



26th international industrial exhibition of non-food products **HOUSEHOLD EXPO** – the biggest specialised exhibition of kitchenware, household goods and homewares on the Russian market | www.hhexpo.ru

16th international B2B exhibition **STYLISH HOME. GIFTS** – exhibition of middle and premium-class interior objects and furniture, tableware and table decorations, gifts, lighting, textiles and accessories | www.styhome.ru

14th international B2B exhibition **CHRISTMAS BOX. PODARKI** – exhibition of gifts, souvenirs, New Year, Christmas and festive products | www.christmasbox.ru

8th international B2B exhibition **OUTDOOR DACHA** – exhibition of goods for country life and outdoor leisure | www.outdoordacha.ru

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The biggest B2B exhibitions of homewares, country life products, household goods, household chemistry, furnishings and gifts in Russia

PRESS RELEASE

HOUSEHOLD EXPO, STYLISH HOME. GIFTS, OUTDOOR DACHA and CHRISTMAS BOX. PODARKI international exhibitions will take place from March 23 to 25, 2021. Organisers of the exhibitions: MOKKA Expo Group LLC, Mayer Corporate Group – member of the Global Association of the Exhibition Industry (UFI) and the Russian Union of Industrialists and Entrepreneurs. The exhibitions will be held with the official support of the Chamber of Commerce and Industry of the Russian Federation.

Over 200 Russian and foreign manufacturers and distributors of homewares, country life products, furnishings and gifts from Russia, Kazakhstan, the Republic of Belarus, Turkey and Ukraine take part in the spring exhibitions. In spite of the closed borders, the participating companies will present their products made in the United Kingdom, China, Poland, the USA, Finland and the Czech Republic on the Russian market.

The exposition will traditionally be organised in 3 exhibition halls, but this spring the arrangement of the exhibitions in the halls will be different:

- **HALL 11** –HouseHold Expo and Outdoor Dachа international exhibitions.
- **HALL 10** –Christmas Box. Podarki and Stylish Home. Gifts international exhibitions.
- **HALL 9** – ChemiCos international exhibition.

Benefits of visiting the exhibition for your business:

- Renewal of your store's product range and new contacts
- Best prices for product shipments and the most relevant logistics solutions
- Overview of trends and the most relevant market information

[FREE REGISTRATION FOR BUSINESS VISITORS IS NOW OPEN](#)
[РЕГИСТРАЦИЯ ДЛЯ СПЕЦИАЛИСТОВ](#)

Among the participants of the spring exposition of homewares, country life products and furnishings are such companies as LMR Plast, YORK, ND Play, UNISTOR, SERVER, Mamsirov Zaur Olegovich IP, TONAR Group of companies, MayerBoch, Estet, Intes, Plastic Republic, DARIIS-AKCAM, Management company Lysva plants, Plast Team, Drimex, Polivalent, Pilot MS, Veles, Lex Group, Emal, Multidom, Non Stick Coatings Chemistry, BORNER, Kolorit, Hoffmann, M Group, Ufa Accessories Manufacturing Association, MAP UNION and others.

The exposition of New Year products and gifts at Christmas Box. Podarki international exhibition is presented by the following companies: MAG - 2000, Eli Peneri, Vitus, Elita, KRISTALL-KANC, SIMAMART, DANKOM, Tsar-Elka, Vkus Uyuta, PLAST, KARLSBACH, Ruskonfeta, Vintage Shar, VUGODA GK, BIG Decor, Ural Christmas tree and toy, SIGNALELECTRONICS, NASHA YOLKA, KAZKOM, ELKI TORG, Christmas Dream, Upacktrading, RutaUpak and others.

First-time participants of the exhibitions are such companies as EVIS, Amberking, NUTCRACKERS, EVA GLASS FACTORY, Gabrichuk Igor Olegovich, UFAPACK, PP Polesie, Therna, Parex, Lale Plastik, Enkay Group and Microfiber. This spring, the Centre for Export Support of Vladimir region, the Centre for Entrepreneurship Support of Voronezh region and the Funds for Entrepreneurship Support of Omsk region and Krasnodar krai will present their regions at special collective booths. Thanks to their support, many small manufacturing companies will be able to show their best products and developments.

BUSINESS PROGRAMME

The [business event programme](#) of the exhibitions this spring will include both new topics and new speakers. Among the partners of the spring business programme are the Union of Designers and Architects, ArchDialog Company, the Association of Branding Companies of Russia, the Deloitte Academy and the School of Retail which will take part in the running of the exhibition for the first time.

[DAY OF DESIGN: TRENDS OF 2021 \(March 23\)](#)^{NEW}

- Programme of the [Union of Designers and Architects](#)
- Programme of [ArchDialog Company](#)
- [Special workshops](#) within the framework of the Day of Design

SCHOOL OF RETAIL, conference [EMOTIONAL SALES \(March 23\)](#)^{NEW}

The Association of Branding Companies of Russia with their session [STRONG BRAND AS AN ADVANTAGE ON THE MARKET OF HOUSEHOLD GOODS \(March 23\)](#)^{NEW}

[NEW YEAR TRENDS AND ANALYTICS \(March 23\)](#)^{NEW}

- Russian market of New Year products in 2020
- New Year trends. What a retailer needs to know to hit the aim at the end of the year

[DAY OF ONLINE TRADE AND DIGITAL MARKETING](#), Deloitte Academy **(March 24)**^{NEW}

- Discussion: world after COVID. New consumer trends.

CHEMICOS-2021 EXHIBITION



The 4th international specialised exhibition of cosmetics, perfumery, personal care products, professional and household chemistry [CHEMICOS-2021](#) will take place at the same time as the other exhibitions in hall 9.

Within the framework of the exhibition on March 23 and 24 a discussion business programme for the manufacturers of perfumery and cosmetics, household chemistry, personal care products and disinfectants will be organised, including the **Field meeting of the Ministry of Industry and Trade of the Russian Federation on the Development Strategy for the Perfumery and Cosmetics Industry** as its key event. Agenda:

- change of rules in commission trade of nonfood products; the problems of product labelling in the perfumery industry;
- key requirements to disinfectants submitted for state registration;
- security and quality monitoring of products on the territory of Russia, pseudo-green products;
- introduction of the carbon tax in the member states of the European Union;
- use of packaging from recycled raw materials; collection and disposal of plastic packaging for household chemistry, plastic gift certificates at points of sale

The programme will be interesting for retail and wholesale representatives, manufacturers of all kinds of consumer goods, logistics companies and manufacturers of various types of packaging. [Registration for the event](#).

The recommendations developed by the Federal Service for Surveillance on Consumer Rights Protection and Human Wellbeing will be strictly observed to ensure the safety of the participants and visitors to the exhibitions. Mask policy, thermal screening, access to hand sanitizers, ventilation, social distancing policy and control over the quantity of people present in the exhibition halls will be organised at the venue.