



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

# GLOBAL FRESH MARKET 2025

## *Vegetables & fruits*

Officially supported by



The State Duma  
of the Russian Federation



The Federation Council  
of the Russian Federation



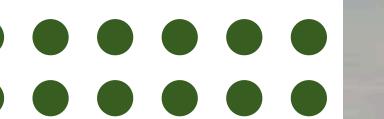
The Ministry  
of Agriculture of Russia

Co-organizer

NATIONAL  
FRUIT AND VEGETABLE UNION

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

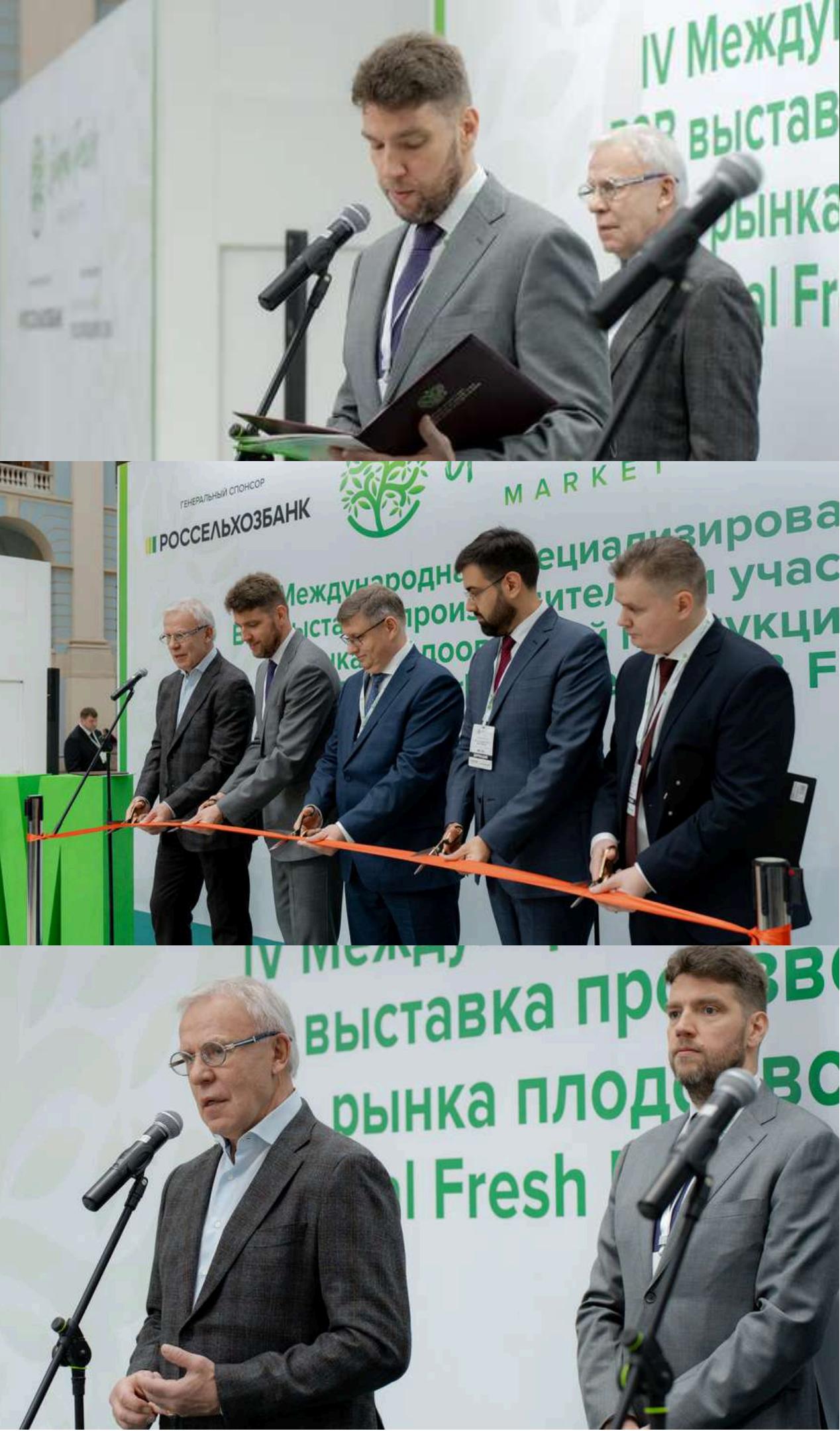
➤ **Mr. Mozgovenko Igor Vladimirovich**

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 M<sup>2</sup> 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

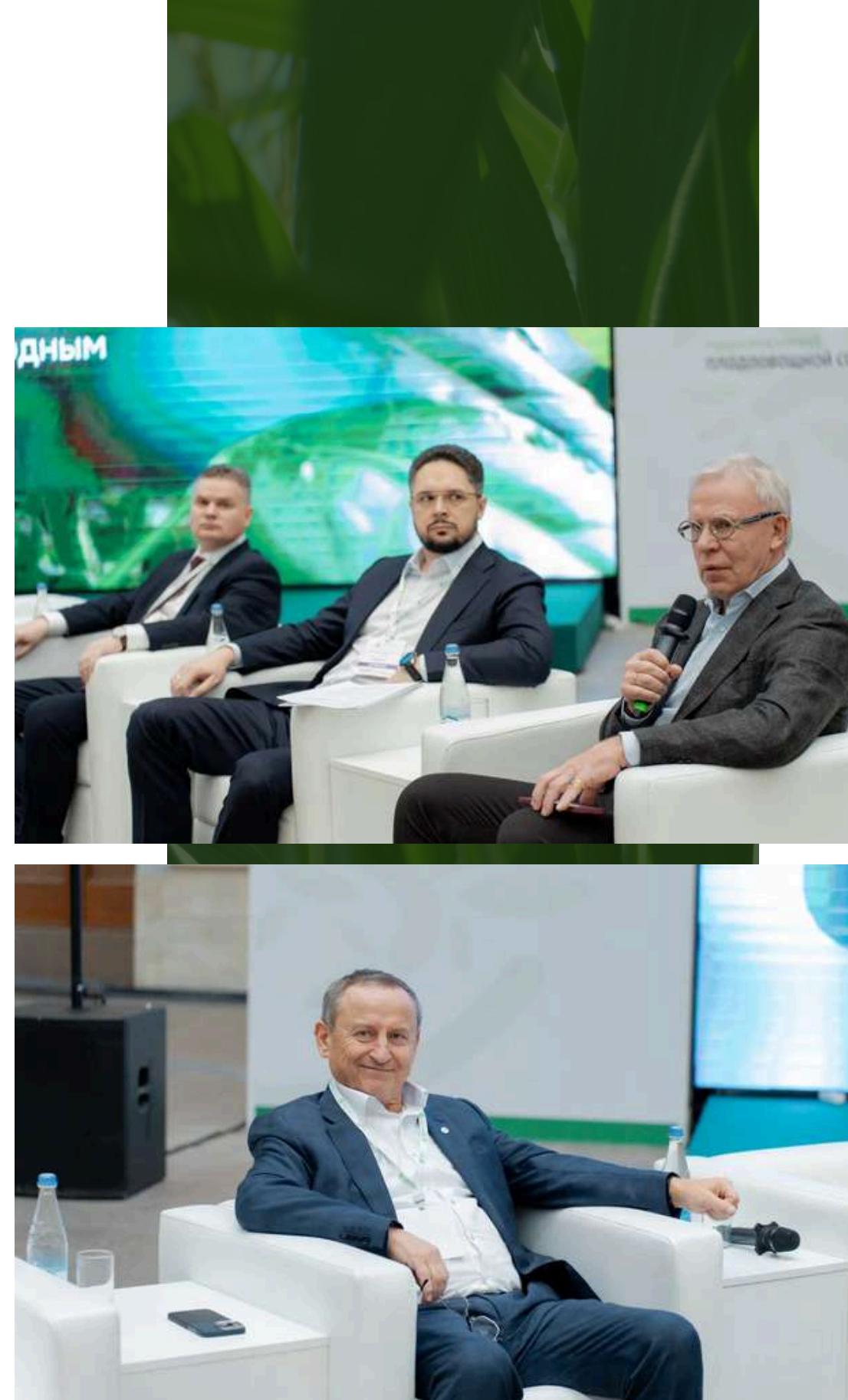




# Participants

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

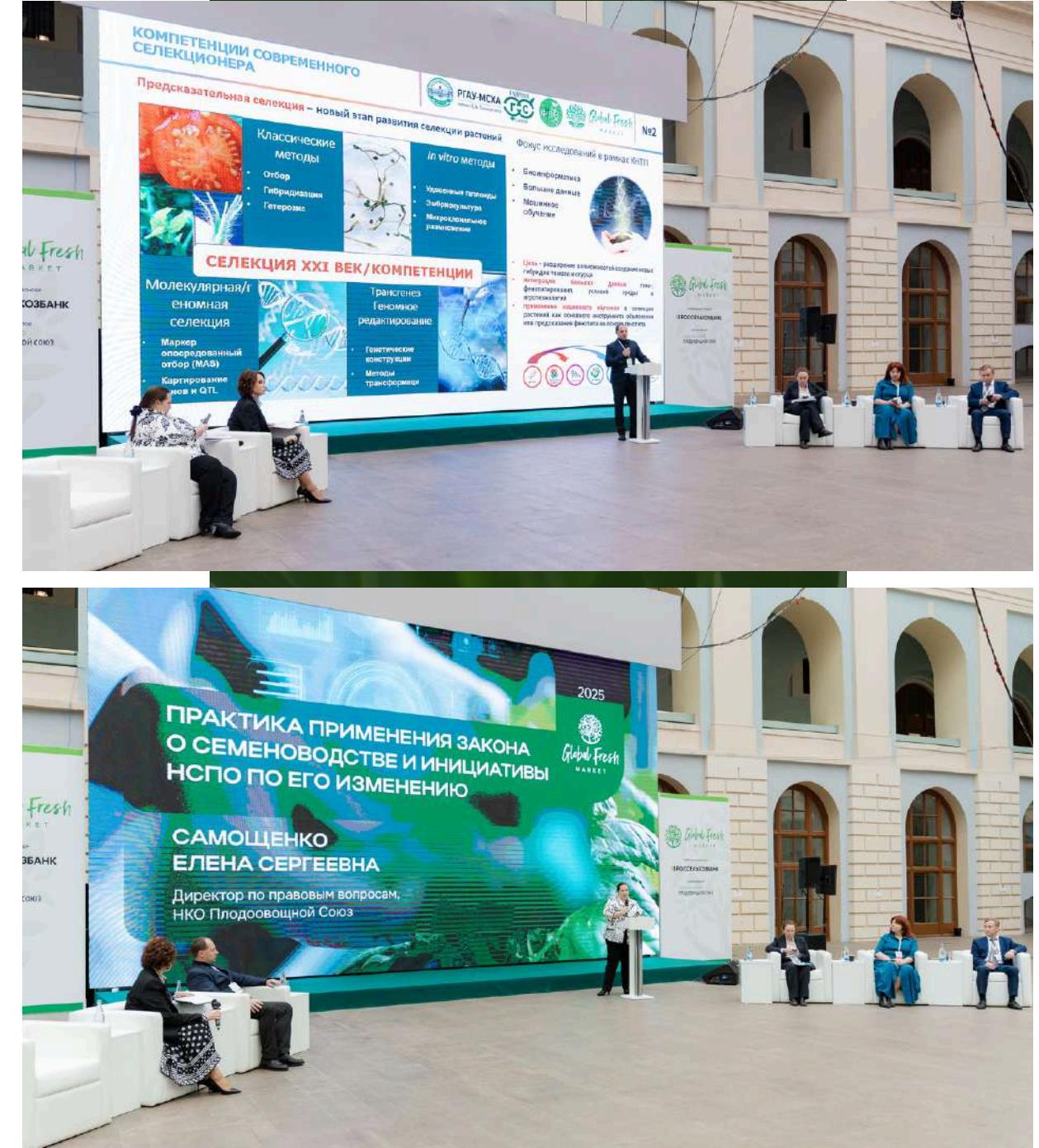
*«Sustainable development of agriculture – our response to global turbulence»*

- 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

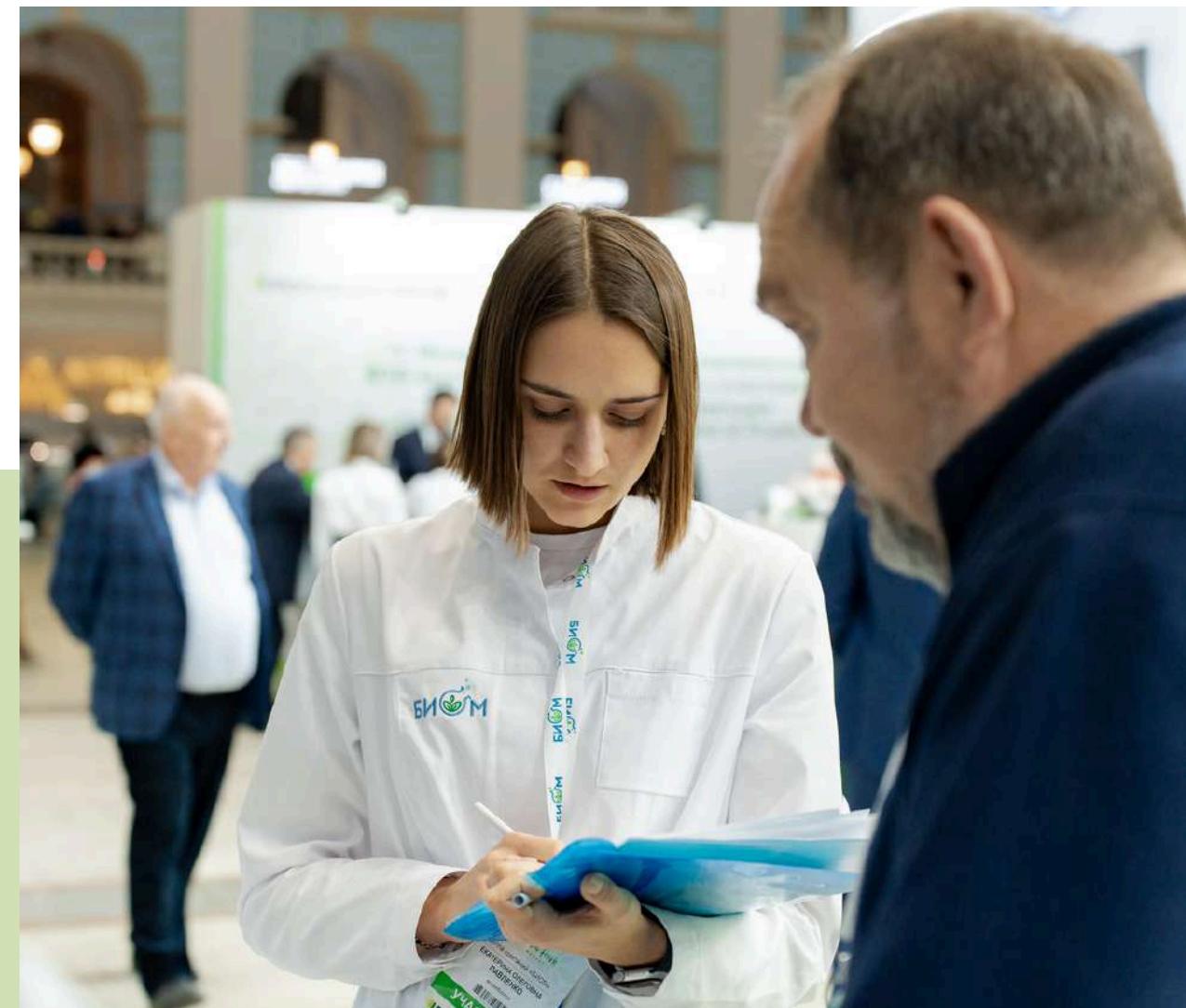
*«Seed breeding of the future: developments, government regulation, implementation»*

- 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**



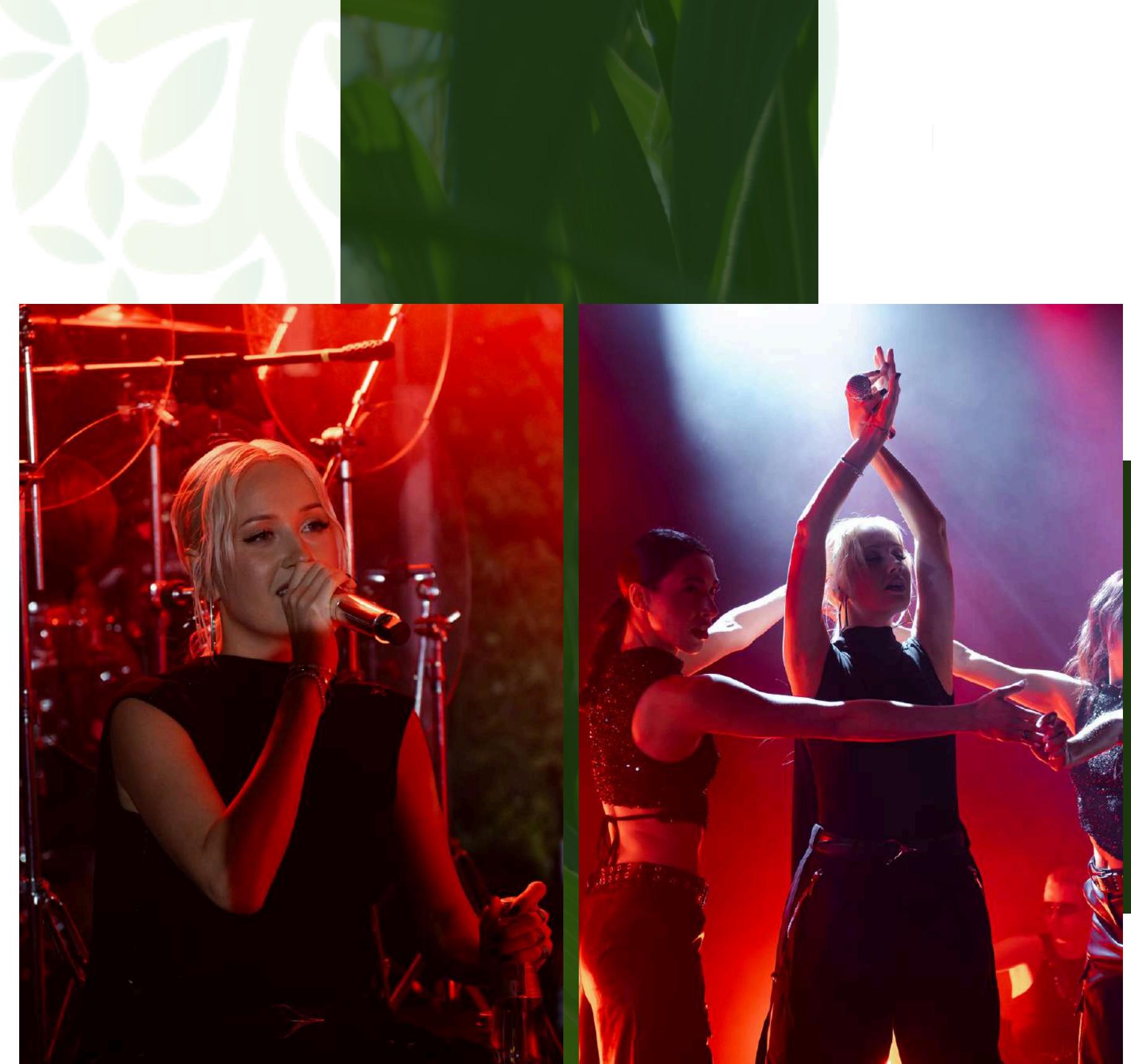
# Gala dinner

## **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

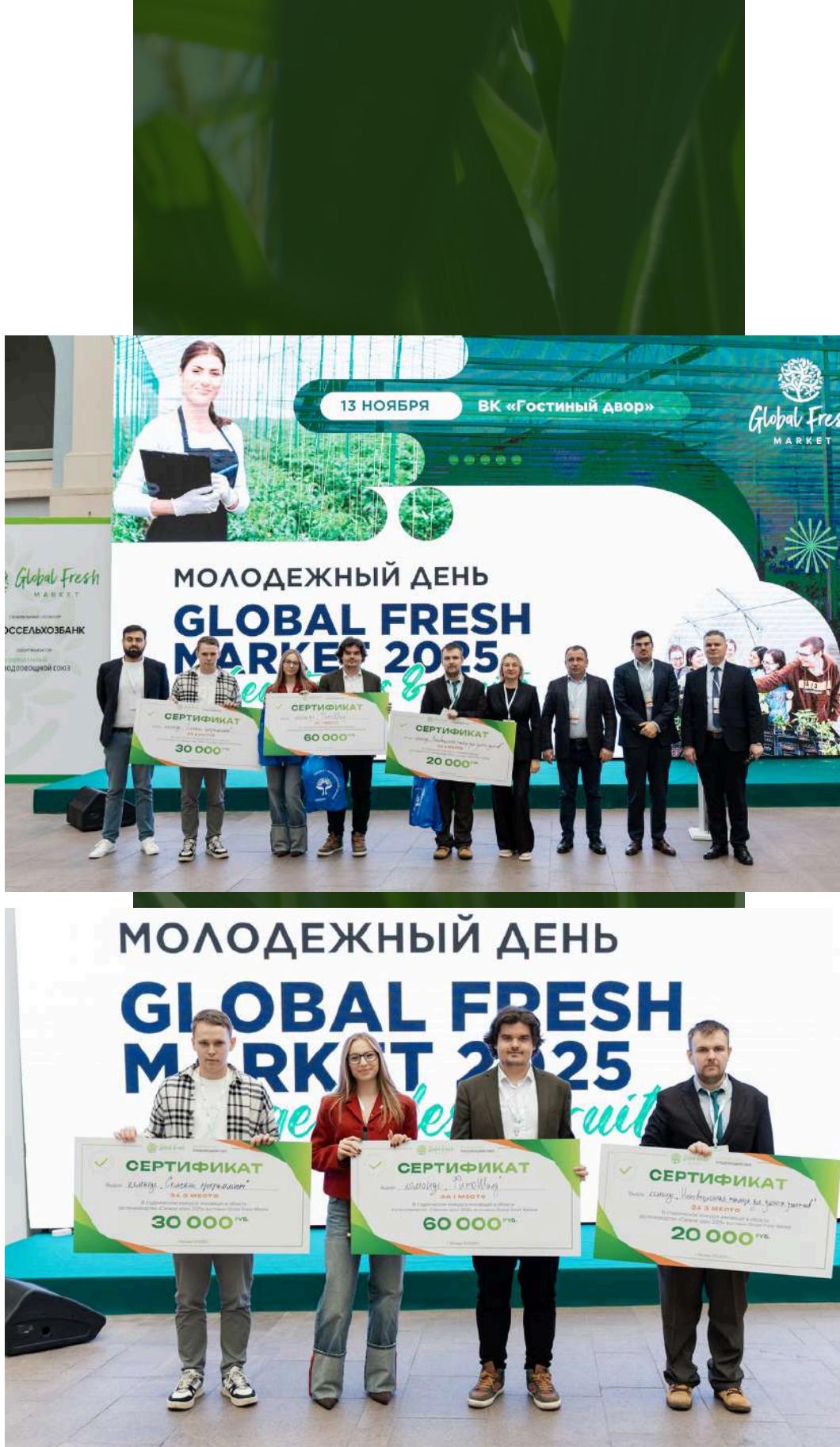
- The final day of the exhibition was dedicated to youth and students, bringing together delegations from **10 leading Russian agricultural universities**.
- Leading employers from the agricultural market conducted master classes, workshops and intellectual quizzes to engage students in the profession.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



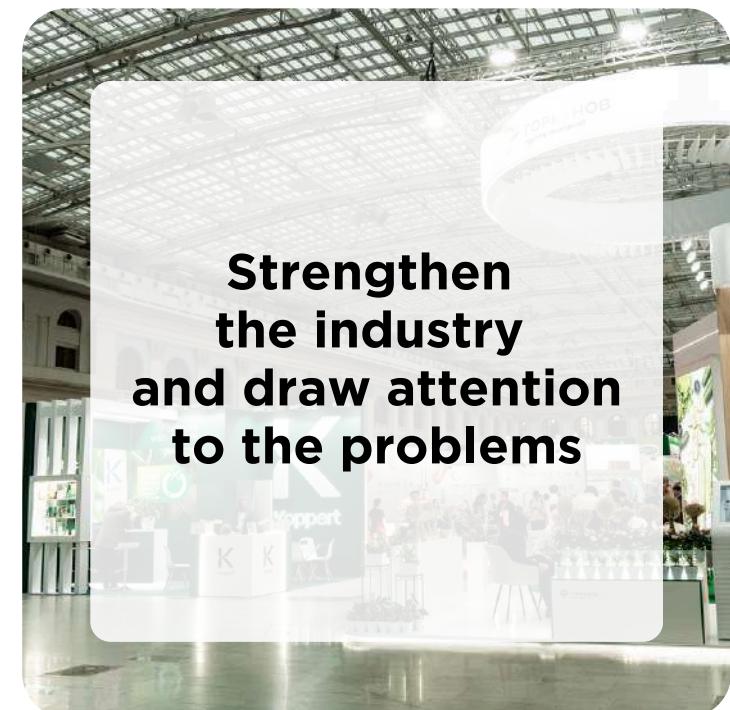
**Improve the quality  
and competitiveness  
of agricultural  
products**



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



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



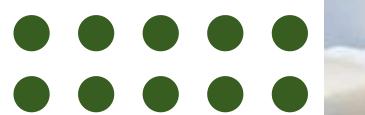
**Strengthen  
the industry  
and draw attention  
to the problems**



**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





Global Fresh Market: 11-13 November 2026

# Contacts

Contact our team for details and special offers:

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Global Fresh Market: 11-13 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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*Vegetables & fruits*

