

Moscow, Russia

November 11-13, 2026



Global Fresh
MARKET

Specialized B2B Exhibition and Forum

GLOBAL FRESH MARKET 2026

Vegetables & fruits

for fresh fruit and vegetables producers
and market players



Why is it worth participating in Global Fresh Market 2026?



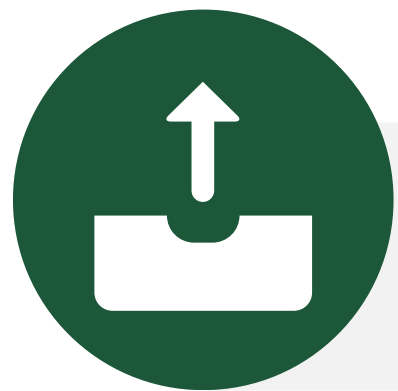
**Direct dialogue
with the target
audience**



**Supported
by the government**



**A fresh look at
the agricultural
business**



**The key solution
to product sales
issues**



**Extensive
business
agenda**



**Business
promotion
opportunities**



Why is it worth participating?

Direct dialogue with the target audience

68%

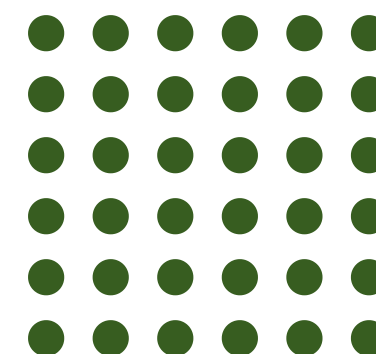
make decisions or influence
on them, including business
owners, CEOs, and top managers



GLOBAL FRESH MARKET 2026

Vegetables & fruits

GFM is a platform for real-time
engagement with industry professionals
and direct access to key decision-
makers



Why is it worth participating?

Direct dialogue with the target audience

Every year, Global Fresh Market brings together exhibitors and visitors such as:

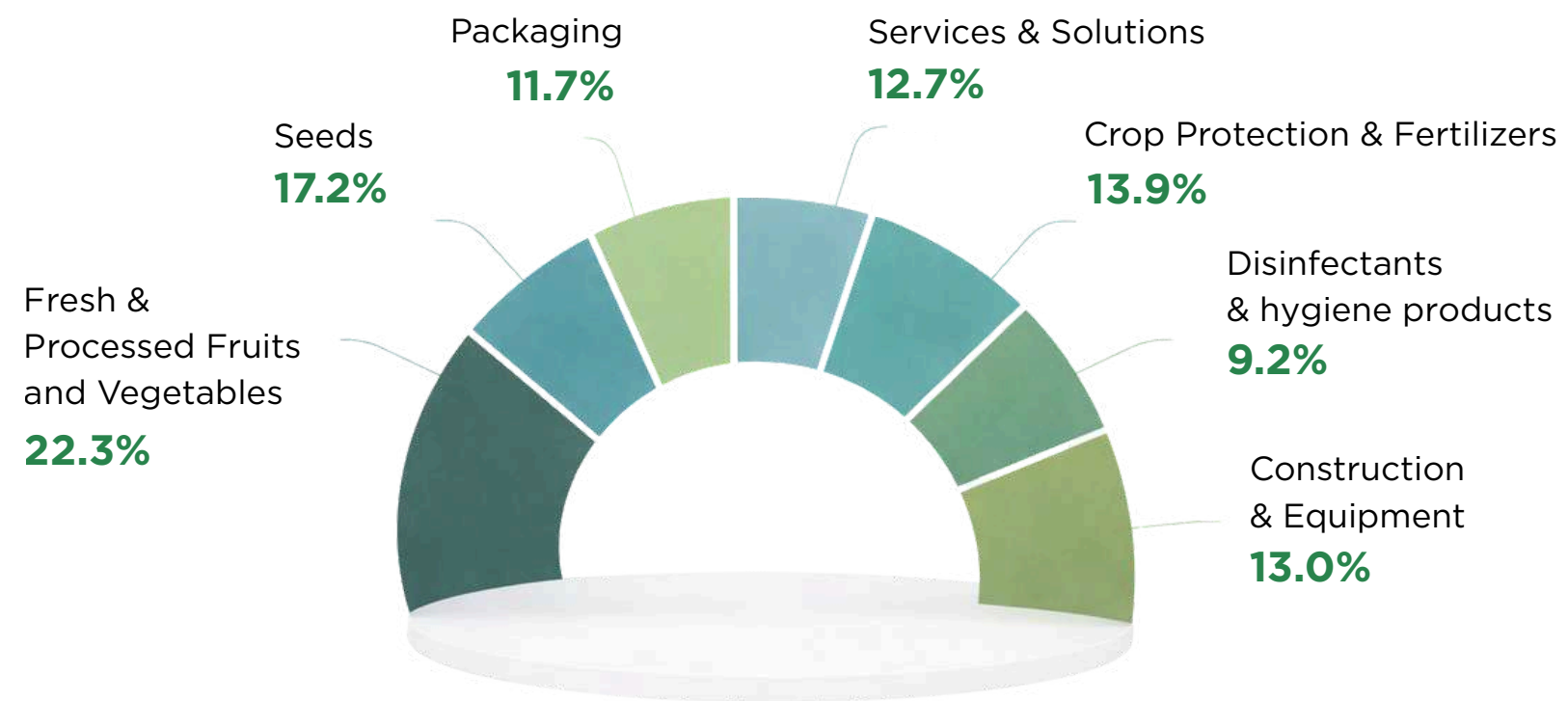
- ✓ Executives and top managers of agriholdings
- ✓ Heads of marketing and sales departments
- ✓ Engineers, technologists, and agronomists
- ✓ Members of industry associations
- ✓ Agribusiness experts
- ✓ Students and young professionals



Why is it worth participating?

Direct dialogue with the target audience

In 2025, the thematic sections that generated the highest interest were:



Supported by the government

GLOBAL FRESH MARKET 2026 *Vegetables & fruits*

Global Fresh Market is a successful **B2G platform**. The event is held with the support of government agencies and public institutions.



State Duma of the Federal
Assembly of the Russian
Federation



Committee of the Federation
Council on Agrarian and Food Policy
and Environmental Management



Ministry of Agriculture
of the Russian Federation

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 Programme every year.



Networking with professionals

NATIONAL FRUIT AND VEGETABLE UNION

The co-organizer of the Exhibition is traditionally the non-profit organization «**The Union of Fruit and Vegetable Producers**»

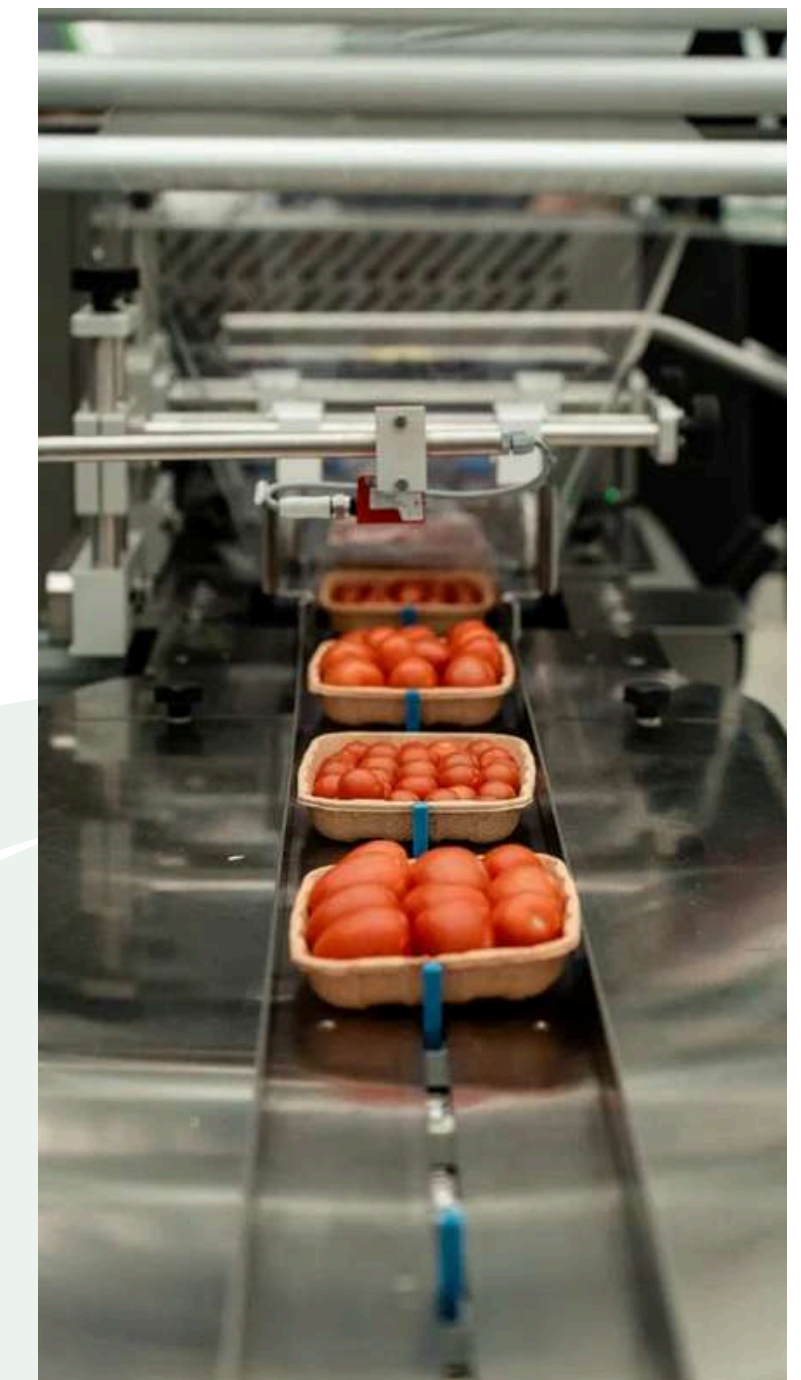
The Union brings together companies that account for **more than 50%** of year-round greenhouse vegetable production in Russia.



Why is it worth participating?

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

Why is it worth participating?

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**



Why is it worth participating?

Extensive business agenda

- ✓ **3** conference halls accommodating **200, 100** and **50** attendees
- ✓ **30+** various industry events focused on horticulture and fruit & vegetable production
- ✓ **100+** invited world-class speakers

GFM 2026 will feature a comprehensive business program, including open lectures, round tables, exclusive meetings with top executives and company owners, and seminars led by key figures from the agribusiness sector, professional associations, and industry experts.



Why is it worth participating?



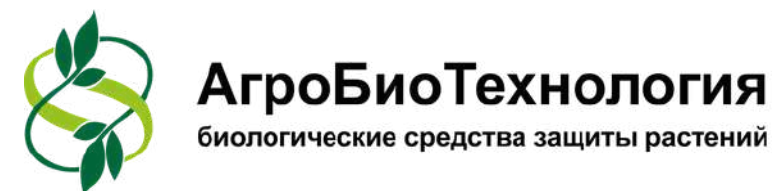
Business promotion opportunities

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

- ✓ distribution of printed materials
- ✓ outdoor advertising
- ✓ audience segmentation and on-site surveys during the exhibition
- ✓ digital advertising
- ✓ partnership packages with exclusive opportunities



Among the participants of GFM 2025:





Global Fresh Market:

November 11–13, 2026



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Contacts

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