

29 – 31 OCTOBER 2025
Russia, IEC Yekaterinburg-expo

SYNERGY OF EXHIBITIONS IN THE URALS



Министерство международных и
внешнеэкономических связей
Свердловской области
07.08.2025
Вх. № 2158





 **AGROPROM**
URAL

International Exhibition of
Agricultural Machinery, Materials and
Equipment for Animal Husbandry
and Crop Production.




interfood
URAL

Exhibition of food and drinks.

 **foodtech**
URAL

Exhibition of equipment,
materials and ingredients for
food&drink industry.



CONCEPT "FROM FIELD TO COUNTER"

Official support
of Agroprom Ural:



Russian Ministry
of Agriculture

Official support:



Government of
Sverdlovsk region



City Administration
of Yekaterinburg

FROM THE FIELD TO THE COUNTER

The synergy of exhibitions in the Urals
is annually held under the new concept

FoodTech Ural and InterFood Ural exhibitions will take place at the same time as Agroprom Ural.



TYPE OF ACTIVITY OF VISITORS SPECIALIST

The synergy of the autumn exhibitions under the concept of **"From the field to the counter"** – from the growing of the products to their arrival on the shelves of shops. This increases the efficiency of exhibiting and makes the event more useful for both businesses and industry professionals.





FACTS ABOUT URALS EXHIBITONS



The key objective of the Agroprom Ural exhibition is to demonstrate the achievements of the Urals agro-industrial complex, as well as to create a platform for sharing experience and establishing business contacts between producers, suppliers and consumers of agricultural products.



InterFood Ural is one of the largest B2B food stuff and beverage exhibitions in the Ural for food business professionals



FoodTech Ural is the key specialised B2B exhibition of equipment, packaging, labels materials and ingredients for food&drink industry in the Ural region



ABOUT THE VISITOR AUDIENCE



Qualitative visitor audience:

- heads of agricultural holdings,
- agricultural enterprises,
- heads of peasant households,
- representatives of dealer companies,
- heads of supply departments,
- engineers, agronomists,
- agrochemists,
- biotechnologists,
- zoo technicians,
- veterinarians,
- technologists.



Visitors to both exhibitions are a broad audience of food, catering and HoReCa professionals, including:

- owners and managers of food processing and catering businesses
- food processing engineers and technologists
- production and workshop managers
- purchasing and supply managers
- representatives of restaurant, hotel and catering business (HoReCa)
- entrepreneurs and investors interested in food and food production technologies



VISITORS OF URALS EXHIBITIONS

70%
make decisions on the supplier selection and procurement in the company

90%
from the Urals Federal District

50%
conclude contracts after visiting trade exhibitions



VISITORS GEOGRAPHY

1. Sverdlovsk region
2. Chelyabinsk region
3. Tyumen region
4. Kurgan region
5. Perm Territory
6. Khanty-Mansiisk autonomous district
7. Other regions of Russia

VISITORS INTEREST TO PRODUCTS PRESENTED AT THE EXHIBITION

65% Packaging and packaging equipment,
labels, containers

42% Ingredients, flavorings, additives, colorants,
seasonings, spices. Raw materials

31% Equipment for cafes and restaurants

27% Equipment for bakeries and confectioneries

25% Refrigeration and freezing equipment

20% Retail and cash register equipment

16% Equipment for dairy plants and cheese dairies

15% Meat processing equipment. Smokehouses

7% Other

49% Dairy products. Cheeses

47% Meat, sausages, poultry

40% Frozen food. Semi-finished products.
Conservation

38% Grocery. Cereals. Pasta. Spices. Snacks

37% Healthy food

36% Bakery and confectionery products

32% Fish and seafood

29% Soft drinks. Water. Juices

23% Alcoholic beverages, wines, beer

9% Other (prepared food, own goods category,
ingredients, sauces)

49% Agricultural machinery and spare parts

38% Equipment for animal and poultry
farming

37% Equipment for crop products processing
and storage

31% Feed and veterinary products for animal
and poultry farming

29% Agrochemical products

27% Planting materials and seeds

23% Irrigation equipment

22% Greenhouse equipment

BENEFITS OF EXHIBITING

1

Direct contact with the target audience.

Opportunity to personally present products and services to industry experts, establish new business contacts and strengthen relationships with current partners.

2

Expansion of sales geography.

Entering the markets of the Urals, Siberia and neighbouring countries – the exhibitions are visited by buyers, business representatives and agro-industrial enterprises from different regions.

3

Increased brand recognition.

Vivid participation in the exhibition is a way to make yourself known, demonstrate new products and strengthen the company's image.

4

Participation in the business programme.

Opportunity to speak at forums, conferences and roundtables, demonstrate expertise and establish expert status.

5

Marketing support from the organisers.

Promotion of participants through the official website, social networks, press releases and mailings, which provides additional recognition.



BUSINESS PROGRAMME 2024

3

days

>220

speakers

40

events in 5
conference halls



Masterclasses
and practical
sessions

Actual cases
from market
leaders

Discussion
of trends,
technologies,
automation

Space for
networking
and professional
growth

EXHIBITON SPECIFICS

FOODTECH URAL 2025: Chefs' Choice

Master-classes of author's cuisine from leading chefs of famous Urals restaurants on the equipment of the exhibitors.

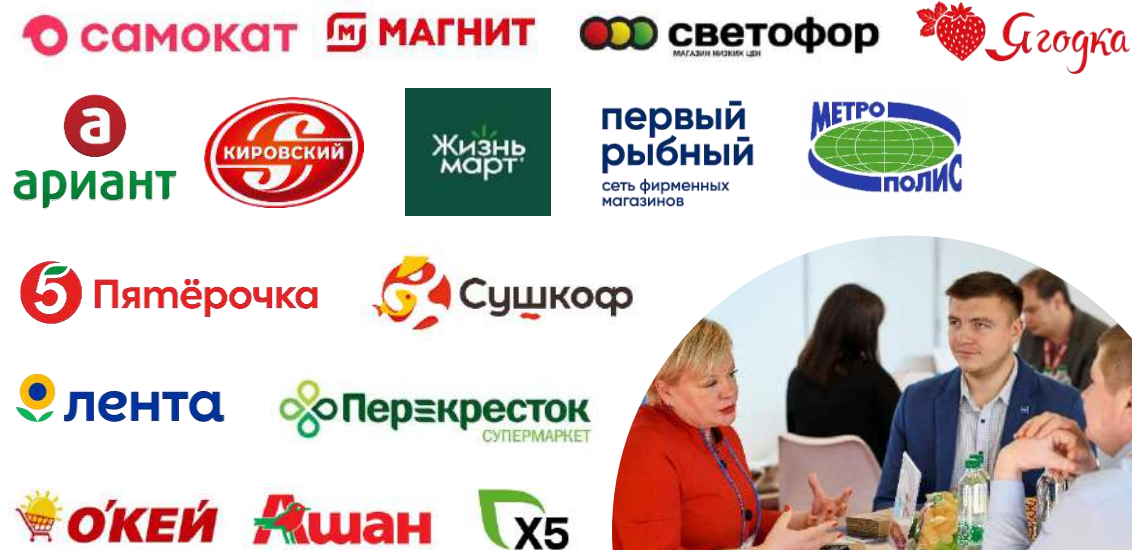
Use the advertising and sponsorship opportunities of the Chefs' Choice project to demonstrate the capabilities of your equipment to the target audience of HoReCa specialists.



INTERFOOD URAL annually includes the Negotiation Centre with retail chains and distributors

The Negotiation Centre with retail chains and distributors gives exhibitors an exclusive opportunity to present their products to purchasing managers, category managers of federal and regional retail chains, as well as wholesale and retail enterprises.

Negotiation centre participants:



EXHIBITORS FEEDBACK



This is the third year we have participated in the exhibition and we are satisfied with its format. The convenient time of the exhibition allows us to meet with our clients after the end of the main agricultural works. The organisers have made a lot of effort to make our work comfortable. I wish the exhibition further development and improvement. We plan to participate next year.
LLC Agrokomplekt



We present raw materials and ingredients for the confectionery food industry, for meat and beverage production. This is not the first year we have taken part in the exhibition. We have caught some very good big leads, partners came from Moscow and St. Petersburg, and we also meet local clients: Yekaterinburg and Chelyabinsk. We are introducing new products to the market: we introduced our cocoa product to about 70 decision-makers at the exhibition. We very much enjoyed the business programme on trends in consumer demand.

Viktor Petushkov, Commercial Director, Sell-Service, Novosibirsk



I am presenting here now the products of the Minsk dairy factory. This is the second year we have taken part in the exhibition. We really enjoyed it, so this year we have a large stand here. The results of the exhibition are very good. There were those with whom we already work, and quite a lot of new ones. We received about 30 new contacts per day. Contacts of managers who came here to sign contracts. I have decided that we will participate next year.
Vladimir Nosdrin, sale manager Minsk dairy factory № 1, Belarus



EXHIBITORS

ЕКОНІВА
ЭКОНІВА
СЕМЕНА



TOPIX
GROUP

JetCool



UZP



AVAGRO



HUALIAN
MACHINERY



Alcrème



ENJOY-FOOD.RU
EST. 2002
ENJOY
FOOD



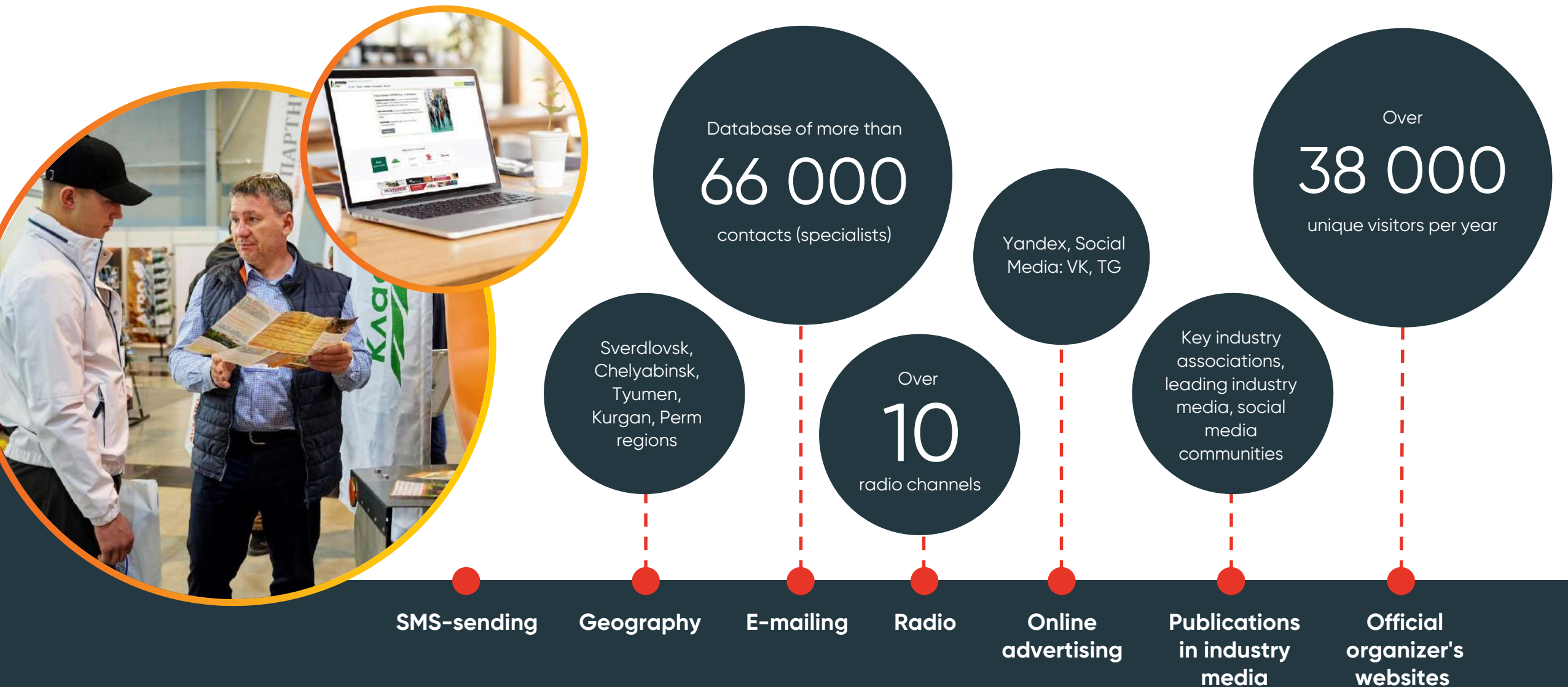
Klinin



SELL
SERVICE
INDUSTRIAL

apton
print house

VISITORS ACQUISITION CAMPAIGN



SPONSORSHIP OPPORTUNITIES OF 3 EXHIBITIONS

Take advantage of the commercial potential of the exhibition. We offer your company the following types of extended participation.

Exhibition sponsorship packages:

General sponsorship

Official sponsorship

Registration sponsorship

Business programme Sponsorship

Sponsorship of the evening banquet

Exhibition partner bank



Reach of the target audience of the Agroprom Ural,
InterFood Ural and FoodTech Ural exhibition:

38 000+

Website visitors
exhibitions per year

66 000+

Mail recipients

4 000+

Exhibition visitors

To receive the catalogue of sponsorship and advertising opportunities, please, contact the Organizing Committee:

+7 343 226 04 29 ural@mvk.ru

ADVERTISING OPPORTUNITIES OF 3 EXHIBITIONS

Advertising Opportunities

Placement of advertising structures on the territory of the exhibition and the exhibition centre

Placing adverts on the exhibition website

Advertising in the official guidebook

Rental of conference halls and equipment

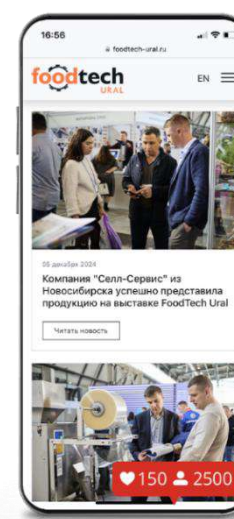
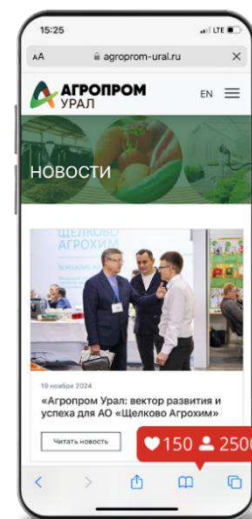
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Free company promotion options are available to all exhibitors:

- ✓ Placement of news on the exhibition website, social networks, inclusion of a news block in the visitor's mailing list.
- ✓ A package of advertising materials is available to announce your participation in the exhibition.

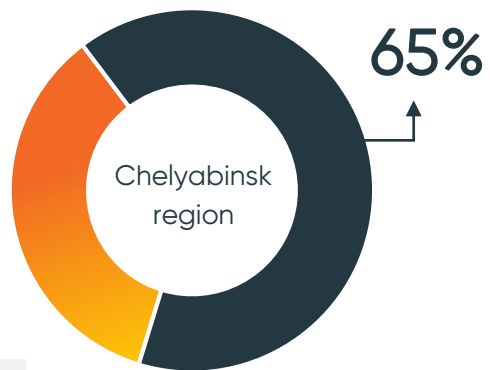




POTENTIAL OF THE AGRO-INDUSTRIAL COMPLEX OF THE URAL REGION

Animal husbandry

Crop production

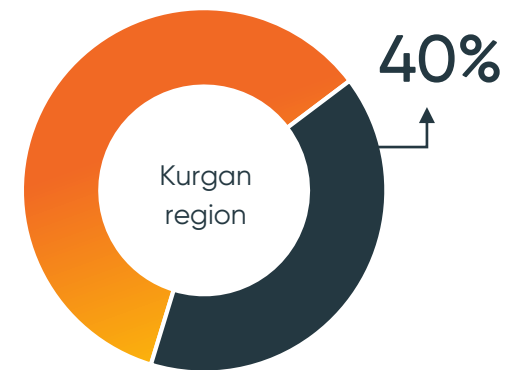


> 95

agricultural enterprises

> 2000

farms

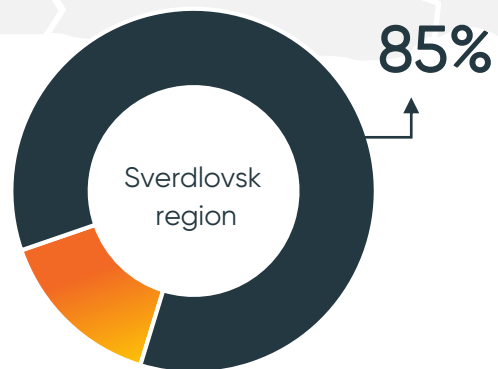


> 80

agricultural enterprises

> 1300

farms

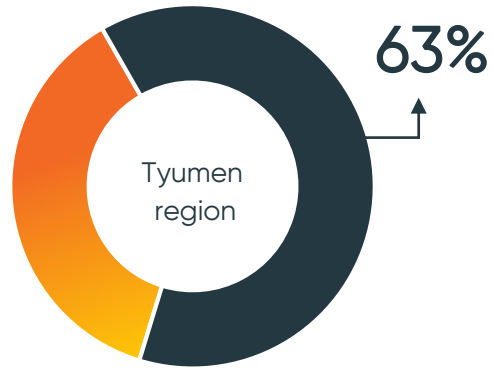


> 170

agricultural enterprises

> 1500

farms

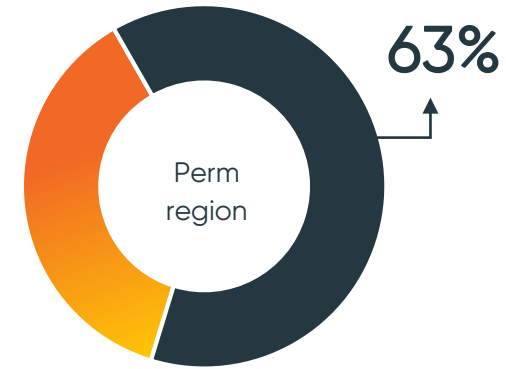


> 170

agricultural enterprises

> 1500

farms



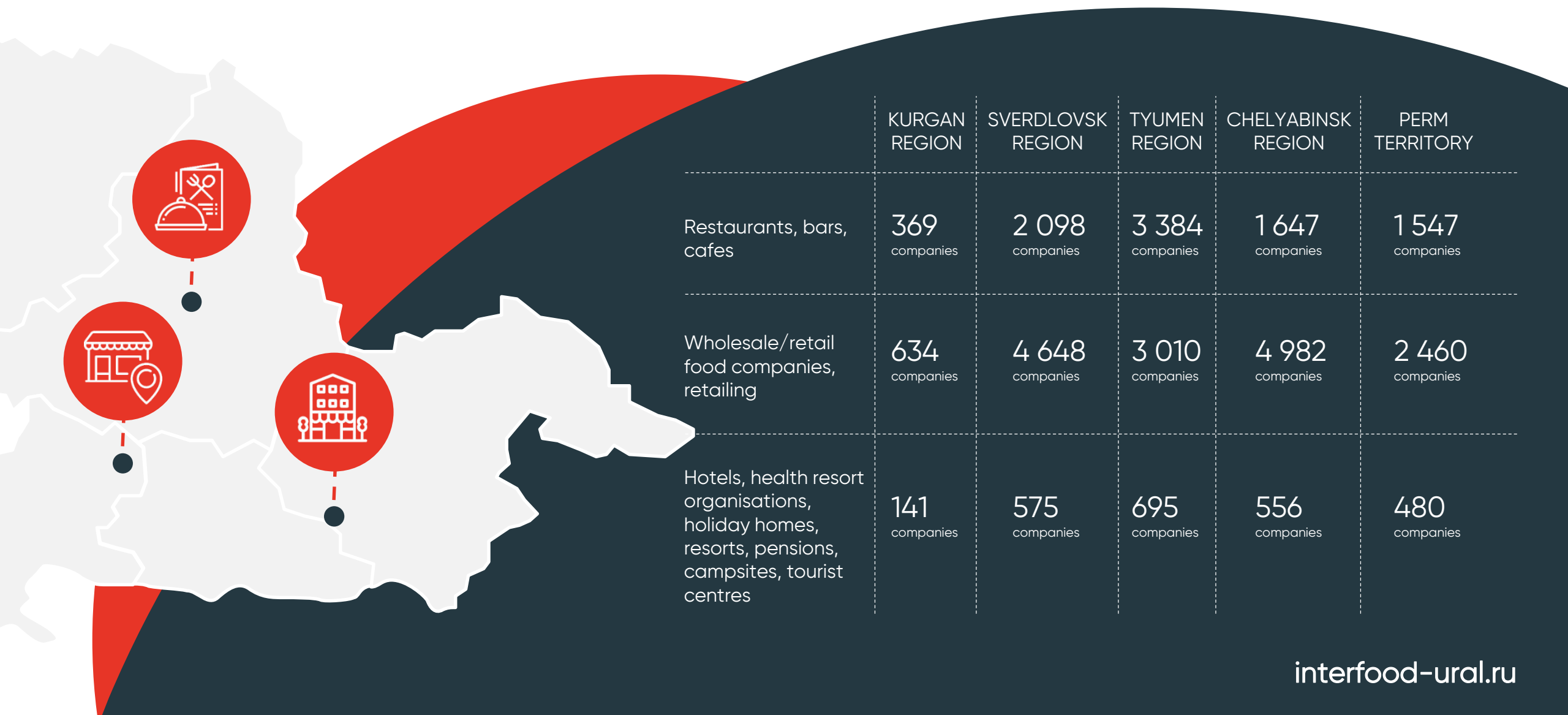
> 150

agricultural enterprises

> 1000

farms

FOOD INDUSTRY MARKET POTENTIAL IN THE URALS FEDERAL DISTRICT AND PERM TERRITORY



MARKET POTENTIAL OF THE FOOD PROCESSING INDUSTRY, FOOD AND BEVERAGE PRODUCTION IN THE URALS FEDERAL DISTRICT AND PERM TERRITORY

Urals Federal District

4 896 Companies in the food processing sector production

1 510 (31%)
Sverdlovsk region

732 (15%)
Khanty-Mansiysk Autonomous District

1 370 (28%)
Chelyabinsk region

299 (6%)
Kurgan region

735 (15%)
Tyumen region

250 (5%)
Yamalo-Nenets Autonomous District

Volga Federal District*

938 Companies in the food processing sector production
*Perm Territory





AGROPROM
URAL

interfood
URAL

foodtech
URAL

Take part in one of the unique industry events – increase sales at the Agroprom Ural, Interfood Ural, Foodtech Ural 2025 exhibitions!

BOOK A STAND NOW

Organizing Committee:

Tel.: +7 (343) 226-04-29

E-mail: ural@mvk.ru

Website: <https://mvk.ru/en-GB/exhibitions.aspx>