Business Programme Schedule
Crocus Expo, September 15-18, 2026

35 WORLD FOOD MOSCOW

FOOD BUSINESS LEADERS FORUM	RETAIL ACADEMY	EDUCATIONAL PROGRAM WORLDFOOD HORECA	CULINARY MARATHON
Producer - Yulia Alimova, 8-967-275-90-84	Producer - Yulia Alimova, 8-967-275-90-84	Producer - Polina Machina, 8-903-515-70-59	Producer - Polina Machina, 8-903-515-70-59
Forum Hall	*Academy Hall*	*HoReCa Hall*	*Culinary Marathon Hall*
15th September, Tuesday			
11 am -12:30 pm **ANALYTICAL SESSION** **Up-to-date figures and facts on the food market** Moderator: Svetlana Silenina, INFOLine	10:30 am - 1 pm **CONFERENCE** **DAIRY INDUSTRY 2027: SHAPING THE FUTURE** Moderators: Irina Vedenetskaya, Labelmen Anna Sobyanina, A.STUDIO	**TRACK: STRATEGY** Moderator: Ekaterina Starodubtseva-Kalacheva, HURMA Recruitment 10:40 AM – 11:20 AM **HORECA IN NUMBERS: ANALYTICAL MARKET OVERVIEW BY ROMIR** Speaker: Margarita Abramkina, ROMIR 11:20 AM – 12:00 PM **MENU ENGINEERING** Speaker: Olga Tarabrina, Like4Like 12:00 PM – 12:40 PM **RESTAURANT UNDER PRESSURE. TRENDS AND GROWTH TECHNOLOGIES** Speaker: Zoya Kamenskaya, iiko 12:40 PM – 1:20 PM **GASTOALIANS: THE MOST DISTINCTIVE RESTAURANT PROJECTS AT THE INTERSECTION OF GASTRONOMICS, FASHION, BEAUTY, AND LIFESTYLE** Speaker: Anya Yanchevskaya, CHIHO	Moderator: Gayane Breiova, Brand Chef at Gayane's 10:20 AM – 11:15 AM **LOCAL AND SEASONAL PRODUCTS: AUTUMN–WINTER 2026–2027 SEASON** Chef: Andrey Zhdanov, Modus Friends and MODUS 11:25 AM – 12:20 PM **BACK TO THE FUTURE: THE NEW GENERATION OF TOKYO CUISINE** Chefs: Vadim Malkov, Motto Azabu, and Hisayuki Nishioka
1 - 3 pm **MAIN PLENARY DISCUSSION** of Food Retail Leaders **THE NEW MARKET PARADIGM** Moderator: Kirill Tereshchenko, KOTANYI	1:30 - 3:30 pm **CONFERENCE** **FRESH & ULTRA-FRESH IN RETAIL: MANAGING PERFORMANCE, CUSTOMER EXPERIENCE, AND OPERATIONAL RESILIENCE** Moderator: TBC	**TRACK: HR BRAND ENHANCEMENT & LEARNING** Moderator: Ekaterina Starodubtseva-Kalacheva, HURMA Recruitment 1:30 PM – 2:10 PM **PANEL DISCUSSION: THE FUTURE OF HR IN HORECA OR ORGANIZATIONAL STRUCTURE 2030: EMPLOYER BRAND, DEVELOPMENT, AI, AND THE HUMAN FACTOR** Speakers: Maria Galan, Central Square Holding; Marina Kapitanova, True Cost; Elena Zhilko, Lotte Hotel Moscow; Ksenia Redzhepova, Ararat Park Hyatt Moscow; Vera Makova, Maison Dellos 2:10 PM – 2:50 PM **INTERNAL BRAND AS A STRATEGIC ASSET: MEASUREMENT AND MANAGED GROWTH THROUGH ENPS** Speaker: Vera Makova, Maison Dellos 2:50 PM – 3:30 PM **EMPLOYER BRANDING IN THE AGE OF ARTIFICIAL INTELLIGENCE: A NEW COMPETITIVE ADVANTAGE FOR EMPLOYERS** Speaker: Maria Galan Idañes, Central Square Holding 3:30 PM – 4:10 PM **STOP TRAINING EMPLOYEES AND START MANAGING THEIR DEVELOPMENT: A PRACTICAL LEARNING SYSTEM FOR A RESTAURANT CHAIN** Speaker: Marina Kapitanova, True Cost 4:10 PM – 4:50 PM **BUILDING A TRAINING AND MENTORING SYSTEM IN A HOTEL DURING TURBULENT TIMES** Speaker: Ksenia Redzhepova, Ararat Park Hyatt Moscow FURSHET FOR PROGRAM PARTICIPANTS	12:30 PM – 1:20 PM **THE CUISINE OF THE PEOPLES OF SIBERIA: FROM YAKUTIA TO ALTAI** Chef: Viktor Shaidetsky, Manul 1:30 PM – 2:30 PM **WHOLE TUNA BUTCHERY MASTERCLASS** Chef: Artemy Lopatin, JUN 2:40 PM – 3:40 PM **GAYANE JAN'S ARMENIAN CUISINE** Chef: Gayane Breiova, Brand Chef at Gayane's 3:50 PM – 4:50 PM **ARCTIC CUISINE: TRADITIONAL DISHES OF THE SAAMI AND POMORS** Chef: Artur Amosov, Pomory v Murmanske, Mole, and Kod Severa in Teriberka 5:00 PM – 6:00 PM **ASIAN STREET FOOD: A FUSION OF FLAVORS OR WELCOME TO CHINA** Chef: Andrey Solovey, CHIHO
3:15 - 4:15 pm **INTERVIEW ON-STAGE** Host: Kirill Tereshchenko, KOTANYI Guest: Ilya Yakubson, Chizhik	3:45 - 4:30 pm **PRESENTATION** **OPPORTUNITIES FOR INDIAN AGRICULTURAL AND FOOD PRODUCTS IN RUSSIA** Speaker: Prashant Waghmare, APEDA 4:45 - 5:25 pm **PRESENTATION** **POETIC & PICTURESQUE JIANGNAN, ABUNDANT ZHEJIANG PRODUCE ZHEJIANG AGRICULTURAL PRODUCTS SPECIAL PROMOTION EVENT FOR RUSSIA**		
16th September, Wednesday			
10:30 am - 12:30 pm **PANEL DISCUSSION on** **TRANSFORMATION OF FOODSERVICE FORMATS AMID INTENSIFYING COMPETITION** Moderator: Svetlana Silenina, INFOLine	10:30 am - 12:30 pm **CONFERENCE on** **CATEGORY MANAGEMENT IN CONFECTIONERY: ASSORTMENT, MARGINS & SHELF** Moderator: Ekaterina Timoshevskaya, ROMIR	**TRACK: BAR & MANAGEMENT** Moderator: Artem Peruk, El Copitas Bar and «FollowTheRabbits» 10:40 AM – 11:20 AM **GENERATION Z IN HORECA: A NEW REALITY** Speaker: Maria Chaikovskaya, Chaika HR Bureau 11:20 AM – 12:00 PM Speaker: Artem Peruk, El Copitas Bar and «FollowTheRabbits» 12:00 PM – 12:40 PM **A SALES-DRIVEN BAR MENU** Speaker: Evgeny Shashin, Solution, Drink Supply and NoTails 12:40 PM – 1:20 PM **BAR UNIT ECONOMICS: BEYOND FOOD COST** Speaker: Konstantin Didenko, Lucky Group 1:20 PM – 2:00 PM **SIPS TREND: WHAT AND HOW WILL WE BE DRINKING IN 2027?** Speaker: Nikolay Zinchenko, Long Tongue at the Bar	Moderator: Olga Morozenko, Stanfood by Metro 10:20 AM – 11:15 AM **THE MIDDLE EAST: SPICES AS THE CURRENCY OF FLAVOR** Chef: Ilya Cherkashin, SAVIV 11:25 AM – 12:20 PM **AT THE DEPTHS OF BAIKAL CUISINE: RARE SPECIALTIES, FORGOTTEN FLAVORS, AND BOLD MODERN ACCENTS** Chef: Alexander Mordashev, LAMU
1 - 3 pm **EXPERT SESSION** **MANAGEMENT STRATEGIES AND DIGITAL TOOLS IN RETAIL** Moderator: Kirill Tereshchenko, KOTANYI	1 - 3 pm **CONFERENCE** **THE NEW REALITY FOR FRESH PRODUCE: HOW TO MONETIZE A "DEMANDING" CATEGORY AMIDST PRICE SHOCKS** Moderator: TBC, Retail.ru	**TRACK: NEXT-GENERATION MARKETING** Moderator: Maria Tyumeneva, Appetitny Marketing 2:10 PM – 2:50 PM **STANDOUT MARKETING IN TIMES OF LIMITED BUDGETS AND TURBULENCE** Speaker: Anastasia Kozlova, TanukiFamily 2:50 PM – 3:30 PM **SCALING VS. QUALITY: HOW TO OPEN 50+ RESTAURANTS WITHOUT LOSING YOUR SOUL** Speaker: Alexander Kroitor, Family Garden 3:30 PM – 4:10 PM **GASTRONOMY AS A CULTURAL CODE: MARKETING RESTAURANTS IN THE PREMIUM SEGMENT** Speaker: Maria Shumakova, Maison Dellos Restaurant House 4:10 PM – 4:50 PM **THE GUEST AT THE CENTER: HOW WE RESEARCH AND RETAIN AUDIENCES AT ALBA GROUP** Speaker: Anastasia Rakhmaninova, Alba Group 4:50 PM – 5:30 PM **OPEN MIC: AN UNCENSORED CONVERSATION ABOUT MARKETING AND PR** Speakers: Maria Tyumeneva and Anastasia Gushchina, Appetitny Marketing FURSHET FOR PROGRAM PARTICIPANTS	1:30 PM – 2:30 PM **"FORGOTTEN" VEGETABLES: CABBAGE — THE STAR OF EVERY GENRE** Chef: Igor Grishechkin, Mashenka 2:40 PM – 3:40 PM **BALTIC CUISINE: "ISLAND" THINKING IN THE APPROACH TO INGREDIENTS AND DISHES** Chef: Vyacheslav Vyunyk, Istria v Tarelke in Kaliningrad and Oblaka in Zelenogradsk 3:50 PM – 4:50 PM **MODERN CUISINE OF THE NORTHERN LADOGA REGION** Chef: Alexander Aristov, Cosmos Hotel Group 5:00 PM – 6:00 PM **FOOD PAIRING: FLAVOR AT THE INTERSECTION OF CUISINE AND BAR** Expert: Sergey Platonov, Daiquiri Group
3:15 - 5:15 pm **PLENARY DISCUSSION on** **LEADERSHIP SHIFT IN THE E-GROCERY MARKET AND FMCG MANUFACTURERS' ADAPTATION** Moderator: Mstislav Voskresenskiy, Directfood	3:30 - 5:30 pm **CONFERENCE** **BUILDING BRANDS? WHAT'S NEXT FOR PRIVATE LABEL DEVELOPMENT IN RETAIL CHAINS?** Moderator: TBC, Retail.ru		

17th September, Thursday

INFOLine

11 am - 1 pm
INFOLine PLENARY SESSION
TRANSFORMATION OF ASSORTMENT IN THE FOOD INDUSTRY: MANAGING NEW PRODUCT INTRODUCTIONS, PRIVATE LABEL PRODUCTION, AND OTHER SOLUTIONS FOR MAINTAINING COMPETITIVENESS
Moderator: Svetlana Silenina, INFOLine

retail.ru

1:30 - 3:30 pm
CASE CONFERENCE
CREATING ADDITIONAL VALUE FOR PRODUCT, SERVICE, STORE
Moderator: Natalia Marova, Retail.ru

4:00 - 6:00 pm
AWARD CEREMONY FOR THE WINNERS
OF **THE "PRODUCT OF THE YEAR"** COMPETITION

infoVizion

10:30 am - 1:30 pm
CONFERENCE
READY MEALS 2027: RETAIL REDRAWS THE MARKET. ARE YOU A PLAYER OR A SPECTATOR?
Moderator: Tatyana Kondratyeva, FMCG & E-grocery

INFOLine

2 - 3 pm
AWARD CEREMONY FOR THE WINNERS OF THE COMPETITION **"NEW PRODUCT OF THE YEAR"**

WorldFood CONNECT / INFOLine

3:30 - 5: 30 pm
FOCUS SESSION on
NAVIGATING SHELF SPACE IN THE PARTNERSHIP ERA: RETAILERS × PRODUCERS × HORECA
Moderators: Svetlana Silenina, INFOLine
Alexandra Kivich, WorldFood Connect

HURMA recruitment

TRACK: CHEF 2026–2027, KITCHEN & DELIVERY MANAGEMENT
Moderator: Olga Morozenko, Stanfood by Metro

10:40 AM – 11:20 AM
LEADERSHIP IN THE KITCHEN: STRICT HIERARCHY OR A FLEXIBLE APPROACH?
Speaker: Pavel Annenkov, H-Organic Golf

11:20 AM – 12:00 PM
CHEF PERSONAL BRANDING AND CAREER DEVELOPMENT TODAY
Speaker: Mark Shah Akbari, Kaifuso

12:00 PM – 12:40 PM
MODERN RUSSIAN CUISINE: HOW TO INTERPRET THE PECULIARITIES OF LOCAL CULTURE BY MEANS OF GASTRONOMY
Speaker: TBA

12:40 PM – 1:20 PM
TEAM MANAGEMENT: THE THINGS THAT MATTER MOST
Speaker: Stanislav Pesotsky, SVET

1:20 PM – 2:00 PM
REAL-TIME DYNAMIC DELIVERY MANAGEMENT
Speaker: Roman Oreshkin, Secret Kitchen

HURMA recruitment

TRACK: PROCUREMENT & OPTIMIZATION
Moderator: Olga Morozenko, Stanfood by Metro

2:10 PM – 2:50 PM
WHAT HAVE YOU NOT CALCULATED YET — BUT SHOULD HAVE? PROCESS OPTIMIZATION, FOOD COST CONTROL, AND IMPLEMENTING STANDARDS
Speaker: Ilya Kokotovsky, IKRA

2:50 PM – 3:30 PM
A NEW MODEL FOR KITCHEN ECONOMICS
Speaker: Andrey Nesterenko, Podmoskovnye Vechera

3:30 PM – 4:10 PM
AI HYPE VS. REALITY IN RESTAURANTS: HOW TO TURN AI INTO A TEAM THAT CAN REPLACE 5 SPECIALISTS IN PRACTICE
Speaker: Lana Badu, Fish&Fish

4:10 PM – 4:50 PM
ADVERTISING: HOW TO AVOID FINES AND SAVE MONEY
Speaker: Darya Gorinova, Grits & Partners

FURSHET FOR PROGRAM PARTICIPANTS

HURMA recruitment

Moderator: Max Brandt, blogger

10:20 AM – 11:15 AM
RUSSIAN FUSION PROJECT: FINAL
Hosts: Alexandra Kivich, WorldFood Connect, and Alexey Tkachenko, Syrovarnya

11:25 AM – 12:20 PM
"SENSORY MAXIMALISM": TEXTURES THAT CRACK, POP, AND MELT #CRUNCHYTOK
Chef: Maxim Razhev, Regions

12:30 PM – 1:20 PM
ITAMESHI: WHY ITALIAN AND ASIAN CUISINES ARE THE COMBINATION OF THE 21ST CENTURY
Chef: Kazuhiko Kijima, Official Ambassador of Japanese Cuisine in Russia

1:30 PM – 2:30 PM
MOSCOW CUISINE
Chef: Ilya Kokotovsky, IKRA

2:40 PM – 3:40 PM
WHAT DO YOU NEED TO KNOW ABOUT MEAT IN 2027?
Expert: Alexander Tuzhikov, Elite Group

3:50 PM – 4:50 PM
HONEY & CHILI: SWICY & FRICY — THE FLAVORS OF 2026
Chef: Kursant Khan, Expert in Japanese and Pan-Asian Cuisine

5:00 PM – 6:00 PM
THE GASTRONOMIC MAP OF THE CAUCASUS
Chef: Biso Chechenov, Tatuin

18th September, Friday

ANBOX studio

11:00 am - 13:30 pm
EXPERT SESSION
FROM IDEA TO SHELF. HOW PACKAGING TRANSFORMS INTO A SALES TOOL
Moderator: Anna Plavskaya, art director of ANBOX

КАТМЕНПРО

11 am - 3 pm
KATMENPRO OPEN CLUB
Moderator: Anna Tischenko, CATMANPRO Community, a-rpm.ru

HURMA recruitment

WorldFood HoReCa Tutor: management
Moderator: Max Brandt, blogger

10:40 AM – 11:20 AM
LEADERSHIP THROUGH PARTNERSHIP
Speaker: Yulia Kim, Avito Travel

11:20 AM – 12:00 PM
YOUR FIRST JOB CAN BECOME A GREAT CAREER
Speaker: Svetlana Pivneva, ASKANELI, X-CHICKO

12:00 PM – 12:40 PM
BUSINESS IN 2026: SECRETS OF MANAGING CUSTOMERS, BUSINESS, AND TEAMS IN AN AGE OF ANXIETY
THE ECONOMICS OF SMALL JOYS AND THE NEW ROLE OF BUSINESS
Speaker: Evgeny Demchenko, One Price Coffee

12:40 PM – 1:20 PM
I WANT TO OPEN A RESTAURANT: WHERE TO START AND HOW TO TAKE THE FIRST STEPS IN BUSINESS
Speaker: Evgenia Kachalova, BAZAR FAMILY

1:20 PM – 2:00 PM
QUALITIES OF THE FUTURE: HOW TO FEEL ALIVE AND STAY RELEVANT IN HORECA 2030?
Speaker: Inna Shchepetova, NEWBLACK

HURMA recruitment

WorldFood HoReCa Tutor: chef
Moderator: Olga Morozenko, Stanfood by Metro

10:20 AM – 11:10 AM
THE INFLUENCE OF YOUNG CHEFS ON THE CREATION OF DISHES AND FLAVORS IN RESTAURANTS
Chef: Sergey Kiselev, Pushkin u Fontana, Maison Dellos

11:20 AM – 12:10 PM
NEW RUSSIAN CUISINE
Chef: Alexey Tkachenko, Syrovarnya

12:20 PM – 1:10 PM
SEAFOOD GASTRONOMY THROUGH THE LENS OF FLAVOR, TEXTURE, AND CREATIVE POSSIBILITIES
Chef: Mikhail Nekrasov, Nekrasoff Group

1:20 PM – 2:10 PM
THE ECONOMICS OF FERMENTATION: FLAVOR + HEALTH + SHELF LIFE
Chef: Kazuhiko Kijima, Official Ambassador of Japanese Cuisine in Russia

2:20 PM – 3:10 PM
LAYERS OF FLAVOR: WHY CHEFS AND CONSUMERS ARE CHOOSING MORE COMPLEX AND DEEPER FLAVORS OVER SALT AND SUGAR
Chef: Ivan Karpov, Saint Petersburg

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