

Eurasia's Leading International Food Exhibition Marks Its 35th Anniversary

873 exhibitors. 30 countries. 14 national pavilions. WorldFood Moscow 2026 opens its 35th edition with India as Partner Country.

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/EINPresswire.com/ -- The 35th anniversary edition of [WorldFood Moscow](#) 2026 will bring together more than 870 exhibitors from 30 countries

From 15 to 18 September 2026, the 35th anniversary WorldFood Moscow International Autumn Food Exhibition will take place at the Crocus Expo International Exhibition Centre in Moscow. The event is organised by ITE Group.

Since 1992, WorldFood Moscow has become one of the key platforms for professional dialogue in the food industry, bringing together food producers and suppliers, representatives of the retail and HoReCa sectors, buyers and other market participants on a single platform.

Today, WorldFood Moscow is not just an exhibition venue, but a fully-fledged industry ecosystem that operates all year round. The business programme, professional meetings, themed sessions, the summit and year-round online networking within the WorldFood Connect community enable participants to interact with one another, find new partners and develop their businesses well beyond the exhibition days.



Exhibitors

In 2026, 873 manufacturers and suppliers from 30 countries will showcase their products at WorldFood Moscow: Armenia, Belarus, Brazil, Vietnam, Georgia, Egypt, India, Indonesia, Jordan, Spain, Kazakhstan, China, Kyrgyzstan, Malaysia, the Netherlands, the United Arab Emirates, Oman, the Republic of Korea, Russia, Saudi Arabia, Tajikistan, Thailand, Tunisia, Turkmenistan, Turkey, Uzbekistan, Sri Lanka, Ecuador and Ethiopia. The exhibition will also feature products from the Middle East.

WorldFood Moscow will present the largest international exhibition among Eurasia's food trade fairs: 14 national pavilions will bring together companies from Brazil, Vietnam, Egypt, India, Indonesia, China, Kyrgyzstan, the UAE, Oman, Thailand, Tunisia, Turkey, Uzbekistan and South Korea.



India will also be the partner country for WorldFood Moscow 2026. A collective exhibition will be organised at the event with the participation of [APEDA](#), the Agricultural and Processed Food Export Development Authority of India. APEDA plays a key role in promoting Indian agricultural products in international markets, assisting Indian producers in entering foreign markets through quality control, certification, skills development and trade promotion, whilst enhancing the competitiveness of Indian agri-industrial products globally.

Nineteen companies from Brazil will be taking part in the exhibition for the first time. The national pavilion will be presented with the support of ApexBrasil, the Brazilian agency for the promotion of exports and investment.

Alongside international participants, WorldFood Moscow will feature producers and suppliers from more than 50 regions of Russia. Companies will take part both individually and as part of collective pavilions. The largest Russian pavilions will be those of Chelyabinsk (11 companies), the Altai Krai (11 companies) and Voronezh (6 companies); among the international pavilions, Kyrgyzstan will be represented by 14 companies and Uzbekistan by 8.

In 2026, the event will welcome over 400 new participants, including 105 from Russia and more than 300 from abroad. New participants include: X5 Logistics, Grolenstar, 'Secrets of Nature', 'Tomer', 'H2O', 'Natural Drinks', 'Altai Seligor', 'Pchel'nik Company', 'Global Functional Drinks Rus' and others.

The [full list of exhibitors](#) at the anniversary exhibition is available on the WorldFood Moscow website.

The participants' products will be presented across 16 themed sections, covering almost the entire spectrum of the FMCG market. These include: groceries; confectionery and bakery products; organic products and healthy eating; fruit and vegetables; soft drinks; tea and coffee; ingredients; frozen foods; preserves; oil and fat products and sauces; halal products; dairy products and cheeses; fish and seafood; meat, poultry and eggs; alcoholic drinks; and non-food items and business services.

The 'Fruit and Vegetables' section traditionally occupies a special place in the exhibition. Thanks to its seasonal nature, WorldFood Moscow remains one of the leading exhibitions in Eurasia where this category is represented on such a scale.

A platform for business and direct contracts

One of the key advantages of WorldFood Moscow is the opportunity to reach the main distribution channels for food products and comprehensively address business challenges. The exhibition has traditionally served as a venue for face-to-face meetings between producers and buyers from the retail, wholesale and catering sectors.

Every year, WorldFood Moscow is attended by over 22,000 industry professionals from Eurasia and beyond, an opportunity for exhibitors to present their products to buyers, find international partners, expand their sales geography and increase brand awareness.

WorldFood Moscow 2026 will feature the Retail Chain Procurement Centre, a unique format for business negotiations enabling suppliers to present their products directly to buyers and discuss opportunities for supplying Eurasia's and the CIS's largest retail chains. In 2026, more than 200 category buyers will take part, including representatives from Auchan, X5 Group, Magnit, Azbuka Vkusa, Lenta, Ozon, Globus, METRO, Verny, Yandex Lavka, Svetofor, Magnolia, Lukoil, Samokat, Gazprom, Dixy and others.

This year, WorldFood Moscow will feature several negotiation formats:

- Retail Chain Procurement Centre, 15–16 September - the traditional format for negotiations between suppliers and buyers from Eurasian retail chains.
 - Retail Chain Procurement Centre (Foreign Economic Activity), 17 September - negotiations between foreign suppliers and buyers from Eurasian retail chains responsible for foreign economic activity.
 - Contract Expo, 15–17 September - direct negotiations with buyers at participants' stands.
- WorldFood Moscow will also host buyers from retail chains in CIS countries.

Using the online platform, participants can identify relevant contacts in advance and schedule

meetings with buyers interested in specific product categories. Last year, more than 3,500 negotiations took place within the Retail Chains Procurement Centre, resulting in 2,834 contracts totalling 91.5 billion roubles.

WorldFood Connect

The WorldFood Connect mobile app helps to optimise business processes and simplify work at the exhibition; it is a business community for professional networking among participants, experts, speakers and visitors to WorldFood Moscow.

The app combines several services:

- Lead scanning - a quick service for exchanging contact details. The lead scanning feature also allows visitors to scan QR codes at stands, with exhibitors receiving a notification of interest.
- Matchmaking - a system of smart recommendations based on exhibition visitors, enabling companies to connect, exchange messages and arrange face-to-face meetings.

In 2026, the WorldFood Connect app will feature the WorldFood Moscow online showcase for the first time. The 'Products' section brings together exhibitors' products, searchable by name, manufacturer and other criteria. Flagging a brand with the 'Interested' button sends a notification directly to the relevant company representative.

WorldFood Connect also hosts category-specific themed weeks and webinars on the food industry throughout the year for manufacturers, retailers and the HoReCa sector.

Competitions

As part of WorldFood Moscow 2026, the annual 'New Product of the Year' competition is open to food and drink products launched no earlier than 2025. Taking part allows manufacturers to showcase innovative products and gain additional promotion on retail shelves and online platforms.

In 2026, the judging panel comprised representatives from: 'Perekrestok', 'Pyaterochka', METRO, SPAR, 'Auchan', 'Verny', 'Pobeda Chestnykh Cen', 'Dixy', 'Linia Hypermarket', 'Gradusy', Globus, Dobrotsen, Rahat Supermarket, PORT BAKU BAZAR, Magnum, 'Products at Home', Baraka Market and 'Asia Retail'.

The exhibition will also host the 'Product of the Year' tasting competition, an opportunity for producers to showcase their highest-quality food products and raw materials and receive professional feedback from industry experts. Products must meet the technical regulations for food products, be produced using modern technologies, and be stored in accordance with regulatory requirements. Applications can be submitted on the first day of the exhibition.

WorldFood Moscow 2026 Business Programme

Running alongside the exhibition, WorldFood Moscow will host a business programme of over 80 events featuring more than 170 speakers across four venues: the Forum, the Retail Academy, WorldFood HoReCa and the Culinary Marathon.

At the Food Business Leaders' Forum, top managers from retail chains, industry experts and analysts will discuss market trends in open discussions. Sessions include:

- 'Current figures and facts about the food market';
- 'The New Market Model', main plenary discussion by food retail leaders;
- 'The Transformation of Foodservice Formats Amid Intensifying Competition';
- 'Management Decisions and Digital Tools in Retail';
- 'A Change in Leadership in the E-grocery Market and the Adaptation of FMCG Manufacturers';
- INFOLine plenary: 'Transformation of the product range in the food industry: working with new products, private label production and other solutions to maintain competitiveness'.

On 17 September at 16:00, the Forum will host the gala awards ceremony for the 'Product of the Year' competition.

The Retail Academy focuses on practical aspects and best practices of retail: analysing case studies, improving product range policies and developing category management tools. Conferences include:

- 'The Dairy Industry 2027: Shaping the Future';
- 'Fresh and Ultra-Fresh in Retail: Managing Efficiency, Customer Experience and Operational Sustainability';
- 'Category Management in the Confectionery Industry: Managing Assortment, Margins and Shelf Space';
- 'Building Brands? How to Further Develop Retailers' Private Labels';
- 'Ready Meals 2027: Retail is reshaping the market. Are you a player or a spectator?';
- 'How to get on the shelf in the age of collaboration: retail × manufacturers × HoReCa'.

On 17 September, the Retail Academy will host the awards ceremony for the 'New Product of the Year' competition. On 18 September from 11:00 to 15:00, it will host the KATMENPRO open club for category management professionals, organised by Anna Tishchenko, founder of the 'Category Management' community and the ARPM agency. Participants will discuss how retailers and suppliers can win the battle for shoppers' attention amid intense promotional activity, growing private-label share, e-grocery development, retail media and artificial intelligence.

At WorldFood HoReCa, leading experts will share practical tools to help catering businesses reach new levels of profitability. Admission is free upon pre-registration; participants receive speaker materials and a certificate of attendance.

WorldFood HoReCa programme:

- 15 September, 'Strategy & Management', 'HR & Training';
- 16 September, 'Bar & Promotion';
- 17 September, 'Chef 2026–2027', 'Procurement & Automation';
- 18 September, WorldFood HoReCa Tutor: management.

As part of the Culinary Marathon, masterclasses will be held by Russian chefs introducing modern gastronomic approaches, regional produce and cooking techniques. Planned masterclasses include:

- 'Back to the Future: the new generation of Tokyo cuisine';
- 'The Cuisine of the Peoples of Siberia: from Yakutia to Altai';
- 'Arctic cuisine: traditional dishes of the Sámi and Pomors';
- 'The Depths of Baikal Cuisine: Rare Specialities, Forgotten Flavours and Bold Contemporary Twists';
- 'Korean Family Recipes';
- 'Baltic cuisine: an "island" mindset in the approach to ingredients and dishes';
- The finale of the 'Russian Fusion' project: 8 regions on one plate;
- 'The influence of young chefs on the development of dishes and flavours in restaurants';
- 'The economics of fermentation: flavour + health + shelf life'.

On 18 September from 10:00 to 16:00, the Culinary Marathon venue will host the WorldFood HoReCa Tutor programme:

- WorldFood HoReCa Tutor: management - five 40-minute keynote lectures by leading hospitality figures on building a successful business and tackling current market challenges, concluding with a tasting session hosted by Secret Kitchen.
- WorldFood HoReCa Tutor: chef - five 50-minute masterclasses by leading Russian chefs on current gastronomic trends and professional techniques for aspiring professionals.

Sponsors and partners of WorldFood Moscow 2026

- Partner country - India, APEDA
- Partner - Grand Trade
- Charging solutions partner - Beri Zaryad
- Strategic partner of WorldFood HoReCa - HURMA Recruitment
- Strategic partner of WorldFood HoReCa - Hospitality Factory
- Strategic partner of WorldFood HoReCa - APPETISING MARKETING
- Strategic partner of the Culinary Marathon - HURMA Recruitment
- Partner of the WorldFood HoReCa TUTOR programme - Moscow Association of Chefs
- Business Programme Partner - ZHEJIANG TEA GROUP

- Business programme partner - Hua's Tea Family
- Business Programme Partner - THE JIANS AGRICULTURE AND RURAL AREAS
- General industry partner - Retail.ru
- Retail Academy Partner - KATMENPRO
- Session partner - Yandex Crowd Solutions
- Session partner - PO:NTSLAB
- WorldFood HoReCa Session Partner - iiko
- Culinary Marathon Session Partner - ELITGROUP INVEST
- Strategic analytical partner - INFOLine

The WorldFood Moscow International Autumn Food Exhibition is held with the official support of government bodies and industry associations in the Russian Federation and abroad. Supporting organisations include: the Ministry of Agriculture of the Russian Federation, the Ministry of Industry and Trade of the Russian Federation, the Federation Council Committee on Agrarian and Food Policy and Environmental Management, the State Duma Committee on Agrarian Issues, the Federal Service for Veterinary and Phytosanitary Surveillance (Rosselkhoz nadzor), the Moscow City Government, the Ministry of Agriculture and Food of the Moscow Region, the Committee on Agricultural Policy and the Consumer Market of the Moscow Regional Duma, the Federation of Restaurateurs and Hoteliers (FRIO), the National Union of Milk Producers (SOYUZMOLOKO), the Russian Union of Dairy Industry Enterprises, the Fish Union, the Union of Potato and Vegetable Market Participants (Potato Union), the Union of Juice, Water and Beverage Producers 'SOYUZNAPITKI', and the Union of Russian Brewers.

The 35th anniversary WorldFood Moscow International Autumn Food Exhibition will take place on 15–18 September 2026 at the Crocus Expo International Exhibition Centre, Pavilion 3, Halls 14 and 15 (Moscow, Myakinino metro station.)

WorldFood Moscow brings together the full food industry ecosystem, from manufacturers and importers to retailers, distributors and HoReCa operators, creating a unique environment where business relationships are built, products are discovered and commercial decisions are made. For exhibitors, the show represents not just four days of meetings but a gateway to the Eurasian food market, supported by year-round engagement through WorldFood Connect, industry webinars and themed content programmes.

The 35th anniversary edition builds on three decades of industry leadership. Since its founding in 1992, WorldFood Moscow has grown from a domestic trade fair into one of Eurasia's most internationally recognised food exhibitions, with a track record of facilitating billions of roubles in contracts, introducing thousands of new products to the Eurasian market and connecting suppliers with the full spectrum of modern food retail. This year's edition, with India as partner country, 14 national pavilions, over 80 business programme events and more than 400 new participants, reflects the continued expansion of the show and the deepening of its role as the central meeting point for the global food industry across Eurasia.

For visitors, WorldFood Moscow 2026 offers an unmatched opportunity to survey the full breadth of the food and drink market in a single venue, from established regional producers to international brands entering the market for the first time. Whether sourcing new suppliers, scouting product innovations, attending business programme sessions or participating in the Retail Chain Procurement Centre negotiations, visitors leave with actionable market intelligence and new commercial contacts that extend well beyond the exhibition floor.

Exhibitors and visitors are encouraged to register in advance and download the WorldFood Connect app to begin scheduling meetings and exploring the exhibitor product catalogue ahead of opening.

WorldFood Moscow 2026 is supported by the full breadth of the region's food industry regulatory and association infrastructure, ensuring the exhibition remains the most authoritative and well-attended food trade event in the Eurasian region.

Visitors attending WorldFood Moscow 2026 are also invited to vote in the 'New Product of the Year' competition, helping to shape which products gain visibility on retail shelves across Eurasia and the CIS, drawing interest from manufacturers seeking recognition and retail placement in the Eurasian market.

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