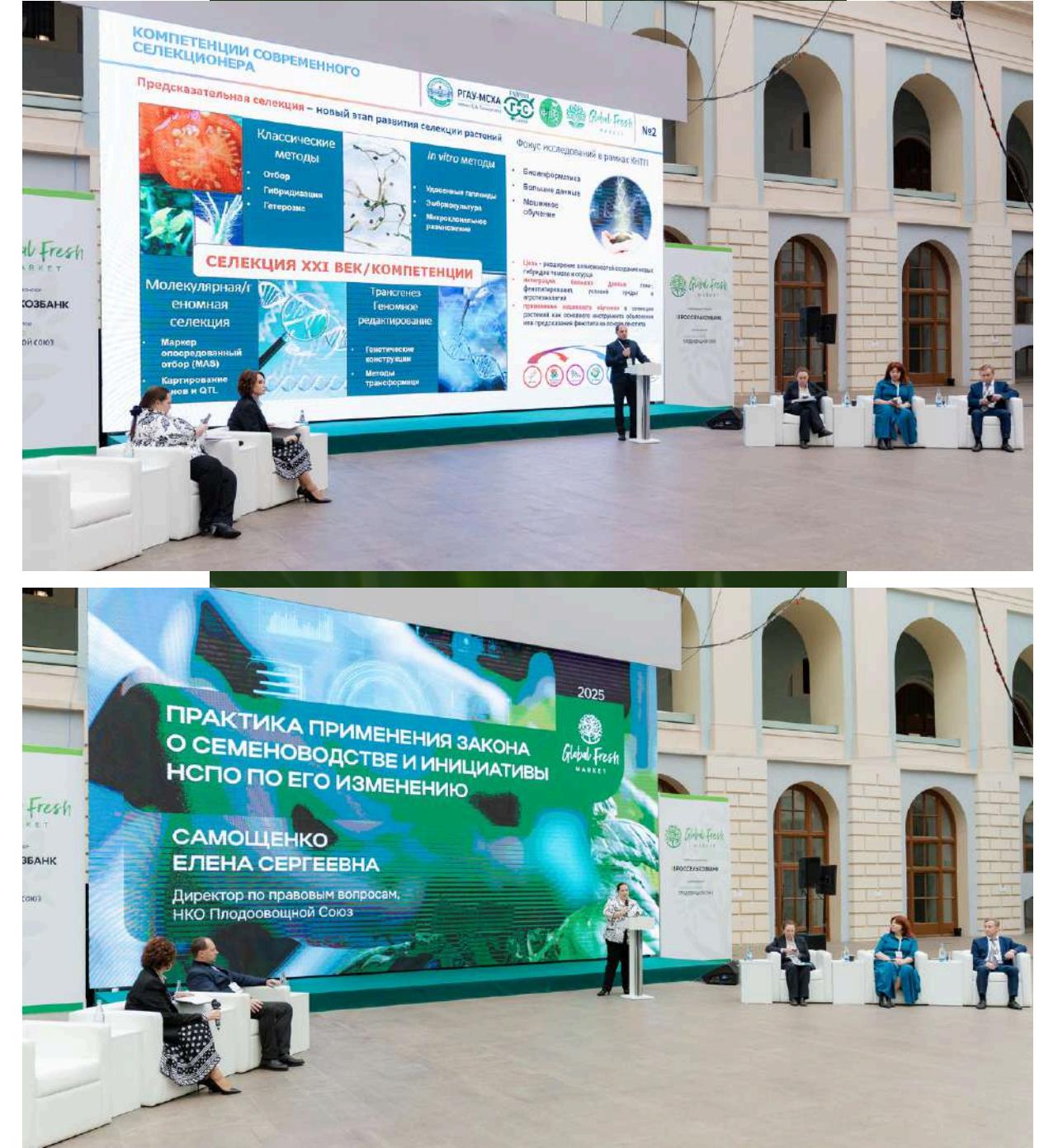
«Sustainable development of agriculture – our response to global turbulence»

- 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.

All-Russian Meeting on Seed Breeding

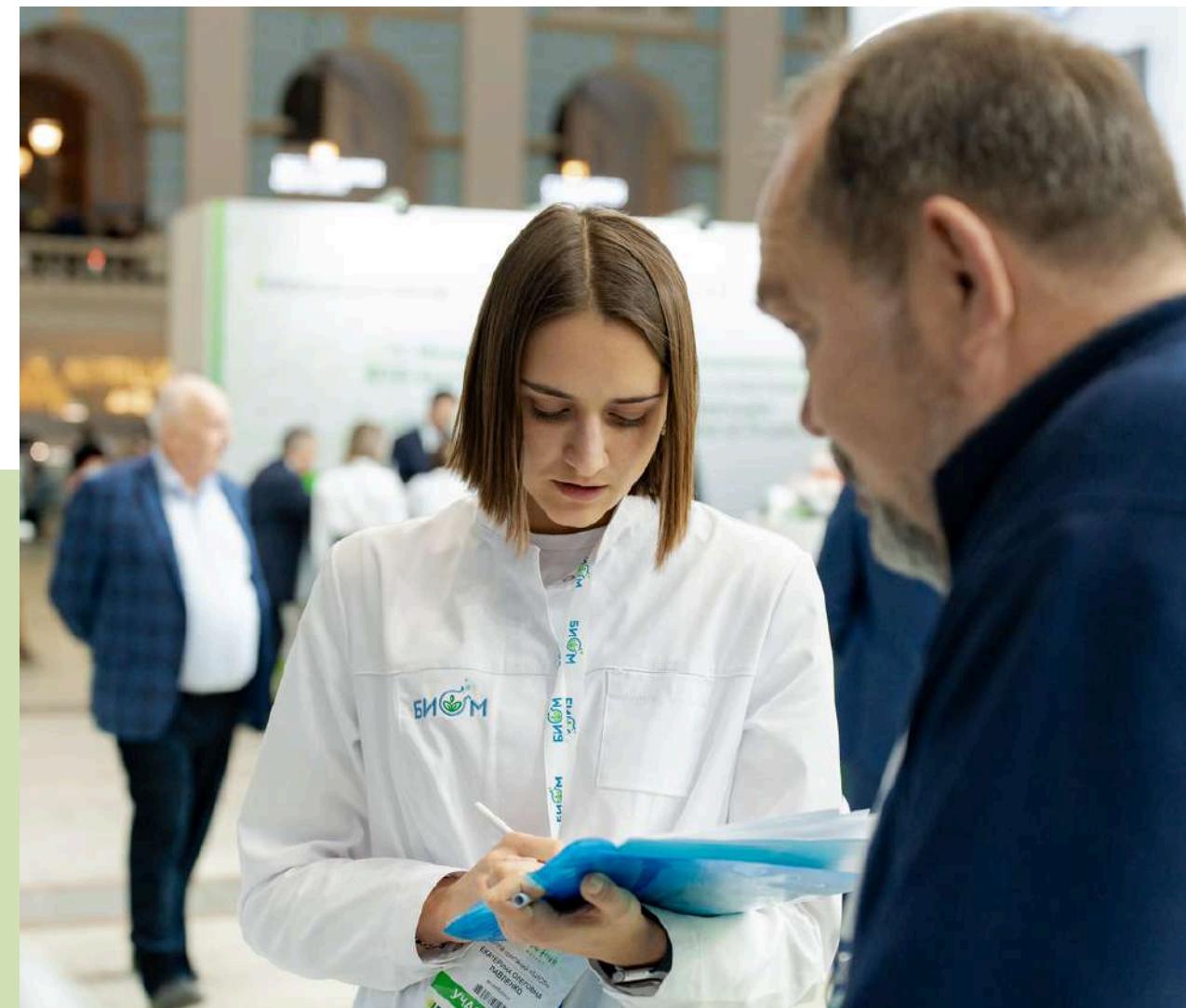
«Seed breeding of the future: developments, government regulation, implementation»

- 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, law enforcement practices, and the latest advances in vegetable crop breeding.



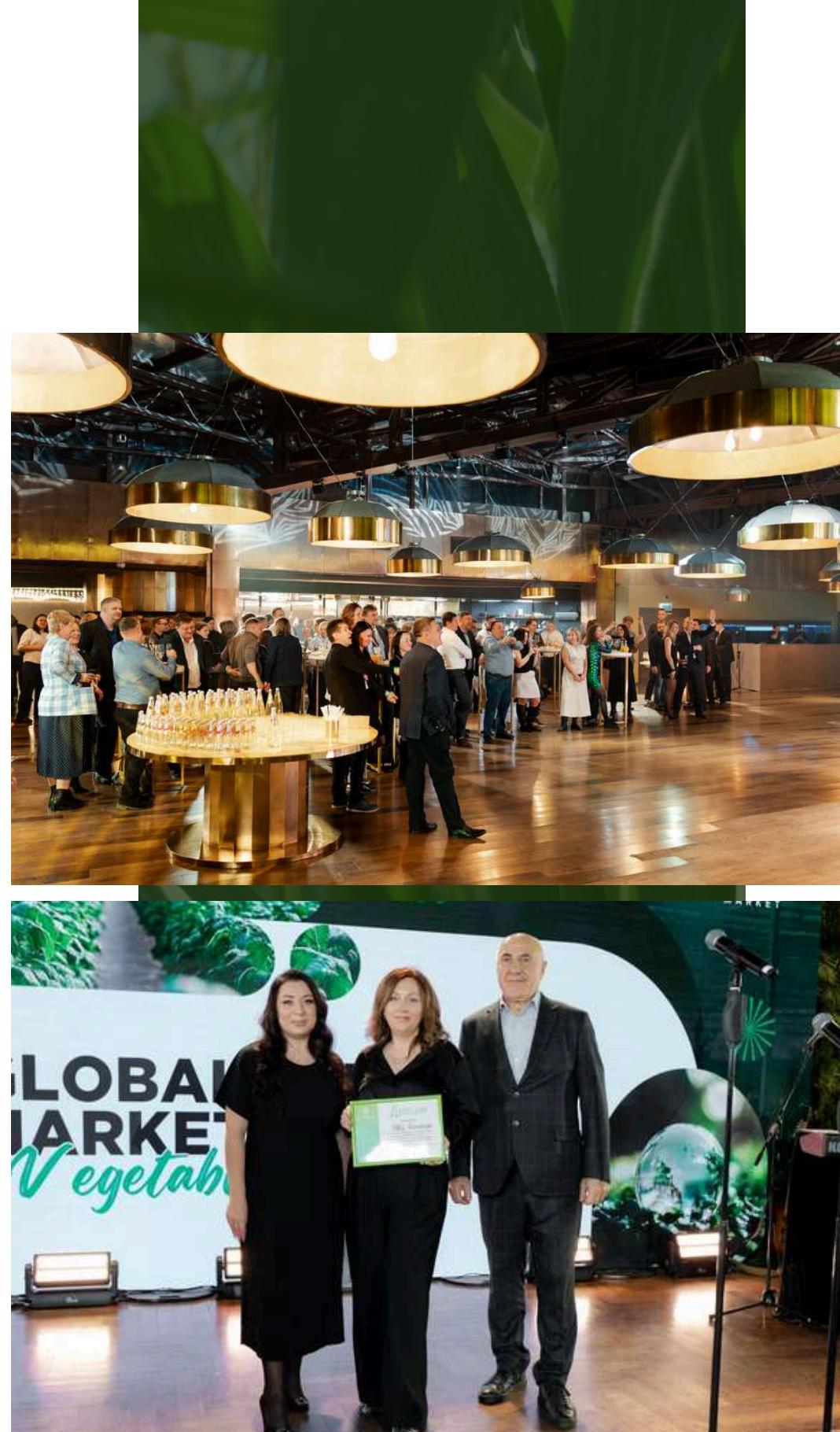
Mobile bio-laboratory

- The point of attraction for visitors and exhibitors of the evennt was the on-site biolab organized by **BIOМ** and **Biocontrol** companies.
- In the laboratory, in practice, it was possible to master methods for evaluating the effectiveness of plant protection products



The platform for informal communication

- The **Global Fresh Market** exhibition is the best industry platform for informal communication
- Especially for the exhibitors and honored guests of the exhibition, the GFM team organized an amazing party in the fashionable space in the capital center - the restaurant "Moscow", which was attended by **more than 300 people**



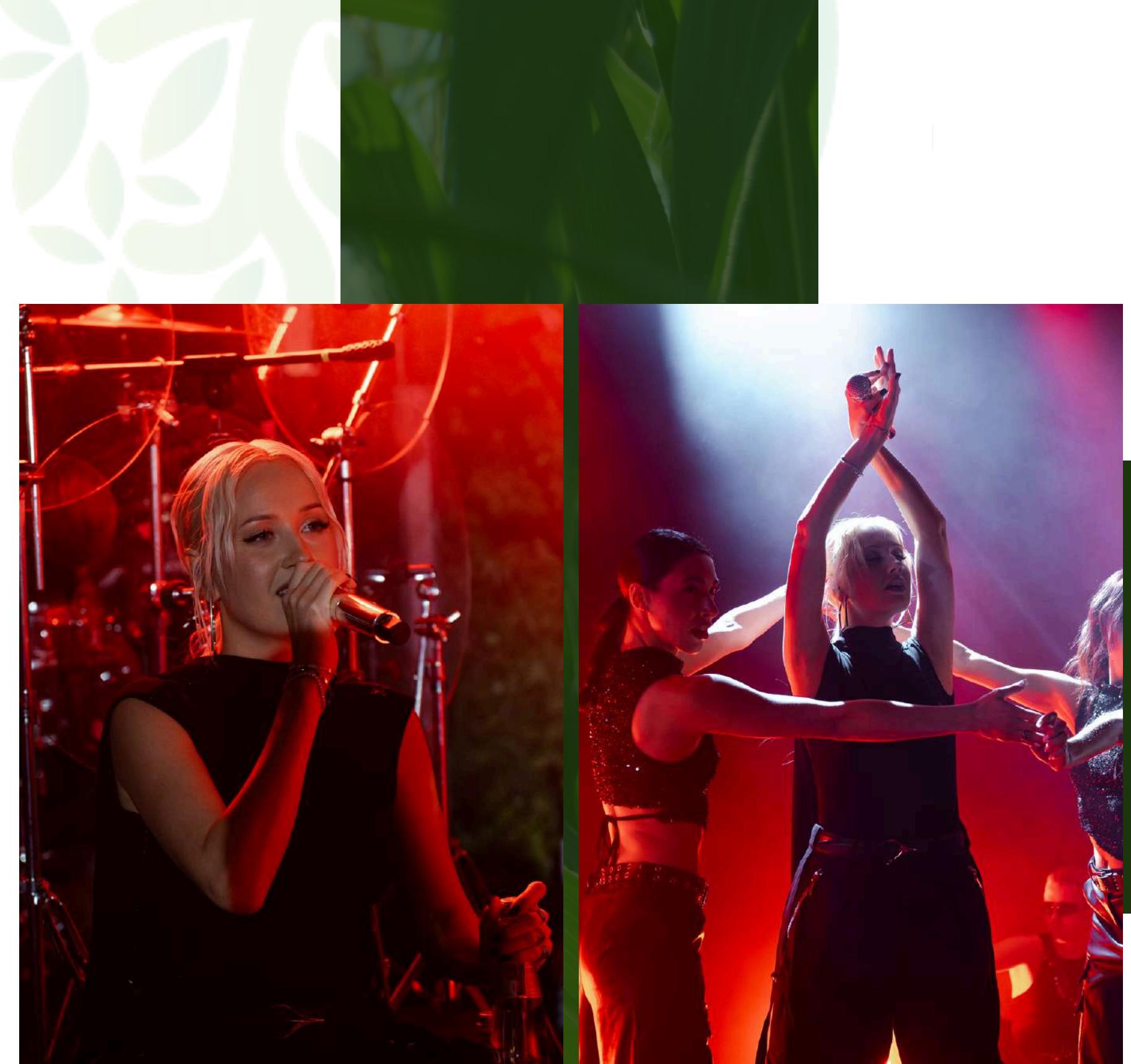
Gala dinner

The program of the event included:

- awarding with departmental Diplomas from the Ministry of Agriculture of Russia
- an entertainment programme with the famous presenters of the cover band
- an incredible performance by Klava Coca

The guests were presented:

- an abundance of various dishes and snacks
- dynamic and exciting contests
- lots of informal communication with the best and most successful representatives of the industry



Agronomist Contest 2025

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."

Young professionals day

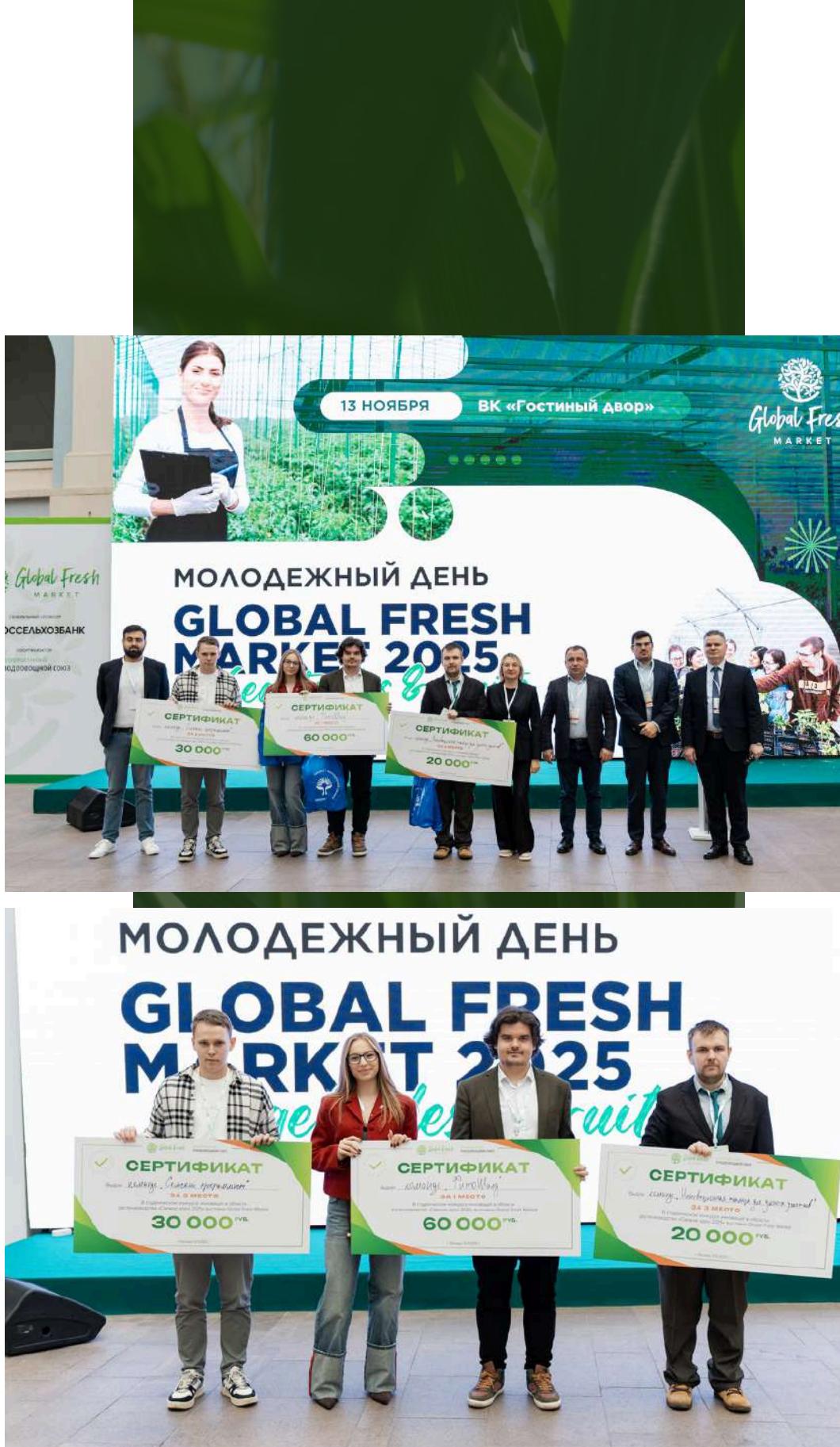
- The final day of the exhibition was dedicated to youth and students, bringing together delegations from **10 leading Russian agricultural universities**.
- Leading employers from the agricultural market conducted master classes, workshops and intellectual quizzes to engage students in the profession. In total, more than **370 students** visited the exhibition.



Fresh Ideas 2025

A highlight was the finale of the "Fresh Ideas 2025" student innovation competition in plant growing, where the best student teams presented their projects.

- **1st place** – the Fitoshild team
(Valeria Nitz and Dmitry Bartenev)
- **2nd place** – the Rural Programmer team
(Alexey Shakhov)
- **3rd place** – the team "Innovative greenhouse for suburban areas" (Alexander Vinogradov)



Why is it worth participate?



**Be the first
to learn about
innovations
in the industry**



**Find partners,
suppliers
and customers**



**Attract
investments
to the industry**



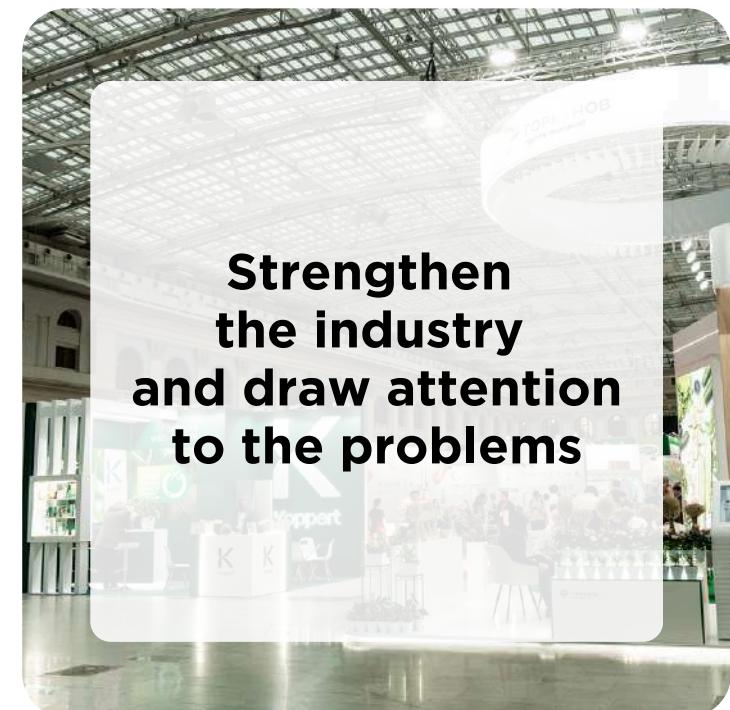
**Improve the quality
and competitiveness
of agricultural
products**



**Increase the gross
harvest of
vegetables
and fruits**



**Learn how
to integrate new
technologies
into production**



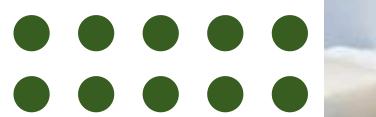
**Strengthen
the industry
and draw attention
to the problems**



**Reduce
the cost
of production
of fruits
and vegetables**

Participation Formats

- Exhibitor on special terms
- Speaker of the Business Programme
- Information partner
- Partner
- Supplier of «Retail Chains Center™»
- Advertiser
- Sponsor





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Contacts

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Global Fresh Market: 10-12 November 2026



We are glad to meet you at the V anniversary exhibition of producers and market participants of fruit and vegetable products

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