



برقية صادرة

عاجل جدا

سعادة الرئيس التنفيذي للمركز الوطني للتنمية الصناعية
سعادة الرئيس التنفيذي لهيئة تنمية الصادرات السعودية
سعادة الرئيس التنفيذي للمركز الوطني للنخيل والتمور
سعادة الأمين العام لاتحاد الغرف السعودية

السلام عليكم ورحمة الله وبركاته

أود إفادة سعادتكم بتلقي الوزارة برقية سفارة المملكة في موسكو، المتضمنة تلقيها خطاب المدير العام للمعرض العالمي للأطعمة في موسكو السيد / ديمتري زافقوردينو (مرفق)، المتضمن رغبة المعرض في مشاركة عدد من الجهات والشركات المصدرة والموردة للأطعمة في هذا المعرض المقرر عقده خلال الفترة ١٥-١٨ سبتمبر ٢٠٢٦م. لتفضل سعادتكم بالاطلاع واتخاذ ما ترونه مناسباً، ولسعادتكم أطيب تحياتي.

المشرف العام

على وكالة الوزارة لشؤون الاقتصاد والتنمية

عبد الرحمن بن إبراهيم الرسي

عنه/ فيصل بن محمد السديري





O/Ref.: 1311/26

8 July 2026

Ambassador Extraordinary and Plenipotentiary
of the Kingdom of Saudi Arabia
to the Russian Federation
H. E. Mr. Sami Mohammed Al-Sadham

Invitation to WorldFood Moscow 2026

Your Excellency Mr. Sami Mohammed Al-Sadham,

On behalf of ITE Group, the leading organiser of international industrial events (exhibitions, summits and conferences) in Russia and the CIS countries, we express our deep respect to you.

We avail ourselves of the opportunity to inform you that the 35th International Food and Drink Exhibition WorldFood Moscow will take place from 15 to 18 September 2026 in Moscow, IEC "Crocus Expo". WorldFood Moscow is the largest international autumn food and drink exhibition in Russia and the CIS countries serving as the main meeting place and exchange of experience between leaders of the domestic and foreign food markets.

The 16 main sectors of WorldFood Moscow showcase the best products from leading domestic and foreign manufacturers and suppliers. In 2026, WorldFood Moscow plans to welcome over 1,100 exhibitors and 26,000 visitors from 30 countries and 60 regions of Russia.

Your Excellency Mr. Sami Mohammed Al-Sadham, taking into account the high level and significant contribution of WorldFood Moscow 2026 to the development of food production, we would be grateful if you could disseminate information about the event among relevant food manufacturers, suppliers and retailers in the Kingdom of Saudi Arabia who may be interested in participating. We also ask you to provide official support for the event by sending a welcome letter.

We would be grateful if you informed us of your decision.

On this occasion, we would like to renew to you our assurances of highest consideration.

Sincerely yours,

General Director
Dmitry Zavgorodniy

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**WORLD
FOOD**
MOSCOW

35TH EDITION

**15-18
SEP 2026**
CROCUS EXPO - MOSCOW

Where Global Tastes Meet New Markets

Your gateway to
Russia's expansive F&B
and Horeca markets



BOOK YOUR STAND
expoworldfood.com





USD 1,104,496,500B
IN NEGOTIATIONS AT THE EVENT

\$30B*

**IN ANNUAL
FOOD IMPORTS**

With a population of 140 million, Russia is one of the world's largest importers of food. The country's demand for food is growing rapidly, and the government is seeking to diversify its food sources. The event provides a unique opportunity for Russian importers to meet with foreign suppliers and negotiate deals.

**A GATEWAY TO SERIOUS
TRADE OPPORTUNITIES IN
AN IMPORT-ORIENTED MARKET.**



26,300*
Visitors

1,100*
Exhibitors

81
Countries
Represented

18
National
Delegations

16
Product
Sections



**Russia's Premier
Hub for Global Food
& Beverage Trade**

3,528 Negotiations across 3 Days

INDUSTRY LANDSCAPE & MARKET OPPORTUNITIES

SIGNAL GROWTH
The Russian market is a dynamic and growing one, offering significant opportunities for foreign investment and trade. The country's large population and strategic location make it a key player in the global economy.

DEMAND FOR VARIOUS
The Russian market is a dynamic and growing one, offering significant opportunities for foreign investment and trade. The country's large population and strategic location make it a key player in the global economy.

HEAVY INVESTMENT FINANCE
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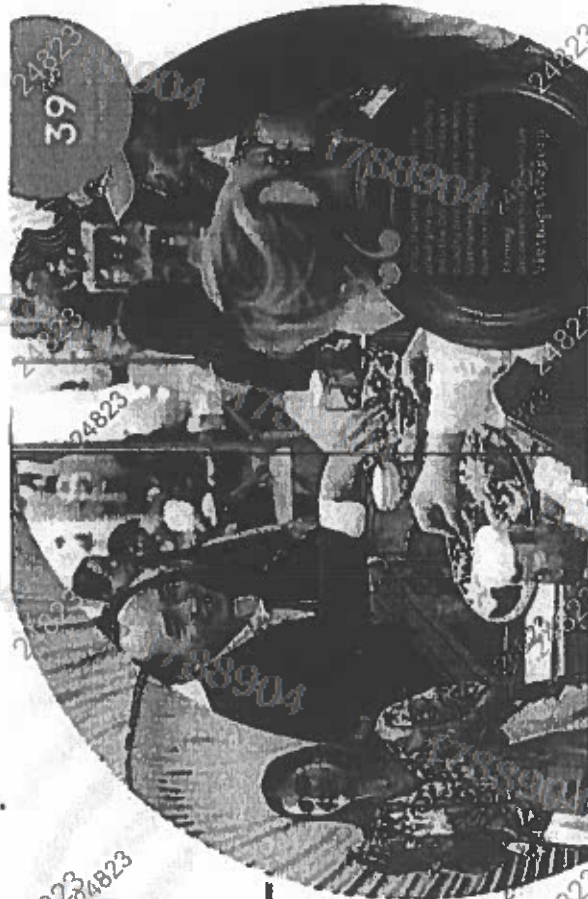
IMPACT
The Russian market is a dynamic and growing one, offering significant opportunities for foreign investment and trade. The country's large population and strategic location make it a key player in the global economy.

TAPPING INTO RUSSIA'S APPETITE FOR INNOVATION
Russia's growing R&D landscape, bolstered by federal subsidies and government support, has created a fertile ground for innovation. Foreign companies looking to enter the Russian market should focus on developing innovative solutions that address the country's specific needs.

A Market Ripe with Demand
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Public Works
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Result for Government
The Russian market is a dynamic and growing one, offering significant opportunities for foreign investment and trade. The country's large population and strategic location make it a key player in the global economy.



Who Makes Up Our Audience

LEVELS OF SENIORITY



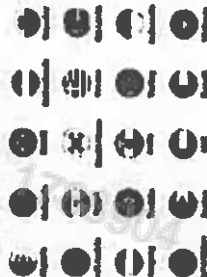
BUSINESS TYPES



VISITOR INSIGHTS



30+ COUNTRIES EXHIBITING





2,942
Delegates

150+
Speakers

50
Crafted
Sessions

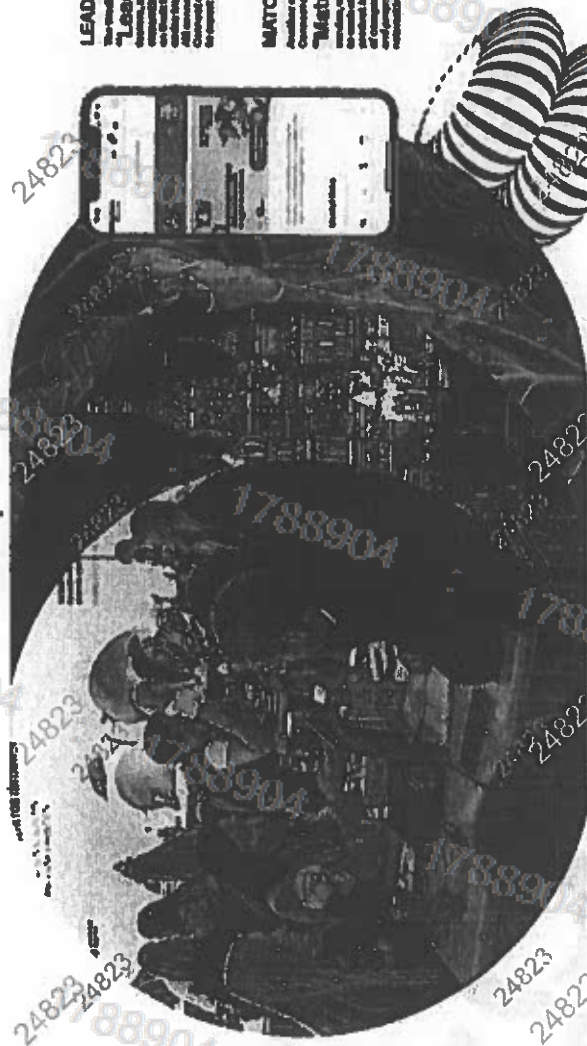
4
Days

**Conference
Programme**

A graphic showing a person in a lab coat working at a computer, with the text 'REMAIN CADD' and 'CONFERENCE PROGRAMME' overlaid.

LEADSCANNING
 The new LeadScanner software from the makers of the popular "LeadScanner" software, is a powerful tool for scanning and organizing your lead database. It can scan and organize your lead database in a matter of minutes, and it can also scan and organize your lead database in a matter of minutes.

MATCHMAKING
 Another exciting feature of the new Matchmaking software is its ability to match your lead database with the most relevant and profitable leads. It can scan and organize your lead database in a matter of minutes, and it can also scan and organize your lead database in a matter of minutes.



WorldFood
CONNECT

WorldFood Connect is a powerful tool for scanning and organizing your lead database. It can scan and organize your lead database in a matter of minutes, and it can also scan and organize your lead database in a matter of minutes.

36,500
 Action Users

1,200
 Corporate Registrations

5
 Online Broadcasts

7,734
 Designs Scanned

129
 Interviews Published

1788904 : 24823

Why Exhibit at WorldFood Moscow

**WORLD
FOOD**
MOSCOW

**15-18
SEP 2026**
CROCUS EXPO - MOSCOW

GAIN DIRECT ACCESS TO RUSSIAN FREEMARKET

For the first time, Russian
freemakers will be able to
showcase their products
directly to international
buyers. This is a unique
opportunity to establish
new business relationships
and increase sales in the
Russian market.

MEET QUALIFIED TRADE BUYERS

Exhibitors will receive a list of
qualified trade buyers, including
importers and distributors,
to meet and discuss their
products and services.

SHOWCASE YOUR PRODUCTS LIVE

Exhibitors will have the opportunity to
showcase their products live to
international buyers. This is a
great way to demonstrate the
quality and value of their products.

JOIN THE INDUSTRY'S FLAGSHIP EVENT

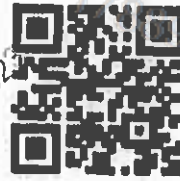
WorldFood Moscow is the
largest and most important
food and beverage event in
Russia. It is a must-attend
event for anyone in the
industry.

**EXPAND YOUR GLOBAL
REACH - BECOME AN
EXHIBITOR AND BOOST
YOUR EXPORTS!**

CONTACT US

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expoworldfood.com

BOOK A STAND



الإدارة العامة للاتصالات الإدارية - GAAC